



AGTECH STARTUP SENCROP RAISES \$10 MILLION WITH AMERICAN AND EUROPEAN VCS TO SUPPORT INTERNATIONAL EXPANSION

St. Louis, January 15th, 2019 – Two years after raising \$1.4 million in seed funding to support the launch of a series of connected weather stations for farmers, the AgTech startup Sencrop has officially closed a \$10 million series-A round led by BpiFrance, an equity investment fund. NCI Waterstart, Nord Capital and The Yield Lab, in addition to current shareholders Demeter and Breega Capital, are also on board for the next stage in Sencrop's commercial development.

Founded in 2016, Sencrop quickly earned a strong reputation for quality in the agriculture and wine sectors thanks to their tools for collecting agro-weather data, connected in real-time to an easy-to-use platform, that provide instant access to agri-environmental statistics. Sencrop's ambition is to offer farmers the freedom to pilot their daily decisions based on data, while simultaneously benefiting from personalized, ultra-local analysis and recommendations.

THE RISE OF COLLABORATIVE PRECISION FARMING

Already enriching the lives of over 5000 farmers, winemakers, and arborists in ten countries throughout Europe, Sencrop's technology empowers agricultural professionals in their daily decision-making through field-specific weather statistics.

This data is provided by Europe's largest network of agro-weather stations and sensors that track air temperature, hygrometry, rainfall, leaf wetness and wind speed. By analyzing this information, farmers,

winemakers, arborists, and vegetable growers can advance in their farm management strategy by limiting sanitary expenses, all while reducing agro-weather and agro-environmental risks to crops.

Leveraging a unique, collaborative and open approach, Sencrop serves to create a network of connected farmers, enabling the seamless transmission of data collected from their respective fields. Additionally, by using the platform, farmers and their partners (cooperatives, traders, agro-industrialists, seed companies, winegrowers' unions, wine houses, spirits and champagne, technical institutions, decision support tool editors, insurers, etc.) are more easily in contact than ever before, allowing for more effective, faster and automated distribution of services and advice, tailored to farmer's specific, individual needs.

For Martin Ducroquet, Co-founder of Sencrop, *"Thanks to the trust we've earned from thousands of European clients who use our technology every day in addition to the top-notch quality of our team, Sencrop will continue onwards on our mission to bring agriculture into the 21st century. The backing of our startup by first-class, AgTech and agro-environmental European and American funds, marks a key point in our development and will enable us to further accelerate the diffusion of our services, building on the commercial success of recent years in Western Europe."*

RAMPING UP INTERNATIONAL DEVELOPMENT

By closing one of the largest fundraisers by a European AgTech startup seen in recent months, Sencrop will focus on accelerating international development by expanding the network of stations and sensors and growing the farmer community. The Yield Lab Europe fund has chosen Sencrop to be their very first investment in France, opening doors to The Yield Lab's international networks across North America, Europe, Asia, and Latin America.

As the agricultural field continues to embrace digital transformation with the rise of user-friendly farm technology, Sencrop aims to strengthen their expertise in data analysis, fostering the development of tools designed for farmer's evolving needs, and establishing themselves as global leaders in agricultural data collection and analysis.

For Sencrop co-founder Michael Bruniaux, *"With these funds, Sencrop will strengthen its international presence while continuously moving forward with data R&D. The goal is to enable each individual farmer to reap the benefits, year after year, from decision-making tools that are increasingly more efficient, personalized and adapted to their crops and practices. As proof of our commitment to our practice and our ability to innovate in the world of agricultural IoT, Sencrop has launched Leafcrop, a real-time connected leaf wetness measurement solution, equipped with a frost warning system, that has already won innovation awards in Europe. "*

Jason Bigeard, Investment Director at Bpifrance, adds, *"We are very proud to be a part of the Sencrop adventure and plan to go the distance, supporting this European AgTech startup in their next stage of growth. The agriculture industry is rapidly adapting technological, data-driven solutions, making it an increasingly important subject. France and its innovative startups have a key role to play here, and Sencrop is ideally positioned to take the lead."*

About Sencrop

Sencrop is the leading outfit on the market that provides professional agrometeorological measurement systems accessible to all operation types and sizes. The agtech startup—founded in 2016 at the Lille,

France-based EuraTechnologies business accelerator—develops and markets agricultural IoT and agro-environmental data collection, retrieval, and management software designed to promote more effective and environmentally-friendly precision farming practices. Founded by Michael Bruniaux and Martin Ducroquet, Sencrop was selected by the Village by CA accelerator for young innovative companies and has received a number of awards including a SIMA Innovation Award in 2017 in recognition of contributions to the agricultural world, and a SIVAL silver medal in 2019. Sencrop is also a member of the Hardware Club.

www.sencrop.com

About the investors

About Bpifrance

Bpifrance is the French national investment bank, financing businesses at every stage of their development through loans, guarantees, equity investments, and export insurance. Bpifrance also provides extra-financial consulting and training services to help entrepreneurs face innovation challenges.

For more information, please visit: www.bpifrance.fr and presse.bpifrance.fr

About The Yield Lab

[The Yield Lab](#) enables entrepreneurs to sustainably revolutionize agrifood tech systems globally in order to sustainably feed the world. We do this through our accelerators in St. Louis, Missouri (North America); Buenos Aires, Argentina (Latin America); Dublin, Ireland (Europe); and Singapore (Asia Pacific). Each accelerator invests \$100,000 in early stage agrifood tech companies, provides network focused programming with an emphasis on customers, collaborators, and capital, and provides mentorship from our team of agribusiness experts.

About Demeter (www.demeter-im.com):

Demeter is a major European player in private equity for ecological and energy transition. Its funds invest from €500k to €30m to support companies in this sector at all stages of their development: innovative startups, fast-growing SMEs and midcaps companies as well as infrastructure projects. Demeter's team, which includes 35 people based in Paris, Metz, Grenoble, Madrid & Münster, manages €1bn and has completed 120 investments over 12 years

The EMERTEC 5 fund, endowed with 50 million euros was raised with the support of the National Seed Fund (NSF) managed by Bpifrance Investment in the framework of the Program Investment of Future and with the support of the European Investment fund (EIF) through the framework Program of the European Union for the Competitiveness and the Innovation (CIP).

About Breega

Breega is a European venture capital fund designed to finance startups in the digital economy. The fund, comprised of experienced investors with entrepreneurial experience, exercises an approach to financing that includes providing on-the-ground support to its startups by an in-house team of specialists focused on providing sectorial and operational expertise. Leading the way in transforming the modern VC, Breega invests in Seed and Series A rounds, up to 10M€.

About the founders

About the Founders

Michael Bruniaux has a Ph.D. in electronics and a certificate from Stanford University's Innovation Program. With over 15 years of experience in the electronics field as a sensor engineer, he has worked with two sensor ventures, including Senseor, which was acquired by WIKA. Michael has developed a number of wireless sensor devices for data collection, and as the CEO of Sencrop, he oversees the technical team.

Martin Ducroquet is a graduate of ESCP Europe Business School and has a certificate from Stanford University's Innovation Program. He previously founded a foodtech hardware startup and held an executive position at a SME private equity firm, leading equity funding rounds from \$1.2M to \$14M. With a strong background in international farming and agribusiness, he serves as the General Manager of Sencrop, managing marketing and sales.

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