



Turn data into understanding

Territory Insights



- Challenges
- Capabilities
- Case Study
- Takeaways and Q&A

So, what's the problem?

The Speed of Change In-season conditions are now changing faster than retailers can respond. Speed alone is no longer enough; success belongs to those who can predict the future and reach the grower first.

The solution...

Fully automated tool that monitors your territory. It turns data into predictive clarity, ensuring you reach the grower with the right solution before the competition even knows there's a problem.

The Ag Retailer's Advantage: Timing is Everything

Lets unpack these **challenges**



Every growing season introduces new variables that require the ability to adapt quickly



Success hinges on the art of timely relevant conversations - recommending protection at the optimal moment



Deep Understanding - one must build an in-depth sales plan of a territory with limited history, resources and staff



Expensive and inefficient use of agronomy & sales team for recommendations to growers results in a low return and missing high value opportunities



Marketing isn't connecting with grower specific needs—missing key decisions and lacking data to drive change

Make confident,
data-backed decisions with **Territory
Insights** from seed to sale.

Stop Reacting to Conditions. Start Predicting Them

Move faster than changing conditions

Success belongs to whoever reaches growers first with
the right solution



Transform manual field data collection into instant, automated insights.

Limited inputs, automated insights

Field Border automatically delineated

Imagery based Crop Identification

Automated Crop Stages



Tassel Date



Production Potential



Disease Risk



Maximize team efficiency by focusing effort on the highest-potential acres.

Targeted Marketing & Sales

Key drivers can be identified using remote and automated data collection

Identify growers at the right time and place

Targeted Agronomy, Marketing, and Sales



Capabilities



- Define your territory
- Identify level of detail (Regional aggregation or field level)
- Identify Crop and problem
- List of growers

