

## BeeHero asserts generating \$4-6 billion market share for Australian commercial pollination industry

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BeeHero, a leading provider of precision pollination services, has launched its services for Australian growers for the third consecutive year, introducing pre-pollination reports for the first time.

Currently, BeeHero is the world's largest pollination provider, working with a significant portion of Australian macadamia, canola, almond, avocado, kiwifruit, and berry growers, continuing to provide data-driven solutions for improving commercial pollination visibility and efficiency for local beekeepers and growers.

Contributing between \$4-6 billion annually to the Australian economy, the local commercial pollination industry is crucial to Australia's agriculture sector. This season, BeeHero will provide Australia's beekeepers and growers with its in-hive and in-field precision pollination solutions across more than 70,000 acres of crops, following the company's entrance into the Australian market in 2023 and opening of a regional office in 2024.

For the first time, select Australian BeeHero customers will also benefit from the company's new pre-pollination reports. Thanks to year-round monitoring by BeeHero's in-hive sensors, these reports convey the strength of the hives BeeHero will

deliver to growers, ensuring they receive the pollination force they require for their crops. With varroa mite incursions on the rise across the country and the serious threat they pose to hive health and the broader pollination workforce these reports provide growers with critical assurance that their crops are positioned for success from the season's start. The increased visibility highlights BeeHero's commitment to growers and its focus on supporting healthy hives.

"BeeHero is now the largest pollination provider in Australia, and we're continuing to build strong relationships with growers while expanding our pollination services for numerous key crops," said Clayton Hiskins, Regional Manager of BeeHero Australia. "We are providing growers never-before-possible visibility into the strength of their hives, ensuring that their orchards will be supported by robust, high-performing colonies from day one. That kind of transparency is crucial to building trust with growers and improving pollination results and it's just one of the many ways we're streamlining pollination operations and logistics across the country."

Bolstering these efforts is the recent launch of HeroLink, BeeHero's proprietary solar-powered connectivity infrastructure designed to extend reliable cellular coverage to even the most remote agricultural regions. HeroLink ensures uninterrupted data flow from hives throughout the year not just during pollination seasons which supports sustainability and is especially vital for Australia's vast and varied agricultural environments.

In line with its continued dedication to supporting beekeepers, BeeHero also recently introduced the Beekeeper Task Manager to assist beekeepers in efficient apiary management. The company made this functionality readily available within the existing BeeHero beekeeper app remaining true to its mission of empowering beekeepers and advancing data-backed pollination through innovation and collaboration. BeeHero also recently launched The Global Million Hives Network, which is addressing alarming bee declines by expanding smart hive monitoring, furthering research, and encouraging cross-collaboration between industry stakeholders.

"Pollination is a complex and often opaque process. Serving as a one-stop-shop for all pollination needs allows us to not only support the hardworking local beekeepers and growers feeding the Australian population, but also to best ensure that the quantity and quality of the food they produce is optimal," said Omer Davidi, CEO and Co-Founder of BeeHero. "As we continue to expand our presence in Australia, we look forward to fostering even deeper relationships with local growers and beekeepers, building on the transparency and reliability we've already established, as well as a shared commitment to sustainable agriculture."