PANTHEON™ Farming

MEASURED
MANAGED
PROFITABLE

Foreword:
Where are we?

Since june 2014 increas of capital…

PANTHEON™ Farming

MEASURED
MANAGED
PROFITABLE

Main Division Indicators

	SME		Farming		Retail	
	FY'15H1	FY'14H1	FY'15H1	FY'14H1	FY'15H1	FY'14H1
HQ						
Developlment cost	681.000	664.000	170.000 [1]	136.000	55.000	41.000
Subsidies	0	115.000	130.000**	71.000**	0	0
SUB-i						
Revenue	2.640.858	2.248.718	48.700	3.500		
Cost	1.695.773	1.632.197	201.200	1.100		
Coverage	945.085	616.521	-152.500	2.400		

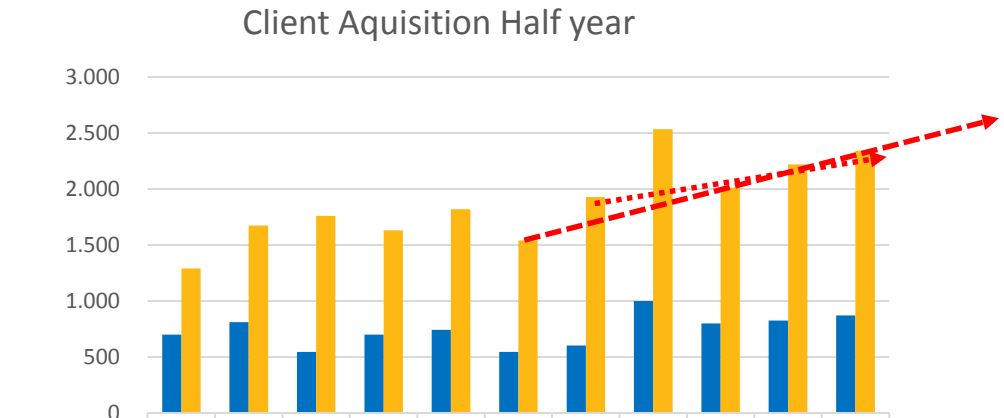
*Revenue&costs of Retail division currently still listed under SME division.

**Farming subsidies (AgroIT, MAK) not included into FY‘15 P&L

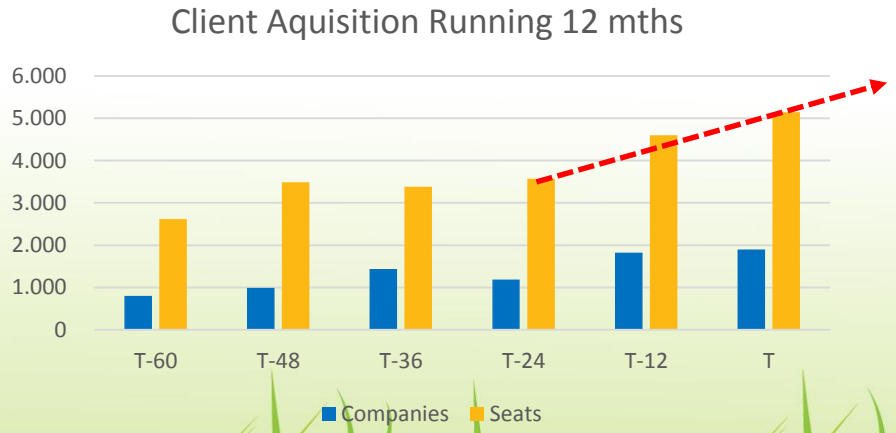
PANTHEON™ Farming

MEASURED
MANAGED
PROFITABLE

Client Aquisition

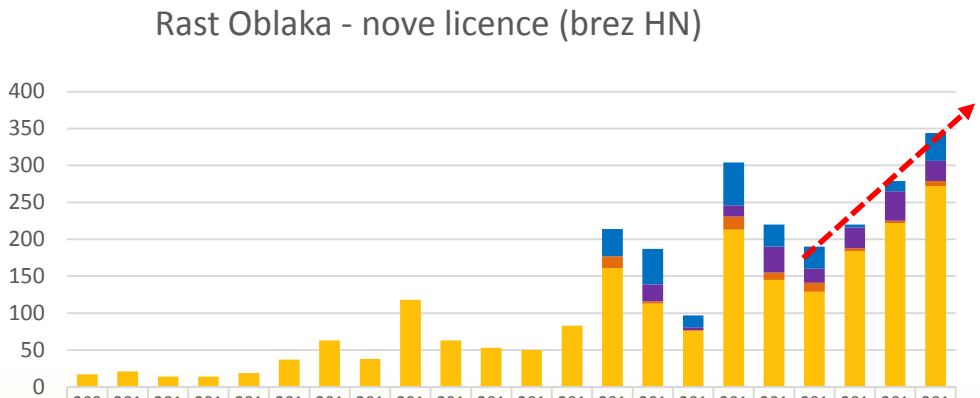


	FY'10 H1	FY'10	FY'11 H1	FY'11	FY'12 H1	FY'12	FY'13 H1	FY'13	FY'14 HY	FY'14	FY'15 H1
Companies	701	813	546	700	742	545	604	999	801	825	872
Seats	1.292	1.675	1.762	1.631	1.822	1.540	1.929	2.534	2.013	2.220	2.344



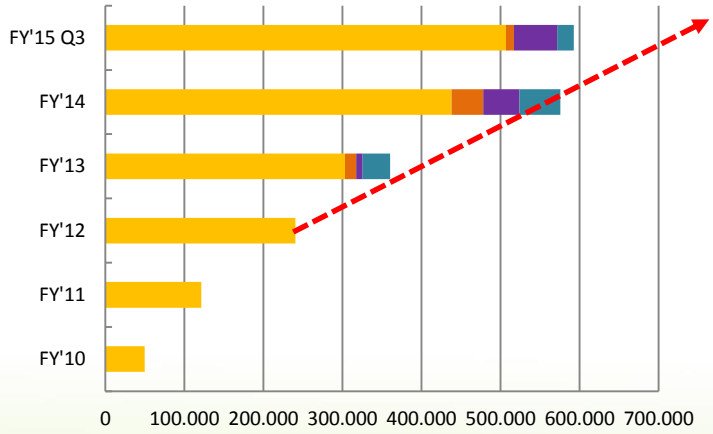
PANTHEON™ Farming
MEASURED
MANAGED
PROFITABLE

Client Aquisition Cloud



	2009/4	2010/1	2010/2	2010/3	2010/4	2011/1	2011/2	2011/3	2011/4	2012/1	2012/2	2012/3	2012/4	2013/1	2013/2	2013/3	2013/4	2014/1	2014/2	2014/3	2014/4	2015/1
Makedonija	0	0	0	0	0	0	0	0	0	0	0	0	0	37	48	16	58	30	30	4	14	38
Srbija	0	0	0	0	0	0	0	0	0	0	0	0	0	0	23	4	15	35	19	28	40	27
Hrvaška	0	0	0	0	0	0	0	0	0	0	0	0	0	16	3	1	18	10	12	4	3	7
Slovenija	17	21	14	14	19	37	63	38	118	63	53	50	83	161	113	76	213	145	129	184	222	272

Vrednost novih licenc v oblaku po letih in državah



	FY'10	FY'11	FY'12	FY'13	FY'14	FY'15 Q3
Slovenija	49.749	121.635	240.525	303.228	438.256	506.934
Hrvaška	0	0	0	14.081	39.743	9.915
Srbija	0	0	0	8.083	45.758	54.999
Makedonija	0	0	0	35.050	52.106	20.754

PANTHEON™ Farming | MEASURED MANAGED PROFITABLE

Usage of Capital Increase June 2014

Planned	Executed
500,000€ for GoToMarket of Farming division • **Scale up of marketing in Slovenia, Croatia and Macedonia** • **Sales start in Serbia, Poland and Romania** • **Opening activities in Switzerland, Austria and Czech Republic.**	**Slovenia**: invested 135.900€ to build up sales and support capacity and marketing activities; **Croatia**: invested 39.400€ to build up sales and support capacity and initial marketing activities; **Macedonia**: Farming division is operating with profitably (213€ profit in period); **Srbija**: invested 11.500€ to build up sales and support capacity and initial marketing activities; **Švica**: invested 150,000€ into establishment of Agro HQ functions and local sales; **Poljska**: invested 1.600€ + localisation, company registration; **Romunija**: DL investment 0€ (operations financed by MMP & AgroIT) market analysis done, scale up plan done, additional localisation requirements; **160,000€ available for H2 FY'15**
250.000€ to be invested into proliferation of Telco cooperation and new service development	**Retail Division:** 139.000€ invested into technology purchase and development ov Android point-of-sale, to be used in coop with Telcos based on the fiscal registers regulatory framework. Expected is a minimum 50,000€ new revenue per month in the next 24 months. **Cloud services:** we've employed ex Makedonski Telekom digital services manager to act as VP for Telco affiliations **ServiceDesk:** build up of capacity in Slovenia (62.000€), Croatia (73.200€) and Serbia (32.700€) **56,900€ more than planned, delta financed out of positive cashflow from existing business**
250.000€ for market consolidation/mergers - Partner From Competitior(PfC)	In H1 we've invested roughly 25,000€ (wages, travel expenses, marketing) and aquired over 200 new users, generating net revenues of 21,000€ and approximatly 24,000€ recuring revenue per year in the future **246,000€ available for H2 FY'15 – planned merger in AL and PfC operations in HR, RS**

Investor presentation

PANTHEON™ Farming | MEASURED MANAGED PROFITABLE

Datalab AGRO AG

Bahnhofstrasse 3
CH-8808 Pfäffikon
+41 55 415 5476
www.datalab.ch

Andrej Mertelj, CEO
andrejm@datalab.ch
Andreas Mattig, Chairman
andreas.mattig@mattig.ch

PANTHEON™ Farming

MEASURED
MANAGED
PROFITABLE

Mission

We simplify **data collection**, convert it automatically to **proper financials** to help **farmer manage** the farm in a more **profitable** way!

PANTHEON™ Farming
MEASURED
MANAGED
PROFITABLE

Vision

Eliminate waste (resources, money, yields, …) through data-driven management of the farm

& Connect the farm digitally to the ecosystem (suppliers, customers, agricultural consultants, accountants, …)

& Reduce/automate **bureaucracy** burden

& Unify data silos

& Bring Agro to the information age!