Territory Insights| Automate **Territory & Crop ID**

How we Do it

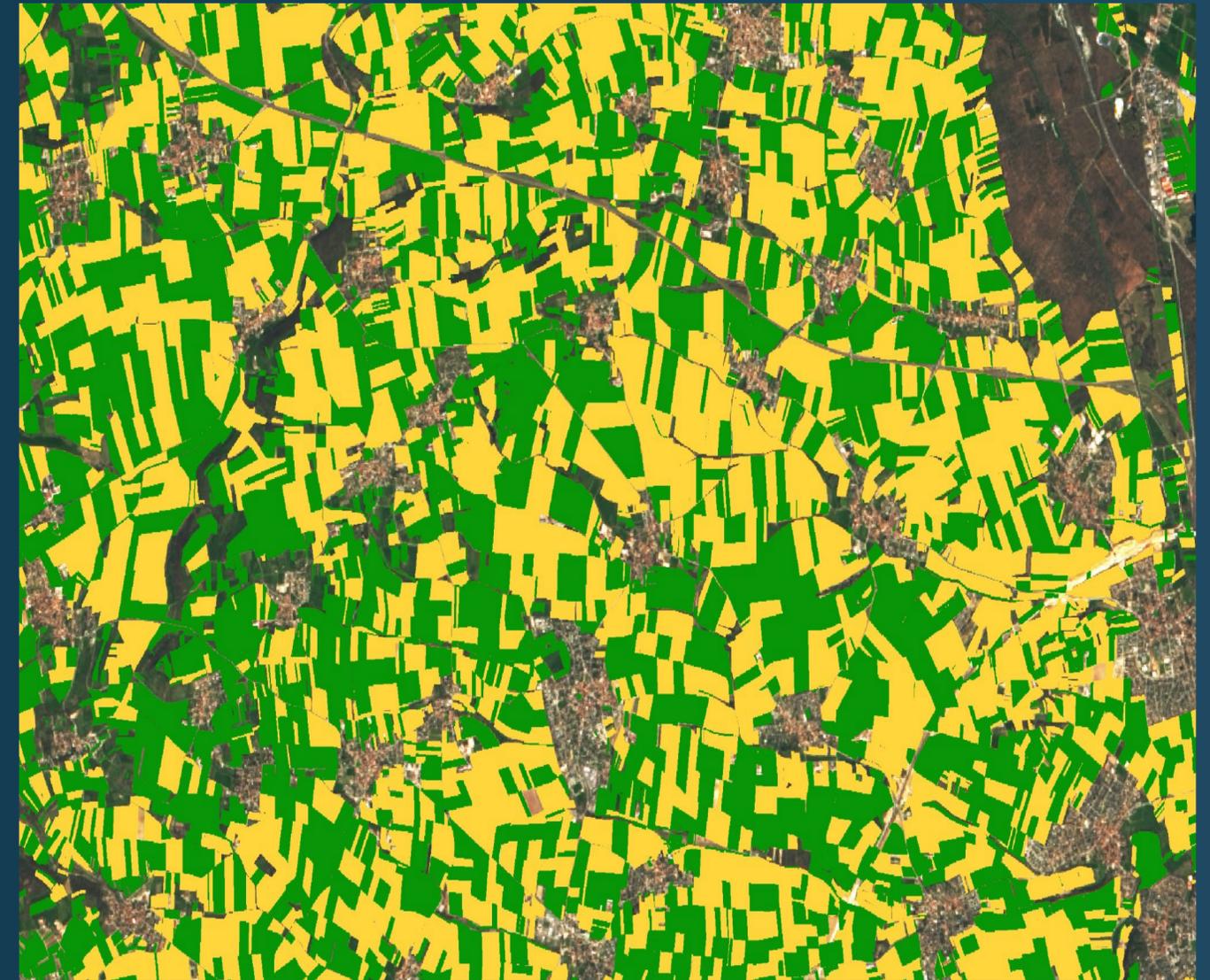
No user inputs, automated insights

Field Border automatically delineated

Imagery based **Crop Identification**

Results

We transform hours of manual field data collection into instant, automated insights — to focus on what matters most.



Territory Insights - Automated Crop Growth Stages

Solution

Crop insight

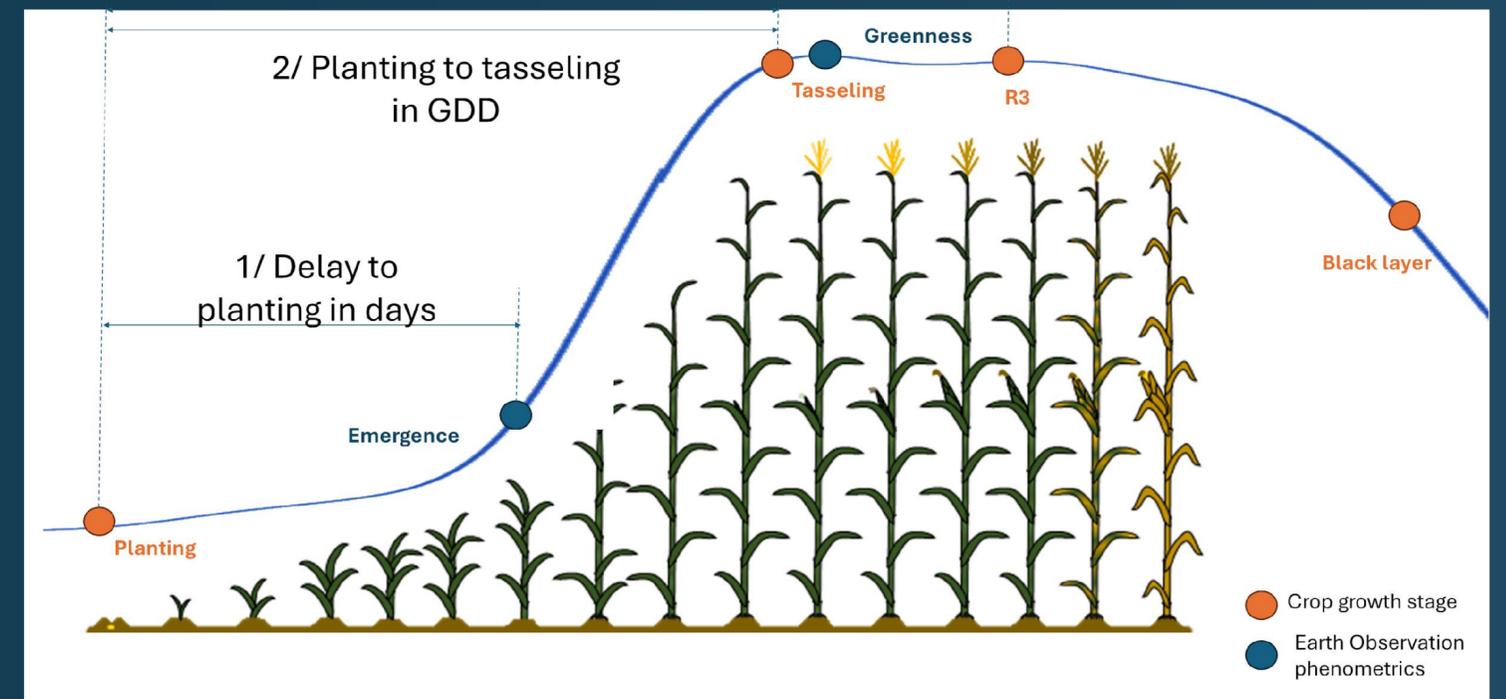
Align the crop growth stage with the Product Needed

