

News Release

Bayer partners with Prospera Technologies Inc. to develop integrated digital solutions for vegetable greenhouse growers

- Strategic collaboration to create transformational tool based on data insights and AI
 - Initial roll-out to begin in Mexico vegetable greenhouses in July 2020
-

Monheim/Tel Aviv, Israel, July 9, 2020 – As part of [its commitment](#) to helping growers sustainably meet increasing global needs through digital solutions, Bayer has entered a strategic partnership with [Prospera Technologies Inc.](#), a leading AI data analytics company, specializing in machine learning. With a focus on agriculture, Prospera provides a transformative, digital farming system to vegetable greenhouse growers worldwide that generates insights and optimizes the growing process.

The collaboration brings together the strengths of Prospera’s data and AI capabilities with Bayer’s expertise in vegetable production, crop protection, and digital transformation, to provide an all-in-one, cloud-based service that will help transform grower operations and enable greater access to high-quality fruits and vegetables.

“At Bayer, we believe in the power of collaboration to bring more innovative, digital solutions to life. Our partnership with Prospera is our first step into solutions beyond the seed for the vegetable greenhouse market. We look forward to innovating with customers to find new ways of solving the problems that growers face every day,” said Chris Moore, Head of Digital Transformation for Bayer’s Vegetable Seeds business.

The joint solution will enable vegetable greenhouse growers to make more timely and insightful decisions that help optimize both the profitability and sustainability of their crops and operations. For example, using Prospera’s data visualization and analysis platform, pepper growers will be able to apply precise quantities of water to specific locations in the greenhouse, enabling more efficient use of natural resources and yielding more sustainably grown produce.

The initial roll out and in-field exploration of the offering will begin in July 2020 in Mexico, an important market for disruptive innovation and global vegetable production. Bayer and Prospera will collaborate with several key customers in the region to continuously adjust and enhance the digitized farming system, with the intent to expand globally in coming years based on growers' needs and changing consumer demand.

“We are very excited to partner with Bayer, the world leading provider of vegetable seeds and crop protection solutions. We believe this collaboration can unleash tremendous value for vegetable greenhouse growers,” said Daniel Koppel, CEO and Co-Founder of Prospera Technologies. “Our advanced AI algorithms and data tools combined with Bayer’s complimentary knowledge and data sets have the potential to change the way vegetables are grown and help feed the world sustainably with fresh, nutritious food.”

About Prospera

Prospera Technologies, Inc. is a developer of machine learning and computer vision technologies that continuously monitor and analyze plant development, health and stress. Recently named one of [The World Economic Forum’s Technology Pioneers](#), Prospera captures multiple layers of climate and visual data from the crop field and provides actionable, easy-to-read insights to growers via mobile and web dashboards. Its team of world-class computer scientists, physicists and agronomists work with experienced agri-business leaders to meet growers where they are and revolutionize the way food is grown. For more information, please visit www.prospera.ag.

About Bayer

Bayer is a global enterprise with core competencies in the life science fields of health care and nutrition. Its products and services are designed to benefit people by supporting efforts to overcome the major challenges presented by a growing and aging global population. At the same time, the Group aims to increase its earning power and create value through innovation and growth. Bayer is committed to the principles of sustainable development, and the Bayer brand stands for trust, reliability and quality throughout the world. In fiscal 2019, the Group employed around 104,000 people and had sales of 43.5 billion euros. Capital expenditures amounted to 2.9 billion euros, R&D expenses to 5.3 billion euros. For more information, go to www.bayer.com.

Bayer Contact:

Carly Scaduto, +1 314-439-6978

Email: Carly.scaduto@bayer.com

Prospera Contact:

Emma Ross, +1 479-381-9170

Email: emma@prospera.ag

Find more information at www.bayer.com.

hel (2020-0171)

Forward-Looking Statements

This release may contain forward-looking statements based on current assumptions and forecasts made by Bayer management. Various known and unknown risks, uncertainties and other factors could lead to material differences between the actual future results, financial situation, development or performance of the company and the estimates given here. These factors include those discussed in Bayer's public reports which are available on the Bayer website at www.bayer.com. The company assumes no liability whatsoever to update these forward-looking statements or to conform them to future events or developments.