Pantheon FarmingGlass was nominated for Innovations in Agriculture GFIA Abu Dhabi 2015

PANTHEON™ Farming

MEASURED
MANAGED
PROFITABLE

Market

Our targeted market: top 20% of Agro with potential to trickle down to smaller farms

Total arable land globally 1,5 bn ha* = Addressable market size €7,2 bn annually
Total Life Stock Units globally 2 bn* = Addressable market size €8,6 bn annually

Addressable market for FMIS solutions might be as high as €16 billion

Roughly comparable to worldwide ERP market with 25,4 bn US$ in 2013**

Nascent market waking up

No clear worldwide leader in FMIS but several mostly local oriented start-ups

We do whole farming spectrum not just one vertical (e.g. just cattle or just crops)

We‘re using decades of SME expertise and channel building as unique starting position

Ergo… Invest early & invest sufficient

*FAOSTAT 2013
** Gartner, ERP Market Share

PANTHEON™ Farming
MEASURED
MANAGED
PROFITABLE

Problem

Increased need to track Ag processes

Access to (mature) markets
Food traceability (cattle, organic food, …)
Environmental regulation
Scarcity (limited water, land, …)

Increase yields / reduce consumption

Data-driven decisions
Precision agriculture
Profitability on the level of unit (agro economics)

Increased back office bureocracy

Regulations and compliance
Subsidies granted on data disclosure
Good Agricultural Practice = IFRS 41 accounting
Modern farming = capital intensive
= need for banks to do proper risk

Manage the changing Ag environment

Processes today <> traditional processes
Weather and climate change
Automatisation/robotisation of Ag machinery
New cultures or shift of production

PANTHEON™ Farming
MEASURED MANAGED PROFITABLE

Product / Solution

COMPLETE
Farm Management Information System

Crops	Orchards	Wine (yard/cellar)	Vegetables	Forest
Cattle	Weather	Service	Financials	Calendar
Horses	Ag Machinery	Invoicing	Accounting	eDocuments
Pigs	Field sensors	Inventory	Warehouse	Compliance
Poultry	Robots	HR	Tax	eMarketplace
Goats, Sheep's	GIS	POS	Assets	Procurement
Bees				

Complete & Integrated
True transparency of the farm

One (or none) data entry, multiple usage
Profit/Loss on the level of production unit

Line of Business | Integrations/IoT | BackOffice

PANTHEON™ Farming
MEASURED
MANAGED
PROFITABLE

Target Customer

Monoculture **and mixed** farms with crops, animals, vegetables, orchards...

- Industrial and semi-industrial farms and/or
- Value added farms with a need for food tracebility
  - organic, kosher, hallal, …
  - special requirements eg. larger retailers

Larger farms

- needing professional planning, measuring, accounting and managing
- Larger family farms, Ag companies and state farms

PANTHEON™ Farming | MEASURED MANAGED PROFITABLE

Value proposition

- Optimization of inputs (fertilizer, seeds, fuel)
- Maximization of outputs
  - Increase of yields
  - Traceable / organic = more expensive
- Increase of assets utilization (machinery, animals, field usage)
- Facts based decision making (replacements, investments, changes, labor)
- Reduction of theft (fuel, fertilizer, seed, machine usage)
- Environment – green values
  - Proof of purity
  - Food traceability including substances used
  - Eco-balances & subsidies
- Reduction of administrative work (up to -50%)
- Integrated solution for all stakeholders
  (farmer, consultant, veterinary, accountant, state,…)
- Reduction of info-siloes from up to 20 to 1
  Eliminate „battle for the eyeballs“

1 COW
1400€ p.a. direct cost
4,32€ software cost p.a.
= 0,31% of direct cost

1 ha CORN
516€ p.a. direct cost
4,68€ software cost p.a.
= 0,91% of direct cost

Antibiotic – Must Have

Aspirin – Good to Have

Vitamin – Nice to Have

PANTHEON™ Farming
MEASURED
MANAGED
PROFITABLE

Selling Strategy & Customer Acquisition

Entering new countries through

- Building up direct sales and support teams based close to the farmers in regions
- Extending the foot-print by M&A and joint-ventures

Bundled sales with Telcos, Agro banks/insurances and Ag consultants

- Leverage and scale exponentially
- Distribution & OEM partnerships

Demand Generation 3-5% of revenue budget (higher during market entry)

- Farming trade shows, seminars, symposiums and local events
- Advertising in farmer magazines / portals

Cost of initial sales x4 monthly fee, recurring sales zero

- Long run-time: typical farmer would use the solution > 10 yrs.
- Churn: first 3 months 15%, after 3% annually
- High changeover cost

Larger Farm **sales cycle 3-6 months**

Sales & support point
in 50-100 km radius of the farm

More ERP-like business than APP business

Localization for each market, no „worldwide“ solution

PANTHEON™ Farming
MEASURED
MANAGED
PROFITABLE

Revenue Model

Pivoted from „per farm“ **to „per asset“ royalties**

- Simple
- Transparent
- Size based -> fair
- All technology included (desktop, mobile, …)
- Cloud or license + maintenance licensing

Fields	0,39€ / ha / mth
Orchards, vegetables	0,51€ / ha / mth
Wine cellar	0,44€ / 100l / mth
Wine yard	0,51€ / ha / mth
Cattle, horses	0,36€ / animal / mth
Pigs	0,10€ / animal / mth
Poultry	0,01€ / animal / mth
Sheep, goats	0,36€ / animal / mth

Services

- Implementation (cca 20 hrs / farm)
- Service desk or billable support hours (cca 10 hrs / farm / year)
- Education courses: on-site or video lectures & webinars
- Cash collection 30 days net, otherwise switch off
- Additional digital services up-sell: electronic documents, EDIFACT, off-site backup, marketplaces, ….

PANTHEON™ Farming
MEASURED
MANAGED
PROFITABLE

Management Team & Experience

Dr. Andreas Mattig – Chairman
U.St.Gallen PhD , Nanyang Institute Banking and Finance (MA), International Relations (MA); Experience in Investment Banking in US & CH;
Chairman Cime Capital

Andrej Mertelj – CEO
Serial entrepreneur from 1989; brought Datalab from garage to the one&only tech IPO on the Ljubljana Stock Exchange

Torsti Pullola – CSO
25yr of experience in IT sales with DEC, Compaq, Deutsche Telekom and Oracle.
Built CE&CIS partner network for Oracle

Benjamin Stengl – COO/CFO
U.StGallen MA in Banking&Finance; Data analyst in financial sector; UBS credit risk IT support; 2012-15 running operations & int. expansion of MMP

Dr. Rok Rupnik – Chief Scientist
Professor on the Ljubljana Computer Faculty

Have:
230+ highly trained & very experienced colleagues in 12 countries

Need investment for:
Local sales & support teams
Localization development

PANTHEON™ Farming | MEASURED MANAGED PROFITABLE

Funding Plans Datalab Agro AG (Switzerland)

Non-listed entity

Seed: Datalab d.d. (parent company)

Series A: +100,000 CHF Mattig Management Partners

Series B: valuation @ 6M€ pre money, 2M€ needed for next period

+1-2 M€ Mattig Management Partners

+0-1 M€ Datalab shareholders

Series C: „Kingmaker“ investment

VC fund & Investment bank

C1 = jan-mar 2016

C2 = jan-mar 2017

C3 = jan-mar 2018

Valuations to be defined

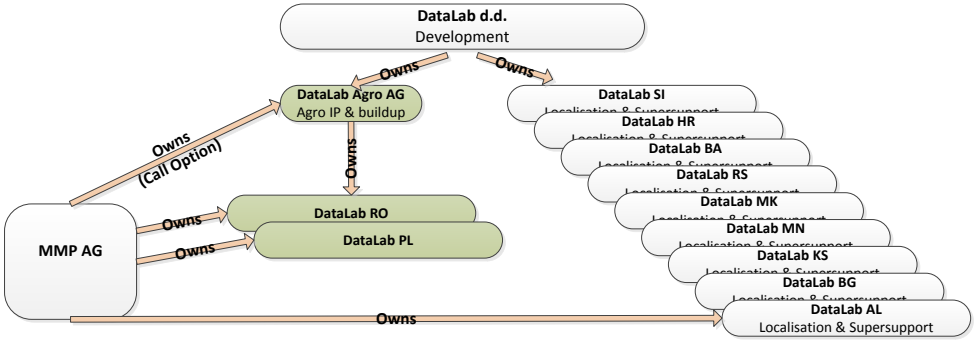
Equity financing & Joint-ventures
= new markets

Debt financing
= M&A + buffer

Capital invested for GTM, building salesforce and support channels in target countries

PANTHEON™ Farming | MEASURED MANAGED PROFITABLE

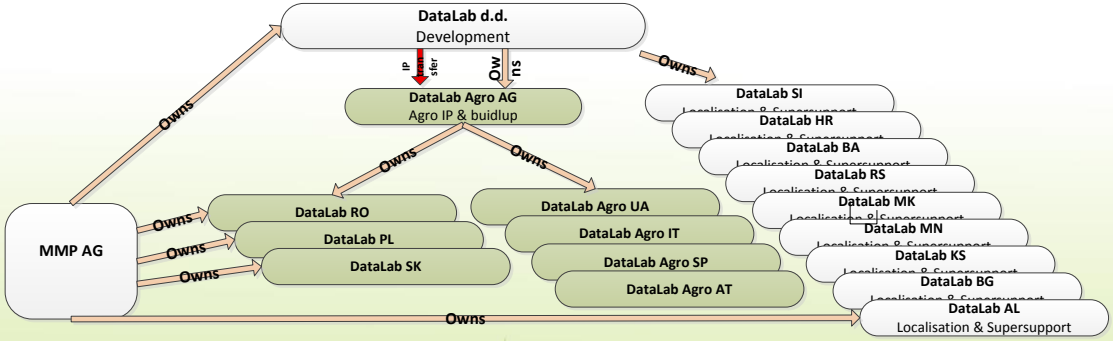
Corporate structure



Series A

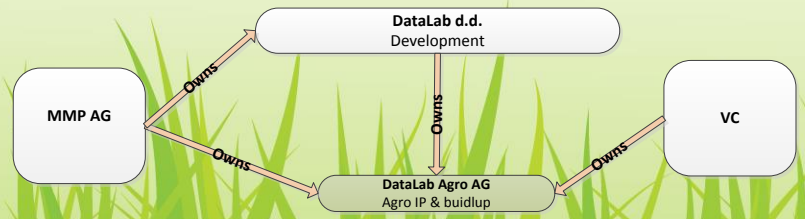
In preparation for Series B:

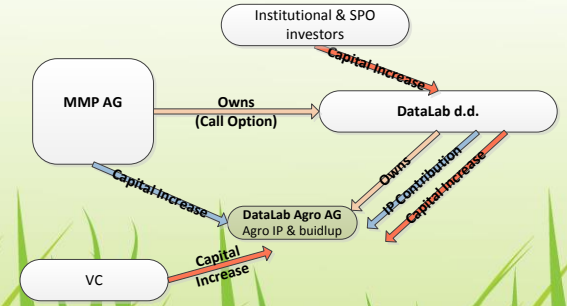
- Call option MMP executed -> DL owns 100% of DL Agro
- IP transfered to DL Agro as contribution in kind



Series B

Raising capital to minimise dillution of DL in DL Agro





Series C

PANTHEON™ Farming

MEASURED
MANAGED
PROFITABLE

SUPPORTING SLIDES

PANTHEON™ Farming

MEASURED
MANAGED
PROFITABLE

Current PA Farming Sales & Markets

PANTHEON™ Farming
MEASURED
MANAGED
PROFITABLE

Existing Sales & Support resources

	Head & Sales	Sales	Support
Slovenia	Mojca Cuderman	5	3
Croatia	Valentina Pankretic	2	
Serbia	Radivoje Misovic		
Macedonia	Ivana Atanasova		1
Romania	Florian Stefan	1 + 5 TBH	1 + 5 TBH
Switzerland	Ernst Felder		1 TBH
Poland		5 TBH	5 TBH