Assess crop and Yield Potential

Identify the right crops, fields, timing and Growers

Results

Turn complex imagery and weather data into precise, predictive crop insights for every location, improving your confidence in in-season evaluations of prospects and in-season field recommendations.



Tasseling prediction +/- 2 days in several US states

Territory Insights | Fungicide Sales

Solution

Aggregate field level data in your territory to **prioritize when and where** you activate your marketing and sales activities

Provide unbiased **localized agronomic messaging** without requiring local knowledge

Drive sales with data and **facts**

Tassel Date



Production Potential



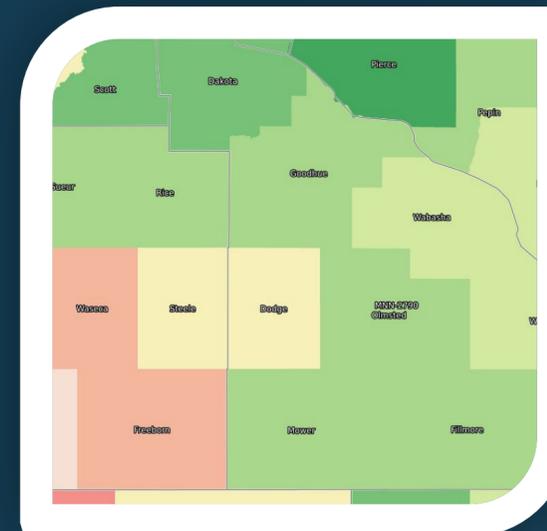
Disease Risk



Map and Table of Priority Locations

Results

Timely data unlocks opportunities. Maximize team efficiency by focusing effort on the highest-potential acres. Assess areas and identify opportunities for optimization and prescriptive treatments.



