<u>**PRESS RELEASE**</u>

March 25, 2021

Ag-Analytics® and Deveron Corp. Announce Soil Testing Service Partnership

WEST LAFAYETTE, IN -- Ag-Analytics® today announced a partnership with Deveron Corp. (TSX-V: FARM) to deliver a comprehensive soil testing and fertility recommendation service at competitive prices. With the Soil Testing Service, farmers can save both time and money when it comes to managing their soil fertility.

Farmers can easily order their soil tests and fertility recommendations at profit.ag/soil. The Soil Testing Service offers a variety of packages that cover the soil testing process from start to finish, including soil sample collection by a technician, laboratory soil tests and fertility analyses, and nutrient management recommendations for the coming season. After placing the order, a technician will be in contact within 1-2 days to confirm the order and pull the samples.

Once the soil samples are analyzed, the results are delivered digitally back to the farmer through their ProfitLayers® account. The results are automatically organized, stored, and integrated with the rest of the farmer's precision agriculture data and field records, which gives farmers and their advisors every piece of information needed to help make the best decisions possible. The Soil Testing Service is especially helpful when creating custom management zones for variable rate prescriptions on ProfitLayers®.

"Soil testing is an important part of every farm's management practices, but takes time and energy," says Joshua Woodard, CEO and founder of Ag-Analytics®. "By joining forces with Deveron, we can provide a soil testing service that makes soil testing easy, from quick online ordering to full-scale servicing. This gives farmers more time to focus on managing their in-field variability and profit analysis."

Soil sampling helps farmers maximize profitability by highlighting areas of high or low soil quality and avoiding over or underspending. The soil tests reveal data on soil nutrients and management recommendations, giving farmers a foundation to effectively treat their fields.

"We are very excited about the opportunity to support Ag-Analytics® and their clients with our soil sampling and insights services" says Scott Jackman, President of Deveron's US Division. "Ag-Analytics® clients will be able to easily obtain soil fertility insights with the simple click of a button. Deveron's collection, lab analysis, and insights will be seamlessly integrated into the client's account portal, where they can easily view their data. Our team at Deveron work relentlessly to remove friction in the precision ag data ecosystem."

For more information or to learn more about ordering the Soil Testing Service, visit profit.ag/soil.

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About Ag-Analytics®

Ag-Analytics® is a data analytics and risk management company which developed and maintains the flagship platform ProfitLayers®, a precision analytics system that specializes in the analysis of precision ag data, remote satellite analytics and risk management. Through integrations with John Deere Operations Center, Climate FieldView, and CNH, growers can easily integrate and analyze their data to perform custom ROI and management planning. Growers can also find free satellite, soil, weather and other data feeds on their fields. Begin by integrating your data at profit.ag/integrate, and learn more by visiting profit.ag.

To get in touch with us, please visit profit.ag/contact.

About Deveron Corp.

Deveron Corp. (TSX-V: FARM) is an agriculture technology company that uses data and insights to help farmers and large agriculture enterprises increase yields, reduce costs and improve farm outcomes. The company employs a digital process that leverages data collected on farms across North America to drive unbiased interpretation of production decisions, ultimately recommending how to optimize input use. Our team of agronomists and data scientists build products that recommend ways to better manage fertilizer, seed, fungicide, and other farm inputs. Additionally, we have a national network of data technicians that are deployed to collect various types of farm data, from soil to drone, that build a basis of our best in class data layers. Our focus is the US and Canada where 1 billion acres of farmland are actively farmed annually.

For more information and to join our community, please visit www.deveronuas.com/register or reach us on Twitter @DeveronUAS or @MyVeritas_HQ

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Press and News Page