PANTHEON™ Farming
MEASURED
MANAGED
PROFITABLE

PAFA Sales Funnel

Show funnel statistics

Status	Count	Licence Value SUM	Work Value SUM	Weighted Licence SUM	Weighted Work SUM	Total SUM	Total Weighted
0 - Sale done	489	164578.84	0.00	164578.84	0.00	164578.84	164578.84
1 - Contract ready	7	2440.60	0.00	2196.54	0.00	2440.60	2196.54
3 - Qualified - short list	1	2033.00	4500.00	1219.80	2700.00	6533.00	3919.80
4 - Proposal	24	4923.12	0.00	1969.25	0.00	4923.12	1969.25
5 - Qualified lead	29	9111.89	0.00	1822.38	0.00	9111.89	1822.38
6 - Identified opport...	35	23839.91	0.00	1192.00	0.00	23839.91	1192.00
I - Customer not int...	63	26525.23	0.00	0.00	0.00	26525.23	0.00
L - Lost to competition	3	9590.53	10000.00	0.00	0.00	19590.53	0.00
P - Lost to another ...	39	41297.76	0.00	0.00	0.00	41297.76	0.00
S - Stand by	147	56298.57	0.00	0.00	0.00	56298.57	0.00

All count	Total Lic. Value	Total Work Value	Total Weighted Lic.	Total Weighted Work	Total Sum All	Total Weighted All
837	340639.46	14500.00	172978.81	2700.00	355139.46	175678.81

176% growth on new customers since Dec

Sales Funnel March

- over 800 opportunities
  - 70% growth to Dec
- Value €350k
  - 35% growth to Dec
- ~250 open opp's

Status I&S are been revisited

Trend moving on cloud sales

PANTHEON™ Farming
MEASURED
MANAGED
PROFITABLE

Sales status Slovenia

Sales team stable

- Looking for senior sales for one replacement

Support team up from 1 to 3

82% growth on new customers since Dec ,14

Telekom Slovenia coop in place

Sales Funnel

- Total 420
  - 8% growth to Dec
- Funnel value €150k
  - 42% growth to Dec
  - Addressing larger farms
  - 90% hosted
    (€5,4M license equivalent value)

Demand Generation

- Accountant offices
- Orchard farms
- Wineries and Winecellers

Show funnel statistics

Status	Count	Licence Value SUM	Work Value SUM	Weighted Licence SUM	Weighted Work SUM	Total SUM	Total Weighted
0 - Sale done	253	68255.14	0.00	68255.14	0.00	68255.14	68255.14
1 - Contract ready	6	2429.70	0.00	2186.73	0.00	2429.70	2186.73
4 - Proposal	21	2927.12	0.00	1170.85	0.00	2927.12	1170.85
5 - Qualified lead	27	7750.89	0.00	1550.18	0.00	7750.89	1550.18
6 - Identified opport...	25	5594.91	0.00	279.75	0.00	5594.91	279.75
I - Customer not int...	60	21580.13	0.00	0.00	0.00	21580.13	0.00
L - Lost to competition	1	42.53	0.00	0.00	0.00	42.53	0.00
P - Lost to another ...	35	38198.76	0.00	0.00	0.00	38198.76	0.00
S - Stand by	128	23434.67	0.00	0.00	0.00	23434.67	0.00

All count	Total Lic. Value	Total Work Value	Total Weighted Lic.	Total Weighted Work	Total Sum All	Total Weighted All
556	170213.86	0.00	73442.65	0.00	170213.86	73442.65

PANTHEON™ Farming
MEASURED
MANAGED
PROFITABLE

Sales Status Croatia

Team reorganized for regional coverage

- South-East region from Osijek
- North and West from Zagreb

600 leads in the pipeline

”100-farms program” with Zagreb Country and EU funds

- Potential for September

Sales Funnel is short

- Training program for team in place monitored by DL Agro CSO
- 3% growth in funnel to Dec

Show funnel statistics

Status	Count	Licence Value SUM	Work Value SUM	Weighted Licence SUM	Weighted Work SUM	Total SUM	Total Weighted
0 - Sale done	8	15678.70	0.00	15678.70	0.00	15678.70	15678.70
4 - Proposal	1	726.00	0.00	290.40	0.00	726.00	290.40
5 - Qualified lead	1	726.00	0.00	145.20	0.00	726.00	145.20
I - Customer not int...	3	3776.00	0.00	0.00	0.00	3776.00	0.00
L - Lost to competition	1	726.00	0.00	0.00	0.00	726.00	0.00
S - Stand by	1	1452.00	0.00	0.00	0.00	1452.00	0.00

All count	Total Lic. Value	Total Work Value	Total Weighted Lic.	Total Weighted Work	Total Sum All	Total Weighted All
15	23084.70	0.00	16114.30	0.00	23084.70	16114.30

PANTHEON™ Farming
MEASURED
MANAGED
PROFITABLE

Sales Status Macedonia

100 farms project running
Makedonski Telekom coop in place
500 leads in the pipeline
Campaigns in orchads and winaries
Close cooperation with Ministry of Agriculture, Extension Services and USaid
Sales Funnel

- 1176% growth on customer base since December
- ~€ 100k funnel value
- **172% growth since December**

Show funnel statistics

Status	Count	Licence Value SUM	Work Value SUM	Weighted Licence SUM	Weighted Work SUM	Total SUM	Total Weighted
0 - Sale done	217	70020.00	0.00	70020.00	0.00	70020.00	70020.00
6 - Identified opport...	1	46.00	0.00	2.30	0.00	46.00	2.30
I - Customer not int...	1	1180.00	0.00	0.00	0.00	1180.00	0.00
P - Lost to another ...	2	1829.00	0.00	0.00	0.00	1829.00	0.00
S - Stand by	10	23791.90	0.00	0.00	0.00	23791.90	0.00

All count	Total Lic. Value	Total Work Value	Total Weighted Lic.	Total Weighted Work	Total Sum All	Total Weighted All
231	96866.90	0.00	70022.30	0.00	96866.90	70022.30

PANTHEON™ Farming
MEASURED
MANAGED
PROFITABLE

Sales Status Serbia

First deal done – the ice is broken
Large prospects

- FADN roll-out
- 50 farms project in Užice area
- **Telekom Serbia coop from May ‘15**
- Campaigns in
  - Orchards
  - Wine and winecellars
  - AgroFair Novi Sad planned
  - Participated in Fractals Novi Sad and Agro Conference in Belgrade
  - Banner in Poljinfo.com

Two new hires since March – one TBH for Novi Sad
Sales Funnel

- First deal closed with large agro holding
- Opportunities from GFIA2015 for up to 14.000 ha
- Funnel value growth 150% since December

Show funnel statistics

Status	Count	Licence Value SUM	Work Value SUM	Weighted Licence SUM	Weighted Work SUM	Total SUM	Total Weighted
3 - Qualified - short list	1	2033.00	4500.00	1219.80	2700.00	6533.00	3919.80
6 - Identified opport...	4	8255.00	0.00	412.75	0.00	8255.00	412.75
S - Stand by	1	3175.00	0.00	0.00	0.00	3175.00	0.00

All count	Total Lic. Value	Total Work Value	Total Weighted Lic.	Total Weighted Work	Total Sum All	Total Weighted All
6	13463.00	4500.00	1632.55	2700.00	17963.00	4332.55

PANTHEON™ Farming
MEASURED
MANAGED
PROFITABLE

Romania Sales Update

- Comprehensive market analyses done and in execution
- Roll out to selected regions by investment to the team leveraging Mattig Romania infrastructure
  - 5 new Sales + 5 new Support persons in hiring process
  - 200 CV received through adverticing in Romanian job portal
- 5 pilot farms signed up and in process of installation
  - 10 additional pilot farms to be identifies
- 4 trade shows selected to participate
- Awarness Campaigns been rolled out as cross selling with accountancy offices and Vet community
- Three AgroFairs chosen first in Cluj in April
- Ad campaign for major agrar magazine
- ”100-farms-project” to be implemented, under preparation
- Local competition is been analyzed (one strong vendor: Total Soft)

PANTHEON™ Farming
MEASURED
MANAGED
PROFITABLE

Switzerland Sales Update

- Business and go-to-market plans finalized and in execution
- Translation in final phase.
- Localization ongoing, target for end May
- Three pilot farms identified, contracts under negotiation
  - Orchard farm, Bovine (milk) farm and smaller mixed farm
- Tier & Technik fair in St. Gallen 19.-22.2. addressing 800 visitors in our stand
  - Cooperation with Strickhoff (Agro Faculty) kicked off including access to ”practicants”
  - Contacts to ”Swiss Maschinenring” built up
  - Support person/manager in search, TBH April/May
- Awarness in Farmer Unions and communities on-going
- Advertising campaign in preparation with five magazines focusing for different farming activities

Poland update

- Datalab-Agro Polska Sp.zo.o established in March as Datalab Agro AG subsidiary
- Location Wroclaw, second office planned to Poznan
- Cooperation with Mattig-Feroma and Mattig Switzerland
- Internim management in place, search for Sales and Support leaders on going
- 5 Sales and 5 Support employees will be hired
- Cooperation with the Wroclaw Agricultural University agreed
- PANTHEON Farming to be used for educational purposes as of autumn
- Large prospect farms visited by management – potential pilot farms
- AgroIT pilot farms (15) will include PANTHEON Farming
- ”100-farms” program to be introduced to the Ministry of Agriculture and Local government
- Marketing materials, web page www.datalab-agro.pl are been translated to Polish
- Translation 60% done and localization of PANTHEON Farming has started.

PANTHEON™ Farming
MEASURED MANAGED PROFITABLE

Ukraina update

- Datalab-Agro UA Ltd established in March as Datalab Agro AG subsidiary
- Location Kiev
- „200-farms“ program submited to USAid for 50% co-financing
- Management in place
- 2 Sales and 5 Support employees will be hired

•Cooperation with YPARD (young farmers) and NAASU (National Advisory Service established)

