



FOR IMMEDIATE RELEASE

Anuvia Expands Board New Board Members Announced

Zellwood, Fla. November 27, 2018—Anuvia™ Plant Nutrients announces today the addition of three new board members; Bill Buckner, CEO and president of the Noble Research Institute and Samuel Roberts Noble Foundation; Kim McConnell, a founder and former CEO AdFarm; and Ben Belledegrun, managing director and co-founder of Pontifax AgTech. The expansion of the Anuvia Board reflects positive growth and exemplifies the company's commitment to its mission of providing economically viable and sustainable solutions to the farming and turf industries.

“For any company, but especially a young technology-driven company such as Anuvia, an active, contributing board is critical to our success,” says Amy Yoder, Anuvia CEO. “We rely on member input and guidance as we make significant inroads with distribution in domestic retail and consumer markets, and as we establish collaborative relationships both in the U. S, Europe, Asia and Africa. Over the next several years, our growth will be exponential. Building a strong Board now with talent, experience, foresight and perspective such is represented with these three gentlemen, will be a tremendous asset as we make giant strides forward.”

Buckner is the president and CEO of the Noble Research Institute, LLC, and the Samuel Roberts Noble Foundation. The Noble Research Institute conducts research, education and consultation activities, with its mission being *to deliver solutions to great agricultural challenges*. From 1993, Buckner worked for Bayer in their Animal Health and CropScience divisions with his last position being President/CEO of Bayer CropScience, LP and North American regional head from 2006-2011. He currently serves on boards of the Soil Health Institute, Wilbur-Ellis Company and

Trace Genomics Inc. and the Farm Foundation. Buckner received his Bachelor's degree in agricultural economics from the University of Missouri.

McConnell is a founder and former CEO of AdFarm, one of the largest agricultural marketing communications firms in North America and one of the first Canadian agencies dedicated to agriculture and agribusiness. McConnell remains associated with AdFarm as a strategic advisor and is currently involved with a number of industry initiatives to increase awareness of agriculture and build public trust and confidence in food and farming. For his contributions to agriculture, McConnell received the prestigious Order of Canada, the top level of recognition to those who have demonstrated the highest degree of merit to Canada and humanity. He is also the recipient of the Canadian Agri-Marketing Association Agri-Marketer of the Year award, and a member of the Canadian Agricultural Hall of Fame.

Belldegrun is the managing partner and co-founder of Pontifax AgTech, a growth capital fund dedicated to food and agriculture technology. His responsibilities include investments, portfolio management and board related activities across investments in agriculture productivity, resource efficiency and the industry supply chain. Prior to launching Pontifax AgTech, Belldegrun was a co-founder and managing partner of Lodestone Natural Resources. He has also worked as a portfolio manager at Brevan Howard Asset Management concentrating on agricultural investments within the \$300 million Natural Resources Fund. He has more than 12 years of successful agricultural investing experience. He is a director of Concentric Ag and Tropic Biosciences UK LTD and holds a BA in economics from Columbia University and an MBA from the UCLA Anderson School of Management.

Anuvia products and its technology represent a model for the circular economy: effective re-use of resources creating products of economic value. Its products hold the promise to make agriculture more sustainable by reducing nutrient losses in the environment while being more productive by delivering a balanced nutrient package for crops.

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Cutline: Bill Buckner, Kim McConnell, Ben Beldegrun

About Anuvia

Headquartered in Zellwood, Fla., Anuvia Plant Nutrients was founded by industry veterans to help large-scale agriculture and turf organizations fulfill their promise to become more sustainable and productive. The company's patented technology, products and know-how enable farmers to put back into the land what farm operations have extracted.

For more information on Anuvia Plant Nutrients, visit www.anuviaplantnutrients.com.

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