county	township name	Tassel Start	Tassel Middle	GDD to Date	GDD Status	Rainfall to Date	Rainfall to Date Status	Forecasted Rain	Forecast Status	Vegetation status	Grayed/SpotProb	TarSpotProb
Buena Vista	Neveill	2025-07-08	2025-07-11	1226	LATE	11.2	AVERAGE	1.9	AVERAGE	AVERAGE	100%	2%
Buena Vista	Providence	2025-07-09	2025-07-14	1181	LATE	15.8	AVERAGE	1.8	AVERAGE	AVERAGE	100%	3%
Buena Vista	Hayes	2025-07-09	2025-07-11	1276	LATE	16.2	AVERAGE	1.7	AVERAGE	AVERAGE	100%	3%
Buena Vista	Maple Valley	2025-07-11	2025-07-15	1156	LATE	14.4	AVERAGE	1.7	AVERAGE	AVERAGE	100%	3%
Buena Vista	Coon	2025-07-08	2025-07-11	1218	LATE	11.2	AVERAGE	1.9	AVERAGE	AVERAGE	100%	3%
Buena Vista	Grant	2025-07-11	2025-07-14	1184	LATE	13.7	AVERAGE	1.8	AVERAGE	AVERAGE	100%	3%
Buena Vista	Washington	2025-07-09	2025-07-11	1278	LATE	12.6	AVERAGE	1.7	AVERAGE	AVERAGE	100%	4%
Buena Vista	Nokomis	2025-07-09	2025-07-14	1174	LATE	11.9	AVERAGE	1.7	AVERAGE	AVERAGE	100%	4%
Buena Vista	Fairfield	2025-07-09	2025-07-12	1200	AVERAGE	10.6	AVERAGE	1.8	AVERAGE	HIGHER	100%	3%
Buena Vista	Lincoln	2025-07-09	2025-07-14	1189	AVERAGE	10.1	AVERAGE	1.7	AVERAGE	AVERAGE	100%	3%
Buena Vista	Scott	2025-07-09	2025-07-11	1190	AVERAGE	8.8	AVERAGE	1.7	AVERAGE	AVERAGE	100%	4%
Buena Vista	Elk	2025-07-09	2025-07-14	1171	AVERAGE	9.1	AVERAGE	1.7	AVERAGE	AVERAGE	100%	5%
Buena Vista	Poland	2025-07-11	2025-07-11	1151	AVERAGE	9.5	AVERAGE	1.8	AVERAGE	HIGHER	100%	5%
Buena Vista	Lee	2025-07-09	2025-07-11	1201	AHEAD	8.8	AVERAGE	1.7	AVERAGE	HIGHER	100%	4%
Buena Vista	Barnes	2025-07-07	2025-07-10	1254	AHEAD	8.7	AVERAGE	1.7	AVERAGE	AVERAGE	100%	5%
Buena Vista	Brooke	2025-07-06	2025-07-12	1220	AHEAD	8.1	AVERAGE	1.7	AVERAGE	AVERAGE	100%	5%
Calhoun	Reading	2025-07-06	2025-07-11	1258	LATE	12.3	AVERAGE	2.9	WET	HIGHER	100%	2%
Calhoun	Union	2025-07-06	2025-07-09	1280	AVERAGE	10.2	AVERAGE	3.2	WET	AVERAGE	100%	2%
Calhoun	Calhoun	2025-07-08	2025-07-11	1240	AVERAGE	9.7	AVERAGE	3.3	WET	AVERAGE	100%	2%
Calhoun	Jackson	2025-07-06	2025-07-09	1390	LATE	11.7	AVERAGE	3.2	WET	AVERAGE	100%	2%
Calhoun	Cedar	2025-07-05	2025-07-09	1278	AVERAGE	10	AVERAGE	2.7	WET	AVERAGE	100%	2%
Calhoun	Logan	2025-07-06	2025-07-09	1252	AVERAGE	9.6	AVERAGE	2.9	WET	AVERAGE	100%	2%
Calhoun	Lake Creek	2025-07-07	2025-07-11	1246	AVERAGE	9.7	AVERAGE	3	WET	AVERAGE	100%	2%
Calhoun	Elm Grove	2025-07-06	2025-07-10	1385	LATE	10.4	AVERAGE	2.9	WET	AVERAGE	N/A	2%
Calhoun	Greenfield	2025-07-06	2025-07-10	1251	AVERAGE	9.4	AVERAGE	2.6	WET	AVERAGE	100%	2%
Calhoun	Center	2025-07-05	2025-07-09	1282	AHEAD	8.4	AVERAGE	2.9	WET	AVERAGE	100%	2%
Calhoun	Twin Lakes	2025-07-07	2025-07-10	1251	AHEAD	8.7	AVERAGE	2.8	WET	AVERAGE	100%	2%
Calhoun	Garfield	2025-07-06	2025-07-09	1275	AVERAGE	10	AVERAGE	2.7	WET	AVERAGE	100%	2%
Calhoun	Lincoln	2025-07-06	2025-07-09	1280	AHEAD	9.5	AVERAGE	2.5	WET	AVERAGE	100%	3%
Calhoun	Sherman	2025-07-07	2025-07-10	1219	AHEAD	9.4	AVERAGE	2.4	AVERAGE	AVERAGE	100%	2%
Calhoun	Butler	2025-07-06	2025-07-10	1260	AHEAD	9.3	AVERAGE	2.3	AVERAGE	AVERAGE	100%	2%
Calhoun	Williams	2025-07-07	2025-07-10	1245	LATE	10.7	AVERAGE	2.4	AVERAGE	AVERAGE	100%	2%
Carroll	Union	2025-07-06	2025-07-09	1284	AVERAGE	10.7	AVERAGE	2.3	AVERAGE	AVERAGE	100%	1%
Carroll	Newton	2025-07-07	2025-07-09	1377	AHEAD	9.8	AVERAGE	2.3	AVERAGE	AVERAGE	100%	2%
Carroll	Eden	2025-07-09	2025-07-11	1205	AVERAGE	9.8	AVERAGE	2.3	AVERAGE	AVERAGE	100%	2%
Carroll	Euclid	2025-07-09	2025-07-11	1216	AHEAD	9.8	AVERAGE	2.3	AVERAGE	AVERAGE	100%	2%
Carroll	Richland	2025-07-06	2025-07-09	1276	AVERAGE	10.8	AVERAGE	2.3	AVERAGE	AVERAGE	100%	1%
Carroll	Pleasant Valley	2025-07-05	2025-07-09	1287	AVERAGE	10.7	AVERAGE	2.4	AVERAGE	AVERAGE	100%	1%
Carroll	Roselle	2025-07-08	2025-07-11	1231	AVERAGE	10.4	AVERAGE	2.3	AVERAGE	AVERAGE	100%	2%