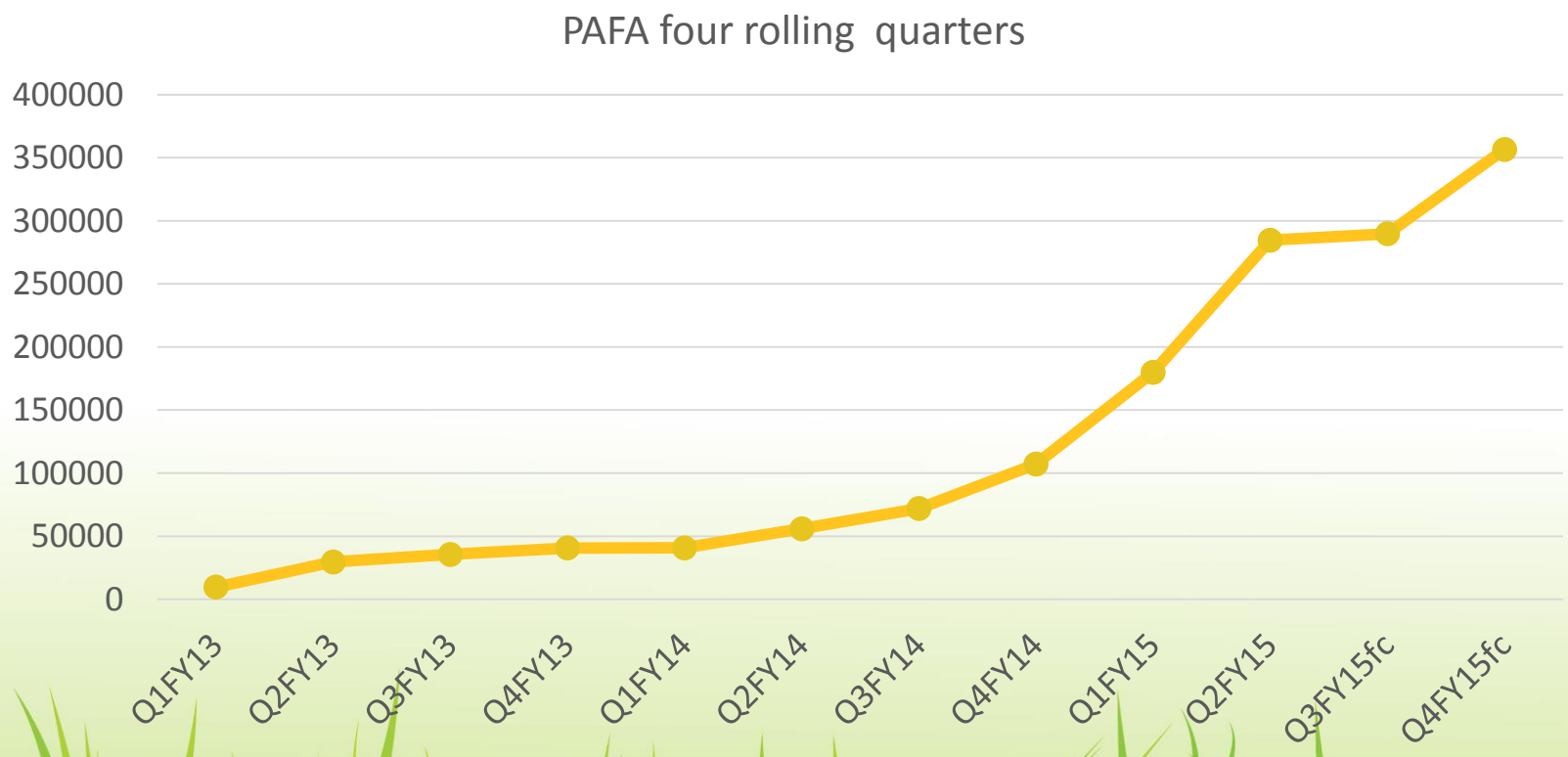
•PANTHEON 90% localised to UA & RU language

•Marketing materials, web page www.datalab-agro.com.ua are been translated

PANTHEON™ Farming

MEASURED
MANAGED
PROFITABLE

Revenue Four Rolling Quarters (License Equivalent Feb 2015)



PANTHEON™ Farming
MEASURED
MANAGED
PROFITABLE

OEM targets

- Considering to recruit international OEM Sales person
- Leads of OEMs
- John Deere (”My JohnDeere”), Germany / USA
- JCB, Germany
- Dairymaster, Ireland
- Big Dutchman, Germany
- Lemmer-Fullwood, Germany
- Afimilk, Israel
- BouMatic, Belgium
- Lely – interface on negotiation
- De Laval – interface on development

Follow up discussions on OEMing and integration of PAFA to the vendor’s platform.

PANTHEON™ Farming
MEASURED MANAGED PROFITABLE

Growing trough acquisitions

2013

Vinar – wineyard & cellar software

2014

FruitDiscovery – orchard software

3XPOS – an Android POS software for Farming & Retail

2015

ProGIS – partial takeover – farming GIS & crop management

In process – a Serbian farming Ag software maker

…

Parent company

Consolidation by take-over of smaler players

47 acquisitions done to date

Dedicated VP for the task

PANTHEON™ Farming

MEASURED
MANAGED
PROFITABLE

PA Farming
Financials & Forecasts

PANTHEON™ Farming
MEASURED
MANAGED
PROFITABLE

Financials Farming (per 31.12.14)

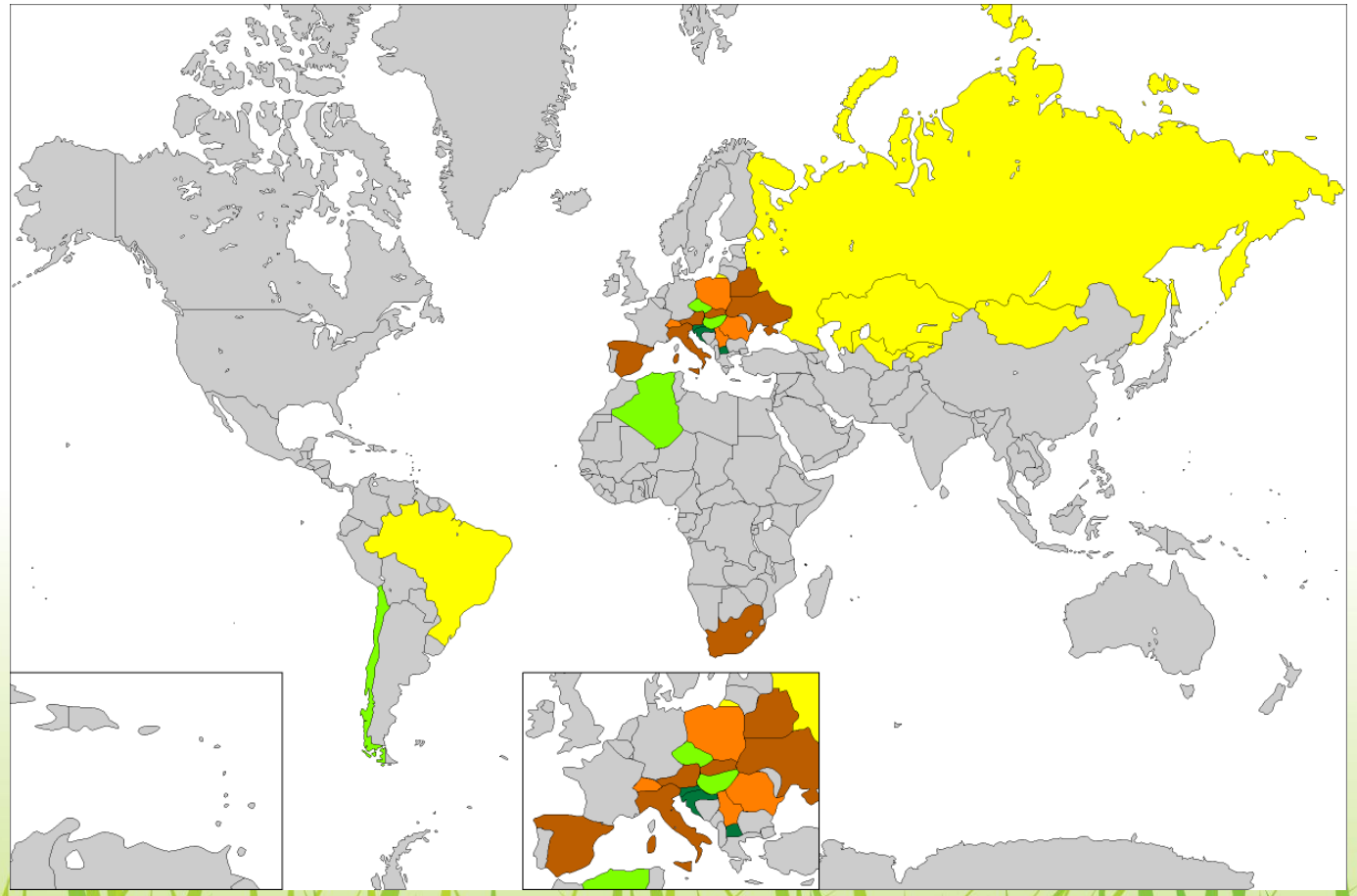
Development costs	801.027,40
IP purchases	81.999,90
Total IP cost	**883.027,30**

SUBs (profit centre FarmAccounting)	
Revenue	**113.821,00**
Marketing costs	54.646,00
Labour costs	167.413,00
Conferences & Education	2.144,00
Total Costs SUBs	**224.203,00**

PANTHEON™ Farming

MEASURED
MANAGED
PROFITABLE

Expansion



- Existing
- Series B
- Series C1
- Series C2
- Series C3

PANTHEON™ Farming | MEASURED MANAGED PROFITABLE

Call to Action

We offer farmers a **complete** **Farm Management Information System**

That solves **many of the must have's** in today's Ag

Is hybrid – **Cloud & Installed** –gaining traction and **awards**

The market needs **on-site presence and localization** (no one-size fits all)

Due to our background we have **expertise in scaling and conquering** new countries

Trough a team of **230+ experienced and seasoned people**

We're versed in dealing with **EU, USAid and Ag Ministries**

(you can not revolutionize Ag without **collaboration of institutions and stakeholders)**

PANTHEON™ Farming

MEASURED
MANAGED
PROFITABLE

About PANTHEON Farming

PANTHEON™ Farming
MEASURED
MANAGED
PROFITABLE

Farming Awards

PANTHEON Farming

PANTHEON Farming

PANTHEON FarmingMobile

EuroCloud

#1 Best Slovene App

EuroCloud

#4 Best European App

GFIA
Global forum
for innovations
in agriculture
2015 | ADNEC | Abu Dhabi
9-10 March: Exhibition
9-11 March: Conference

Top 10 worldwide innovation

PANTHEON™ Farming

MEASURED
MANAGED
PROFITABLE

Global Form for Innovations in Agriculture – GFIA2015

- Event took place 9.-11.3. in Abu Dhabi, UAE
- Among top 10 Innovations in Agriculture in the world (no final results yet)
- Datalab Stand vas visited by morning news and Deputy Prime Minister of UAE and H.R.H. King of Toro, Uganda
- We showcased FarmingGlass by demonstrations and presentation in the ICT Innovations track
- Follow-up contacts from: UAE, Saudi, Egypt, India, Singapore, Malaysia, Kenya, Burkina Faso, France, Germany, Spain, Turkey, Australia, USA
- Local Opportunity:
  - Abu Dhabi Farmers Service Centre (department of Ministry of Agriculture)
  - Largest farm corp. in Dubai

PANTHEON™ Farming
MEASURED
MANAGED
PROFITABLE

Information silos of today‘s farm.

