



Innovar Ag SEA secures perpetual license to expand across Asia-Pacific markets

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The agreement grants exclusive rights to market, commercialise and manufacture selected Innovar Ag products and technologies across Southeast Asia, China, Australia, New Zealand and Azerbaijan



Innovar Ag SEA LLC has secured a perpetual, exclusive license from Innovar Ag LLC to commercialise and manufacture selected agricultural products and technologies across a territory spanning Southeast Asia, China, Australia, New Zealand and Azerbaijan, marking a significant step in the company's international expansion strategy.

The agreement grants Innovar Ag SEA exclusive rights over the marketing, commercialisation and manufacturing of specified Innovar Ag products, brands, trademarks, formulations and associated intellectual property within the licensed markets. It also covers relevant commercial interests involving customers, contractors and other business activities specified in the agreement.

The licensed territory includes Vietnam, Cambodia, Laos, Myanmar, Thailand, Brunei, Indonesia, Malaysia, the Philippines, Singapore, Timor-Leste, China, Australia, Tasmania, New Zealand and Azerbaijan.

The agreement establishes Innovar Ag SEA as the exclusive licensed platform for the covered Innovar Ag business across these markets, providing a foundation for expanding the reach of its agricultural technologies and building regional manufacturing and distribution capabilities.

Innovar Ag's technologies focus on improving fertiliser performance and nutrient-use efficiency, with the aim of enhancing the economic and environmental performance of crop nutrition. Under the agreement, Innovar Ag SEA plans to expand the commercialisation of existing technologies while developing manufacturing capacity, distribution networks and customer relationships across its licensed territory.

Beyond the licensed portfolio, the company also intends to develop, market and sell complementary agricultural products globally. The strategy is designed to broaden its product offering for customers and distribution partners while building on the existing Innovar Ag portfolio.

"This agreement gives Innovar Ag SEA a tremendous platform for long-term growth," said Andrew M. Semple, president and CEO of Innovar Ag SEA LLC.

The perpetual license, he added, creates an opportunity to invest in local manufacturing, strengthen customer and partner relationships, and expand Innovar technologies into major agricultural markets. The company also plans to introduce

complementary products globally as it builds a broader agricultural technology portfolio.

The agreement's long-term structure is expected to support investment in market development, regulatory registrations, manufacturing infrastructure, distribution networks and customer relationships across the licensed markets.

Innovar Ag SEA said it expects to continue working with existing customers, contractors, suppliers and commercial partners while pursuing new opportunities for its licensed technologies and developing additional products for global markets. The company's stated objective is to build a long-term agricultural technology business centred on innovation, product performance and customer partnerships.