Predictive intelligence across millions of acres.

Retailers can now pivot in real-time and address crop issues before they emerge.

The results?

1. Faster response times
2. Increased Sales
3. Competitive advantage at scale



Tasseling prediction +/- 2 days in several US states

Case Study



About

Local agricultural cooperative comprised of over 7,000 farmers and ranchers covering 9 million acres, with a network of over 75 locations and 900 employees.

“

Our agronomists are asking for a more holistic solution at the status change of a field. They are fatigued because it is simply too hard to review data grower by grower across various accounts. The team wants a unified solution where they can access everything in one spot to view field data efficiently.”



Business Challenge

Every growing season introduces volatile variables that demand rapid adaptation, yet the organization currently lacks the data and agility to execute effectively. While success hinges on the art of timely, relevant recommendations, building deep sales plans with limited history and resources has proven difficult. This results in an expensive and inefficient use of agronomy and sales teams, leading to missed high-value opportunities and marketing efforts that fail to connect with growers during critical decision-making windows.



Solution

Territory Insights transforms agronomy from a reactive, manual process into a proactive, data-driven strategy. By automating field border delineation and crop identification, EarthDaily eliminates the need for grower-supplied data and labor-intensive scouting. The solution synthesizes remote sensing, weather data, and historical patterns to deliver forward-looking agronomic signals. This empowers retailers to identify emerging opportunities and potential risks at the grower, township, county or territory level—ensuring sales teams deliver the right recommendation at the exact moment it matters.