Farmer at home

Farmer on the market

Milking robot

Feeding robot

Weather station

Ag machines

State

„Battle for the eyeballs“

3rd sources

Accountant

Subsidy agency

Veterinary

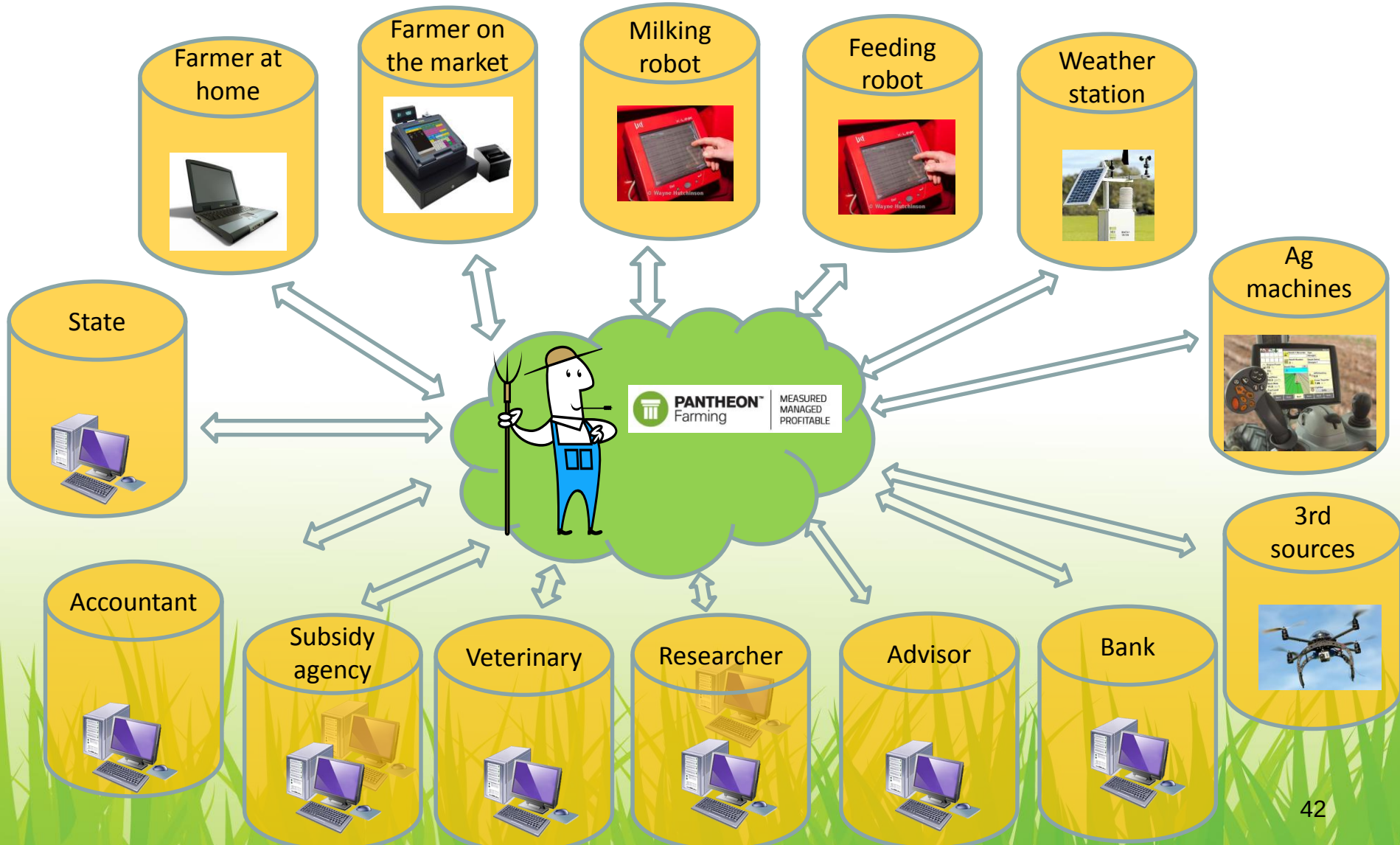
Researcher

Advisor

Bank

PANTHEON™ Farming
MEASURED MANAGED PROFITABLE

Tommorow‘s farm.



Current pain - farmers

Too much time spent for paperwork

- Germany: **20** hours per week
- Denmark, Slovenia: **7** hours per week
- Sweden: **3** hours per week
- Greece: **1** hour per week

	Case Slovenia
Time consumption FARMER	452 h/y
Costs FARMER	11.233 €/y

Complicated reporting system

- No unified service; e-reporting vs. paperwork
- No unified database; doubled/tripled entries
- No unified reports; country specifics

No complete overview

- Unable to compare feed production costs with animals or fields productivity

What time is needed to proper manage a farm

PANTHEON™ Farming
MEASURED
MANAGED
PROFITABLE

A mid-size European farm

- 30 milking cows
- 15 fields
- 500 invoices (in + out)
- 70-100,000€ annual revenue

Annually (hrs)	without	With PA
Farmer	**452**	**370**
Accountant	**172**	**94**
Consultant	**191**	**0**
Total	**815**	**464**

More info on: http://www.datalab.eu/fa/

Current pain - stakeholders

Too much work with information

- Data processing
- Data transcription
- Manual adding or editing data

No comprehensive overview – difficult researches

- Data stored in different databases
- Difficult to compare the results
- Difficult to do a cross-analysis

Difficult to fairly evaluate agriculture productivity

- Missing, averaged or dented data
- No unified reports of farms revenue and expense

Holes in traceability system

- Horse meat crisis
- Bird flu
- Mad cow disease

	Case Slovenia
Time consumption STAKEHOLDERS	333 h/y

PANTHEON™ Farming
MEASURED
MANAGED
PROFITABLE

Competition

Weaknesses

Supporting just one line of business and one
Local/regional market
Lack of business look at farms
(material & accounting mostly piggy back)
No internet = no service
Mostly startups
Ability to grow multinational & scale fast
Reporting and compliance
Questionable break even (price, scale)
Focusing on customized solutions

Strengths

Niche specialist have more features
Affiliations with local orgs
Incumbents
Vendor lock-in

Opposition

Slow adoption / traditionalism

Illiteracy

„Don‘t want to bother with IT“

The fear of disclosing data

Active opposition of farmers

Deregulation (highly unlikely)

Key competitors

AgroOffice - US

Land-Data Eurosoft – Germany (BayWa aquired development PCagrar)

365farmnet – Germany

Trimble - UK

Isagri - France

Some markets have strong players, but no global leader (yet)

There are signs this will develop due recent M&A.
Consolidation is expected

PANTHEON™ Farming
MEASURED MANAGED PROFITABLE

Distinction from other Ag software vendors

Not one vertical but the complete farm
PA Farming excels not only in cows or crops but has modules for all major field of activities on a farm (orchard, wine, forest, horses, pigs, goats, sheep, poultry, …) making it an ideal solutions for mixed farms (majority!)

„Full cost“
Not only main costs (fertiliser, feed, …) but also labour, assets utilisation, finance costs, … due to tightly integrated accounting

Works in the cloud or on premise
We can deliver solutions to places where internet is not available, where the client doesn‘t want to share the data or needs deep integration with other on-farm systems. Much like Oracle…

True traceability
Every material input/output on the farm is traced via unique identifiers making e.g. expiration dates transparent or genealogy simple

True ERP
Not just an Ag solution but also modules for service, people management, full fledged accounting and financials, enterprise/farm performance management, electronic documents exchange …

No start-up
Datalab is a proven company that knows how to open new markets, select/hire/train the teams, organise operations and properly report the financials. It can SCALE rapidly and profitably!

PANTHEON™ Farming
MEASURED
MANAGED
PROFITABLE

Partnerships

Technology partnerships

Ag schools, Universities, Ag research institutes

Distribution partnerships

Telcos

Ag Accountants

Ag machinery

Extension services (=Ag consultants)

Ag Ministries

Donor organisations

Affiliations

FAO
European Commision
EUFRAS / GFRAS
(Ag consultants umbrella)
Club of Ossiach

PANTHEON™ Farming | MEASURED MANAGED PROFITABLE

What is PANTHEON FA?

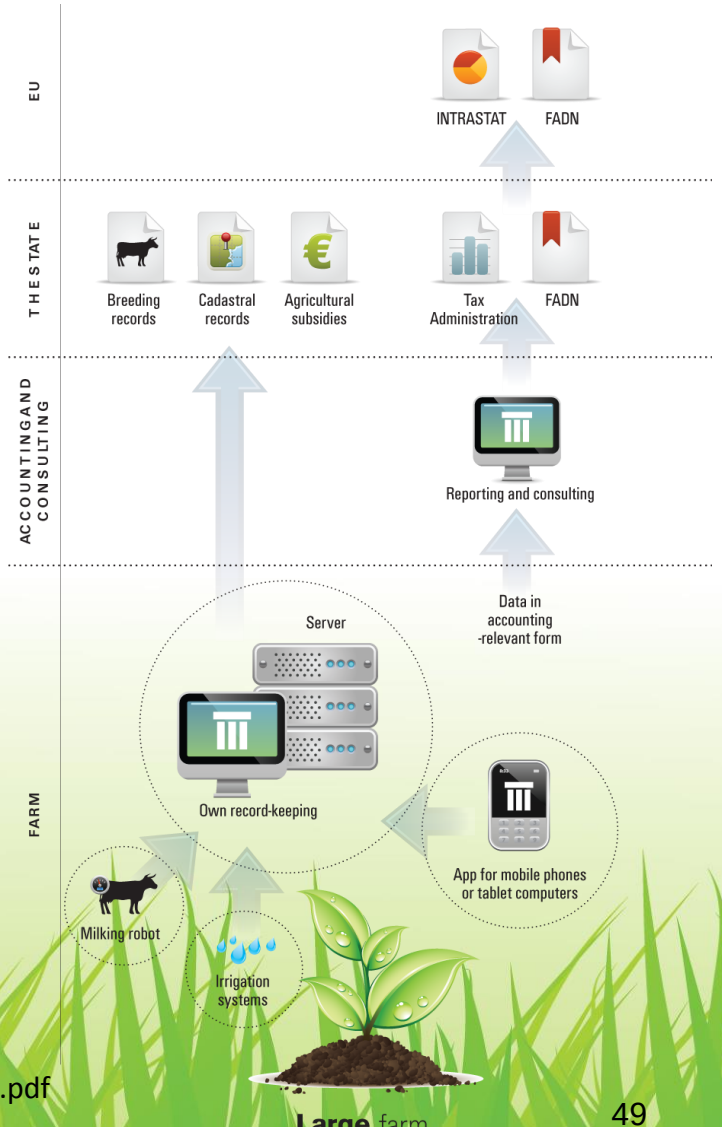
Software solution that helps farmer run your farm. It helps with bookkeeping and responding to daily events faster and easier.

Farmer can do:

- accounting,
- FADN accounting and reporting,
- tax reporting,
- agri-environmental records,
- agricultural material usage reporting ,
- animal traceability
- without the need for duplication of entries.

Besides that, it offers:

- veterinary journal,
- fertilization planning,
- farm tasks,
- milking diary,
- …



More info on: ftp://ftp.datalab.si/Marketing/Brosure/EN_Pantheon_FA_brochure.pdf

PANTHEON™ Farming

MEASURED
MANAGED
PROFITABLE

Farm activity information

Status and calendar

- Number of animals
  - Overall by category
  - Divided by production status
- Calendar with important dates
  - Automatic inputs (*expected calving date*)
  - Manual inputs

