

Company Profile

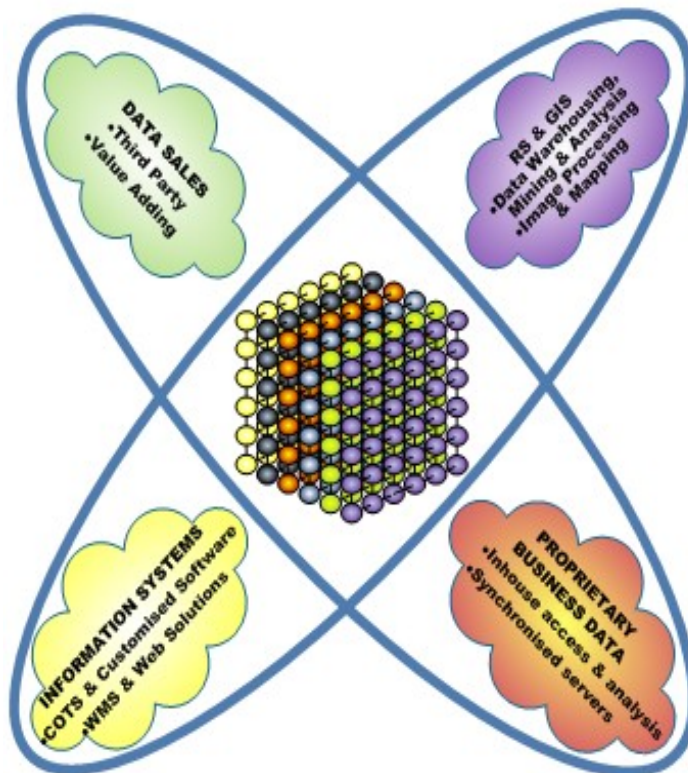
DATA - INFORMATION - KNOWLEDGE - UNDERSTANDING

CORE BUSINESS: Agrecon is an **Australian informatics company** that provides **customised solutions** for business enterprises, agencies and community users in agriculture and other industries which seek to improve the **management of natural resources** in the face of **climate related production uncertainty**.

OUR EXPERTISE: Agrecon draws on more than **15 years of experience** to maintain a unique position within the geospatial industry that bridges four traditional activities of **data sales, image analysis** and **computer mapping, software development** and **consultancy services** using proprietary business data.

AGRECON DISTINCTIVES:

By using **computerised surfacing** of climate and other data sets that are fundamental to business decision making we derive **standardised multi-date grids with 1km² resolution** across Australia, Canada and the US and incorporate these into **a single warehouse** that we refer to as the **Knowledge Grid**. We maintain the currency of Knowledge Grid and use it to generate **off-the-shelf** or **customised products**, to provide **reporting** and **consultancy services** and to underpin the development of an innovative subscription



based **on-line information system** that we call **AgreView** and which incorporates an array of **query tools, applications modules, analysis services, business metrics** and **output products**. What this means for customers is that, when coupled with corporate data systems, AgreView opens up **new frontiers in risk management** for any footprint or time-frame through improved access to data, information, knowledge and understanding for a whole new level of **predictive business intelligence**.

INFORMATION PRODUCTS, SYSTEMS & SERVICES. We:

Acquire, integrate, manage and maintain the currency of nationally comprehensive arrays of multi-temporal satellite imagery, maps biophysical, commodity production, socio-economic and other **fundamental baseline data** and **derived products** that are stored in recognised formats;

Incorporate **proprietary data** within standardised **geo-spatial** and **temporal frameworks**;

Offer **increased access** by business and government customers to fundamental geospatial data and derived information products through **transaction** and **subscription** arrangements;

Provide strategically important **market intelligence, consulting** and **advisory services**;

Develop **interactive web based information systems** with **predictive business intelligence** for securitised **querying, data mining, extraction, analysis**, production for

printing or export in digital format of user-defined **imagery, maps, charts, tables, animations** and **reports**;

Incorporate innovative **data analysis functionality**;

Characterise biophysical settings and **profile past performance**;

Derive **standardised, objective, numerical metrics, models** and **indicators**;

Use fundamental data, analysis techniques and derived information metrics to:

assist business enterprises, local communities, regional agencies, national organisations and multi-national corporations

to **map, monitor** and **manage** prevailing circumstances;

identify and understand **causal relationships** through **empirical modelling**;

predict forthcoming seasonal conditions;

forecast planted area, yield, production, stocks and demand for agricultural commodities;

generate **yield maps** and other **products** for **prescription and precision farming**;

assess, manage, rate, price and transfer **financial** and **insurance** related **production, multi-peril** and **environmental risk exposure**.

COMMERCIAL OBJECTIVES

Promote **business confidence** through an informed approach to **strategic planning, marketing, logistics** and **operational decision making**;

Improve **productivity** and **profitability** through more **efficient** and **socially responsible use** of land, soil, water, flora and fauna;

Facilitate **best practice management** of enterprises, assets, bio and geophysical environments;

Identify, assess, mitigate and manage **physical susceptibility, community vulnerability** and **situational exposure** to a wide range of **natural hazards**;

Increase the **viability of businesses, service providers, agencies and organisations** within the supply and demand sectors of the value chain;

Build **sustainable businesses, communities** and **environments**.

CORE MARKETS & KEY MARKET SEGMENTS

Land based enterprises, particularly **cropping, grazing, intensive livestock** and **forestry operations** and all forms of **urban** land use;

Retail distribution chains that provide **agricultural merchandise** and **agronomic advice** through a **network of local agencies** representing a nationally dominant **corporation** with a strong brand;

Leading **multi-national suppliers** of seed featuring advanced genetics, agro-chemicals for crop and pasture protection, farm machinery, fertilisers, nutrition and soils advice;

Corporate providers of commodity based **financial, insurance, marketing, logistics, processing, risk management, technical** and **business advisory services**;

Commodities, hedging, futures and **derivatives traders** including **investment funds** under management;

Industry peak bodies, government and non-government **resource management** and **compliance agencies, national** and **international organisations** that provide **welfare, aid** and **relief**.

We view the provision of **corporate services** as our primary **path to market**. We source private equity capital to underpin growth in **domestic** and **international markets**. We forge **strategic partnerships** and **license** our information products, systems and services within key markets, segments and geographies.

For further information:

Phone: +61 2 6201 2552
www.agrecon.com.au

Fax: + 61 2 6201 5353

Mobile: +61 413 048 863

Visit: 170 Haydon Drive, BRUCE, ACT, Australia

Email: buttonb@agrecon.com.au **Web:**