Impact - ROI

- **10%+ Growth, 5 new customers per 50 managed**
- **Increase Fungicide adoption from 8% to 30%**
- **Net Margin on fungicide is \$4 to \$6 per acre**

Territory Insights



We want to empower Ag Retailers to become indispensable agronomic partners to growers.

Proven Today

Corn · Fungicides · United States

Future Release

Corn · Oil Seeds · Beans · Grains

Seeds · Fungicides · Herbicides · Bio-stimulants

North America · Europe · South America

Call to Action

- Define your Territory
 - Geography, crop of interest, time of interest (in-season or historical)
- Who needs to be involved next?
- Next Steps
 - Process to move forward
 - Timing



[linkedin.com/earthdailyanalytics](https://www.linkedin.com/company/earthdailyanalytics)



[x.com/EarthDailyA](https://twitter.com/EarthDailyA)



[youtube.com/@earthdailyanalytics](https://www.youtube.com/@earthdailyanalytics)

Disclaimer

Confidentiality

This presentation is provided solely for the purpose of considering a potential transaction or business arrangement between the recipient, or the recipient's organization or government agency, and EarthDaily Analytics Corp. and/or one of its subsidiaries or affiliates (collectively, the "Company"). By accepting this presentation, the recipient acknowledges and agrees that all of information contained herein is confidential and the exclusive property of the Company and the recipient will distribute, disclose and use such information only for its organization's internal evaluation of a potential transaction or business arrangement with the Company. By accepting this presentation, the recipient acknowledges and agrees that it is not subject to any contractual or other obligation to disclose this presentation or the information contained herein to any other person or entity and that the recipient shall, and shall cause its directors, partners, officers, employees, attorney(s), agents and representatives to (a) maintain the information and data contained herein in the strictest of confidence and will not, under any circumstances whatsoever, reproduce this presentation, in whole or in part, or disclose any of the contents hereof or the information and data contained herein to any other person without the prior written consent of the Company, (b) upon completion of its evaluation, return or delete this presentation, and any other materials that the recipient may have received from the Company, and (c) promptly notify the Company and its respective representatives of any unauthorized release, disclosure or use of this presentation or the information contained herein. Furthermore, all or a portion of the information contained in this presentation may constitute material non-public information of the Company or other parties. By acceptance of this presentation, you acknowledge that applicable securities laws, among other prohibitions, restrict a person from purchasing or selling securities of publicly traded issuers, and from communicating such information to any other person under circumstances in which it is reasonably foreseeable that such person is likely to purchase or sell such securities.

Forward-Looking Statements

Certain statements included in this presentation that are not historical facts may constitute "forward-looking statements" within the meaning of in applicable Canadian and United States securities laws and regulations. Forward-looking statements generally are accompanied by words such as "believe," "may," "will," "estimate," "continue," "anticipate," "intend," "expect," "should," "would," "plan," "predict," "potential," "seem," "seek," "future," "outlook," and similar expressions that predict or indicate future events or trends or that are not statements of historical matters. These forward-looking statements include, but are not limited to, statements regarding estimates and forecasts of business, financial and other performance metrics and milestones, and projections of market opportunity. These statements are based on various assumptions, whether or not identified in this presentation, and on the current expectations of the Company's management and are not predictions of actual performance. These forward-looking statements are provided for illustrative purposes only and are not intended to serve as, and must not be relied on by any person as, a guarantee, an assurance, a prediction or a definitive statement of fact or probability. Actual events and circumstances are difficult or impossible to predict and will differ from assumptions. Many actual events and circumstances are beyond the control of the Company.