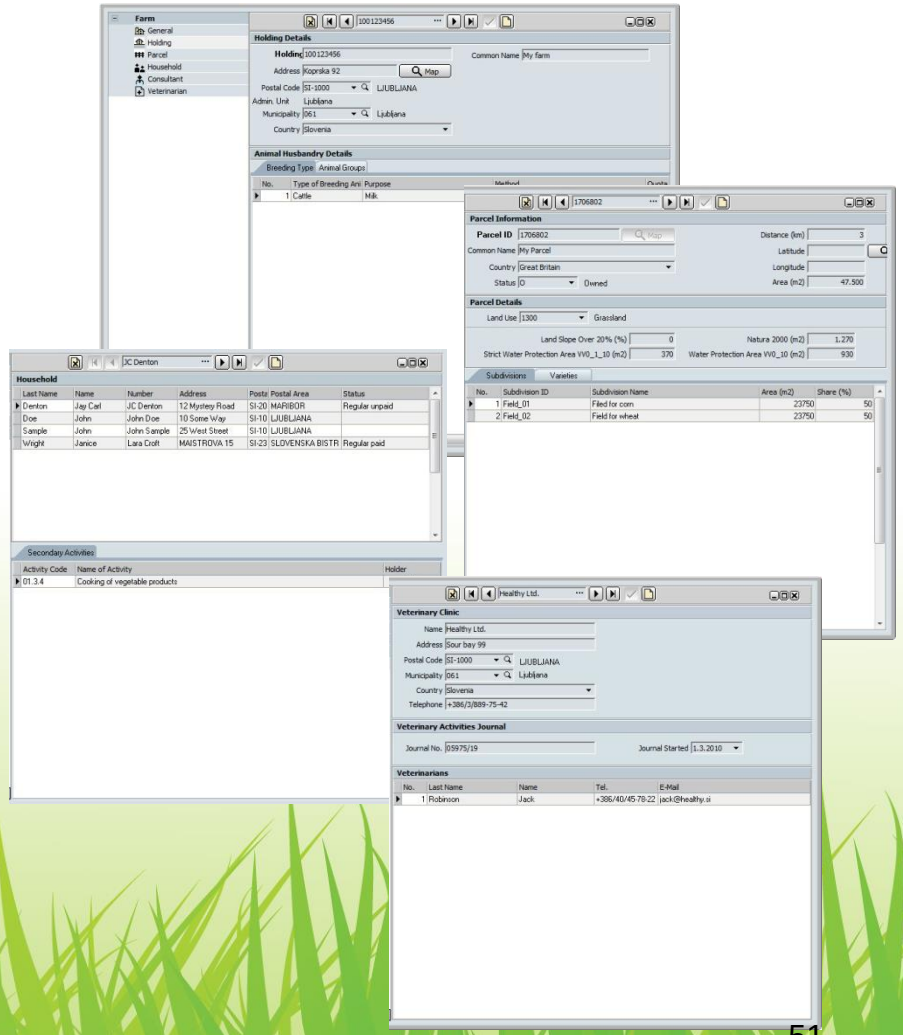
Control panel

- Fast and reliable farm overview
- Custom made information

Agricultural holding information

General information

- Agricultural holding details
  - Data import from state registries (*where applicable*)
- Holding details
  - Possible more than one holding
  - Sorting animals by group, flock…
- Parcel details
  - Parcel ID connected with state LPIS system
  - Land details for agri-environmental records
  - Parcel divided into subdivisions for different crops
- Household members
  - Connected with personnel files
  - FADN status for FADN reports
- Consultant services
  - Data about consultant services and consultants
- Veterinary services
  - Data about veterinary services and veterinarians
  - Details about veterinary journal



Agriculture

Production cycles

- Each crop has its own cycle – work order
  - Parcel/Subdivision allocation
  - Crop production planning
  - Own price calculation

Daily tasks

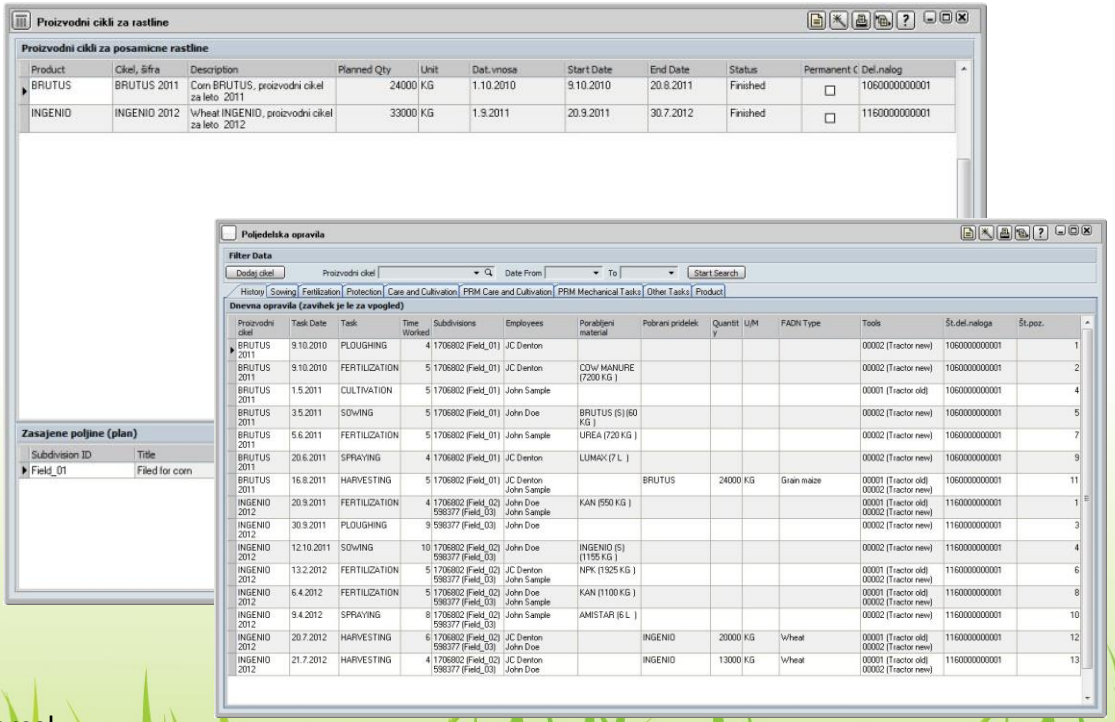
- Daily data input by task
  - Material usage
  - Resources usage
  - Parcel/subdivision selection
- Crop production input
- Chronological view of tasks

Stable tasks

- Daily stable tasks inputs
  - Material usage/production
  - Resources usage

Fertilization planning

- Ability to do your own fertilization plan by parcel
- Planning of fertilizer usage for next few years by crop



PANTHEON™ Farming
MEASURED MANAGED PROFITABLE

Animal husbandry

Different animal categories (*Cattle, Sheep, Goats, Pigs*)

- Possible data import (*where applicable*)

Animal records (*information about individual animal*)

- Family tree
- Milking records by lactations
- Health status
- Reproduction details with calf records
- Movement details
- Linear score

Animal register

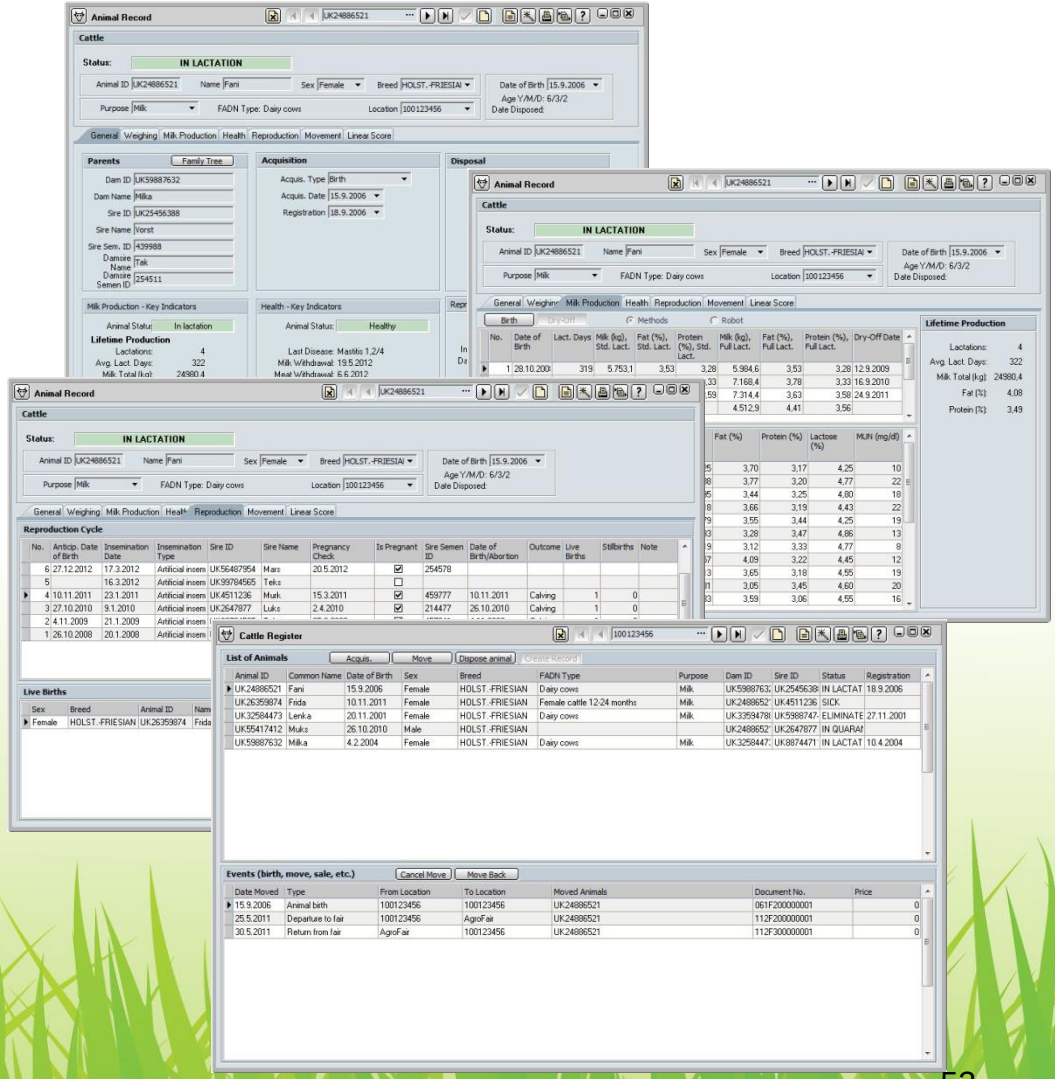
- According to state registers
- For aggregate movements entries and views

Milking records

- Milk production input with labor usage
- Milking information by individual animal
- Importing from milking robot (where applicable)

Veterinary journal

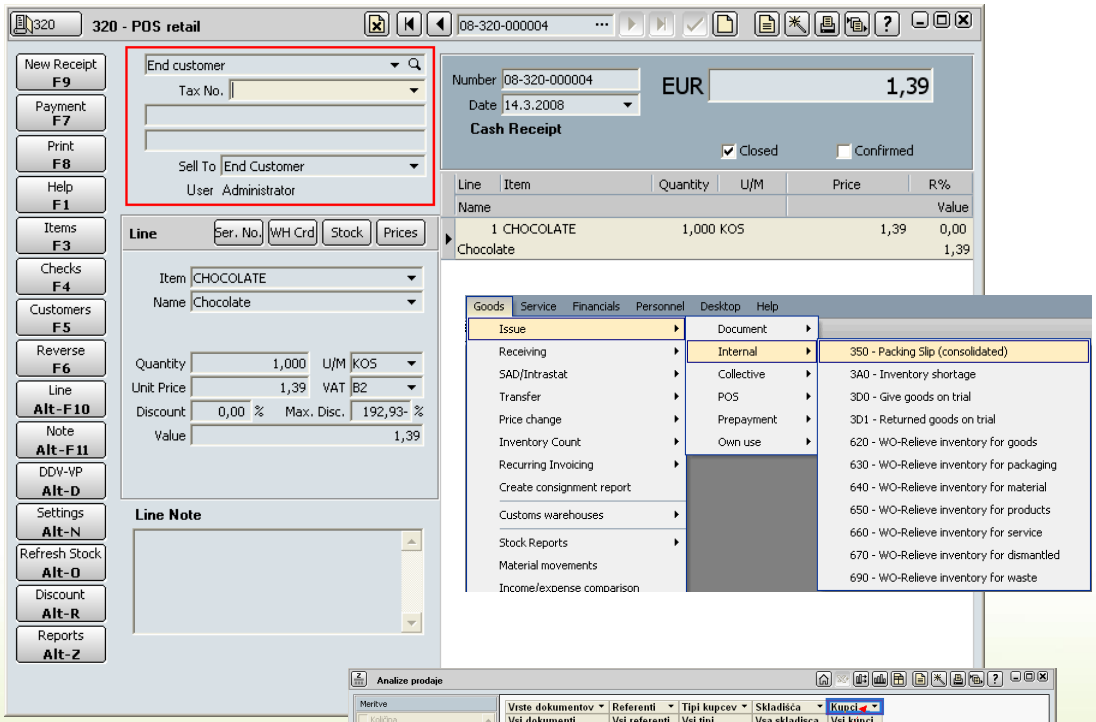
- By animal category
- For aggregate entries and views