These forward-looking statements are subject to a number of risks and uncertainties, including changes in domestic and foreign business, market, financial, political and legal conditions; risks that any required consents or regulatory approvals are not obtained, are delayed or are subject to unanticipated conditions that could adversely affect the Company; the occurrence of any event, change or other circumstance that could give rise to the termination of material agreements to which the Company is party; difficulties in the Company's employee retention; litigation that may be instituted against the Company or its directors or officers in relation to the Company's business; risks relating to the uncertainty of the projected financial information with respect to the Company; the Company's ability to achieve any level of revenue, gross profit or EBITDA margin; risks related to the growth of the Company's business and the timing of expected business milestones; the effects of competition on the Company's future business; the effects of failure of the Company to comply with governmental rules and regulations or changes in regulatory requirements; the ability of the Company to obtain financing; and the impact of the global COVID-19 pandemic on any of the foregoing risks. If any of these risks materialize or the assumptions in this presentation prove incorrect, actual results could differ materially from the results implied by these forward-looking statements. There may be additional risks that the Company cannot presently anticipate or that the Company currently believes are immaterial that could also cause actual results to differ from those contained in the forward-looking statements. In addition, forward-looking statements reflect the Company's expectations, plans or forecasts of future events and views as of the date of this presentation. The Company anticipates that subsequent events and developments will cause the Company's assessments to change. However, while the Company may elect to update these forward-looking statements at some point in the future, the Company specifically disclaims any obligation to do so, except as required by law. These forward-looking statements should not be relied upon as representing the Company's assessments as of any date subsequent to the date of this presentation. Accordingly, undue reliance should not be placed upon the forward-looking statements.

Informational Purposes Only; No Representations

This presentation has been provided for informational purposes only and does not constitute or give rise to any obligation, express or implied, of any party to negotiate, proceed with or consummate any transaction, and neither this presentation nor its content shall form the basis of any contract. The Company does not make any representation or warranty, express or implied, as to the accuracy or completeness of this document or any other information (whether written or oral) that has been or will be provided to you. Nothing contained herein or in any other oral or written information provided to you is, nor shall be relied upon as, a promise or representation of any kind by the Company. Without limitation of the foregoing, the Company expressly disclaims any representation regarding any projections concerning future operating results or any other forward-looking statement contained herein or that otherwise has been or will be provided to you. The Company shall not be liable to you or any other person for any information contained herein. You will be entitled to rely solely on the representations and warranties made to you by the Company or a potential counterparty in a definitive written agreement involving the Company, when and if executed, and subject to any limitations and restrictions as may be specified in such definitive agreement. No other representations and warranties will have any legal effect. This presentation should not be construed as legal, business or tax advice and any parties viewing it should consult with their own advisors as to the legal, tax, business, financial and other aspects of this presentation.

Use of Projections

This presentation contains financial forecasts. The Company's independent auditors have not studied, reviewed, or performed any procedures with respect to the projections for the purpose of their inclusion in this presentation, and accordingly, they have not expressed an opinion or provided any other form of assurance with respect thereto for the purpose of this presentation. These projections are for illustrative purposes only and should not be relied upon as being necessarily indicative of future results. The assumptions and estimates underlying the prospective financial information are inherently uncertain and are subject to a wide variety of significant business, economic and competitive risks and uncertainties that could cause actual results to differ materially from those contained in the prospective financial information, including those described above under "Forward-Looking Statements." Inclusion of the prospective financial information in this presentation should not be regarded as a representation by any person that the results contained in the prospective financial information will be achieved.

Industry and Market Data

Portions of this presentation also contain or are based on statistical data, estimates and forecasts that are based on independent industry publications or other publicly available information, as well as other information based on our internal sources. This information involves many assumptions and limitations, and you are cautioned not to give undue weight to such information. The Company has not independently verified the accuracy or completeness of the information contained in the industry publications and other publicly available information. Accordingly, the Company does not make any representation as to the accuracy or completeness of that information nor does it undertake to update such information after the date of this presentation. In addition, this presentation does not purport to be all-inclusive or to contain all of the information that may be required to make a full analysis of the Company. You should make your own evaluation of the Company and of the relevance and adequacy of the information and should make such other investigations as you deem necessary.

Trademarks

This presentation contains trademarks, service marks, trade names and copyrights of the Company, the Company's subsidiaries and other companies, which are the property of their respective owners.