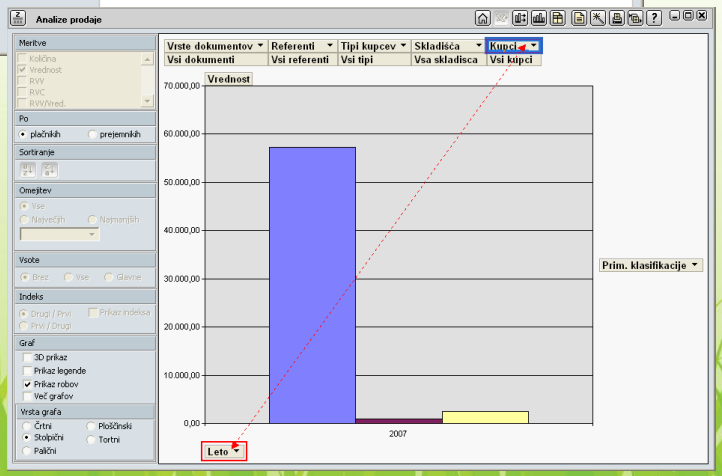


PANTHEON™ Farming

MEASURED
MANAGED
PROFITABLE

POS, Warehouse & Inventory





- Materials in & out
- Point of sale
- Order management
- Reservations
- Warehouse movement
- Inventory
- Periodical invoicing
- Commission selling
- Customs warehouses
- VAT, Intrastat
- Analytics

And much more...

PANTHEON™ Farming

MEASURED
MANAGED
PROFITABLE

Accounting

Each inserted task generates own document

Document can be later posted

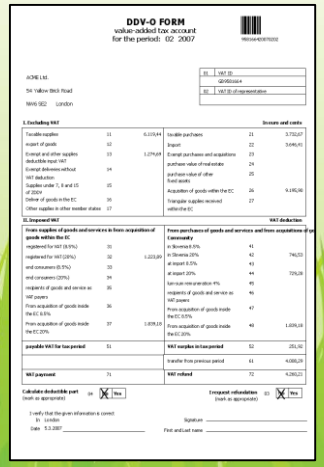
- By user with his own SE license
- By accountant with his SE or ME license

Different chart of accounts

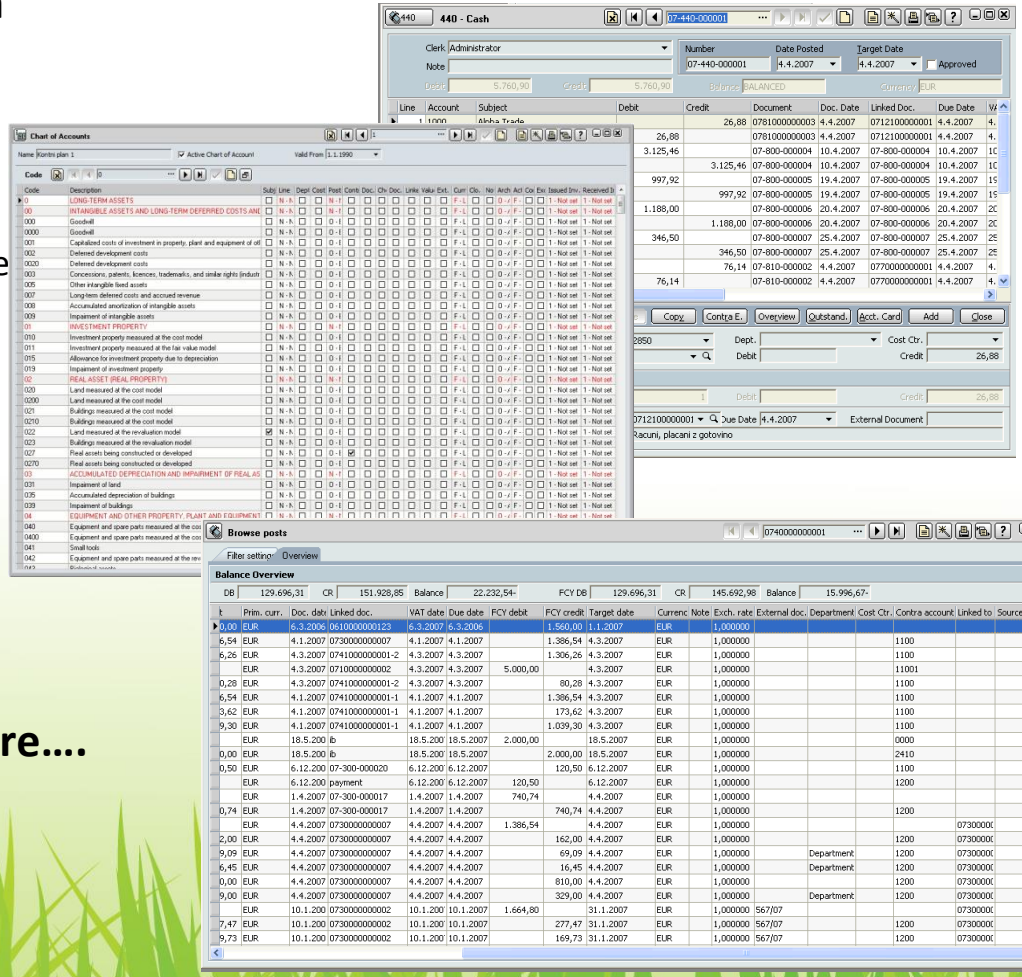
- Standard for agriculture
- Adjusted by user needs

VAT account

- Electronic reporting (*where applicable*)



And much more….



AAM - „agro accounting machine“

= Mapping & Matrices

LineOfBusiness
(fertilising, harvesting, …) ⇨ Materials ⇨ Accounting

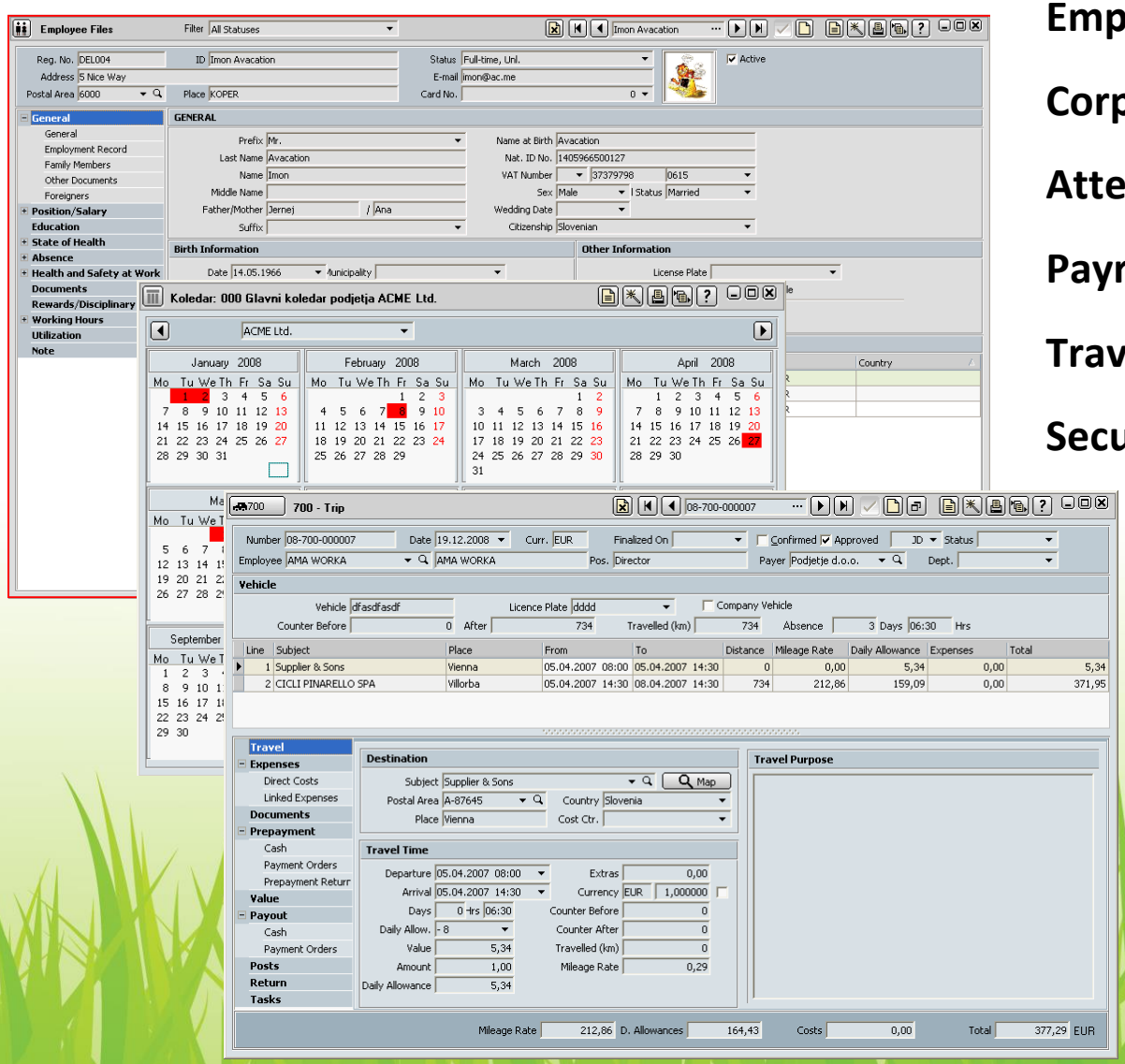
- Fully compliant with IAS 41 & GAP (GAAP tbd)
- Fully localisable to any language (Unicode supported) and any legal/accounting system

Closing the gap between Agro and Finance

PANTHEON™ Farming

MEASURED
MANAGED
PROFITABLE

HR



Employee files

Corporate calendars

Attendance

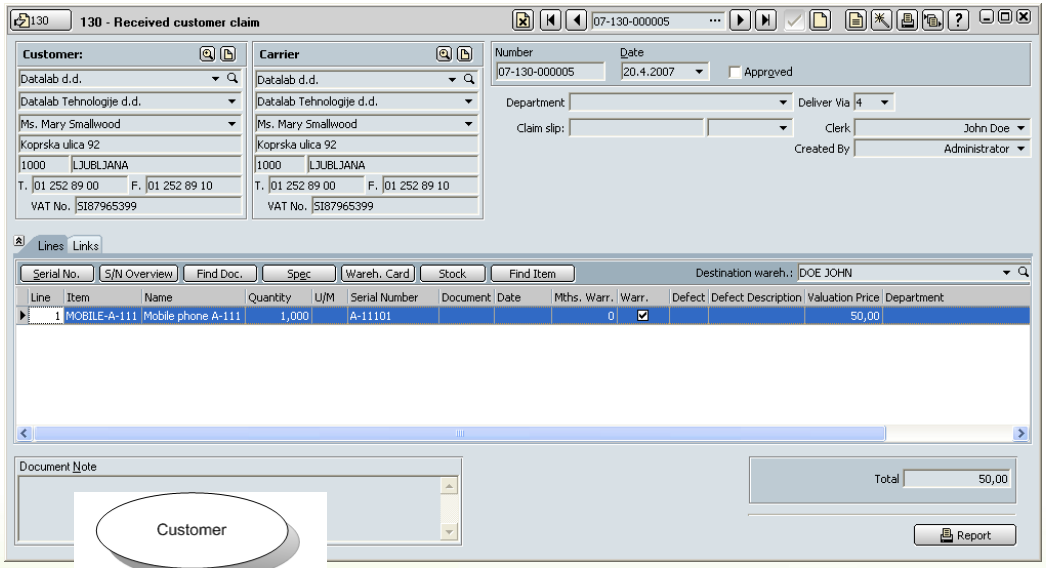
Payroll

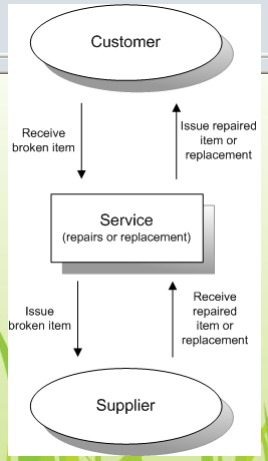
Travel management

Security equipment

And much more….

Service





Servcice orders

RMA – customers

RMA - suppliers

And much more….

PANTHEON™ Farming

MEASURED
MANAGED
PROFITABLE

Farm Accountancy Data Network (FADN)

Automatic report generating

- By month
- At the end of the year

FADN Farm return

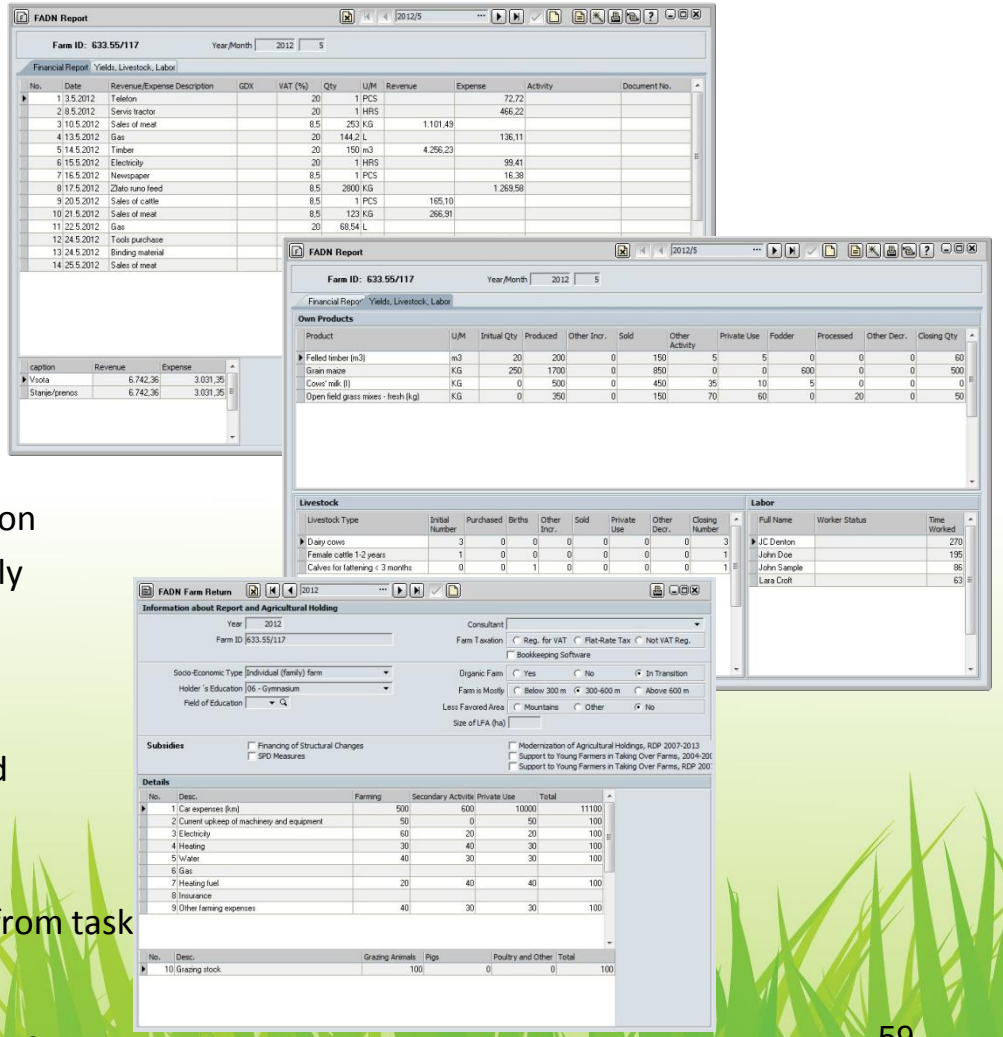
- Stores FADN specific information
- FADN Farm return report generated

Financial reports

- Generated from purchase and sales information
- Calculation done and transferred automatically

Animal, crop and workforce

- Animal FADN status changes automatically
- Animal movement and status changes tracked
- Crop production tracked by FADN status determination
- Workforce time usage tracked automatically from task allocation by determined FADN status



Possible manual additions of missing data

PANTHEON™ Farming | MEASURED MANAGED PROFITABLE

AgroIT

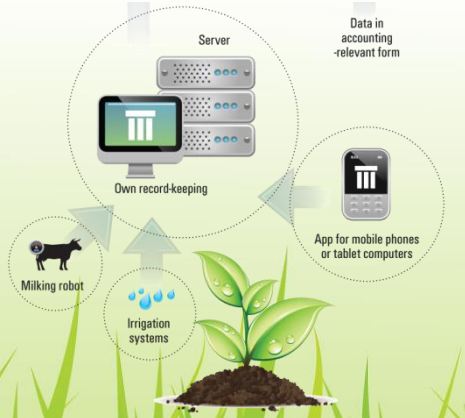
A 2013 CIP „Open Call“project

Subsidised by EC with 2.6M€

Goal: Increasing the efficiency of farming through on open standards based AgroIT platform

Pilots in Romania (no gov), Denmark, Slovenia(?gov coop), Macedonia(?funds)

Synergy: provide accurate FADN and statistical data

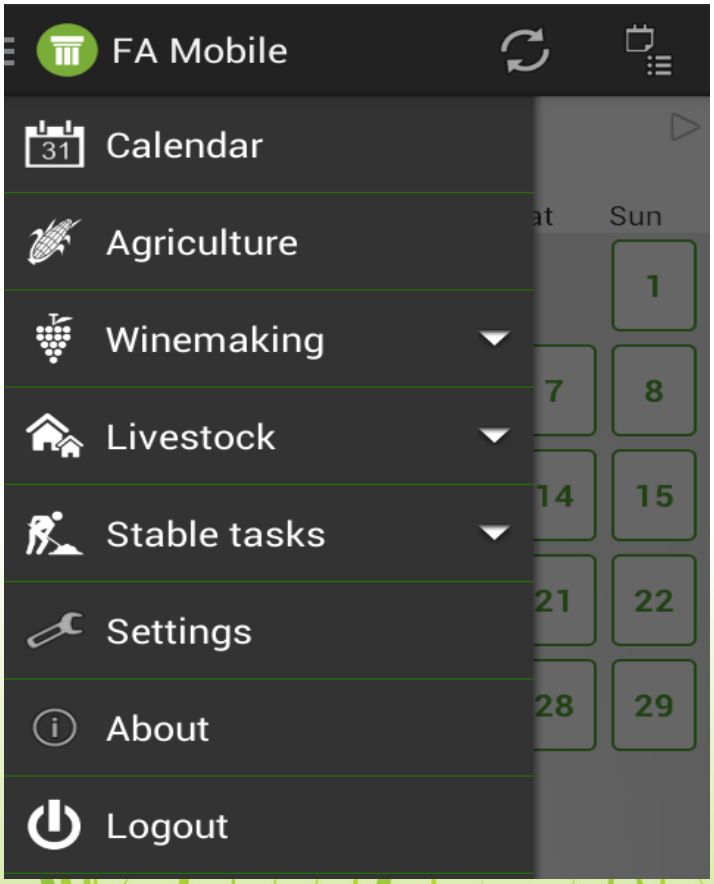


Participant no.*	Participant organisation name	Country
1 (Co-ordinator)	Datalab d.d.	Slovenia
2 (Participant)	EFOS d.o.o.	Slovenia
3 (Participant)	Freedomgrow – Sistemas de informacao SA	Portugal
4 (Participant)	Univerza v Ljubljani	Slovenia
5 (Participant)	Przemyslowy Instytut Maszyn Rolniczych W Poznaniu	Poland
6 (Participant)	Farmers Federation in the Republic of Macedonia	FYR of Macedonia
7 (Participant)	Sinergise Laboratorij Za Geografske Informacijske Sisteme Doo	Slovenia
8 (Participant)	Videncentret For Landbrug	Denmark
9 (Participant)	LetFarm A/S	Denmark
10 (Participant)	Pessl Instruments GMBH	Austria
11 (Participant)	Mattig Management Partners RO SRL	Romania

More info on: http://www.datalab.eu/fa/agroIT/

PANTHEON™ Farming
MEASURED
MANAGED
PROFITABLE

Android app



PANTHEON™ Farming
MEASURED
MANAGED
PROFITABLE

FarmingGlass

Presenting data where and when needed in Agro is hard. Computers are cumbersome, tablets fragile and smartphones stashed in pockets. Data entry is difficult as hands are dirty or busy. PANTHEON FarmingGlass approaches these problems trough augmented reality – projecting data on animals, fields, equipment, messages or advice directly into your field of view. Streamlined and context dependent user interface gives you just the information needed. Coupled with voice-based input, RFID, NFC and GPS the usability is high and the need to use hands minimized. The embedded camera is used for consultant's telepresence opening new cooperation possibilities

Underlying Technology

Hybrid usage

Cloud (public or private)

Installed on farm (rural broadband not everywhere!)

Windows client (desktop usability)

+ Android client (mobile usability)

WebService architecture for open connectivity

Based on MS SQL server

4 mio lines of code

18.000 pages of documentation

800 hrs of video

State-of-art **development** (repositories, auto-testing, change management), **deployment** (patching) and **support** (remote support, documentation, …)
with 18 yrs of experience in deploying new version each quarter

Lessons from Larry

The suite vendors *always* beat the point-solution guys! It's happened in every generation of computing where the end user, the customer, doesn't want to be the integrator of 30 separate applications from 30 separate vendors

Multitenancy is for DB layer … a better way than do multitenancy at the application layer"

While many customers are rapidly turning to SaaS applications, some on-premises apps are and will continue to be the preferred approach for many big organizations.

*http://www.forbes.com/sites/oracle/2015/01/20/larry-ellison-and-mark-hurd-oracles-10-point-plan-to-be-1-in-the-cloud/