

Map of Ag – Press Release

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MAP OF AG

## Press Release

### **Map of Agriculture acquires Rezare Systems**

Map of Agriculture Group (Map of Ag) has added New Zealand-based Rezare Systems, a specialist agri-software development house, to its portfolio in a deal which completed on 30th June.

Map of Ag is a high growth UK-based agri-data business with a mission to connect farmers and the supply chain through its proprietary data platform and associated technologies. In adding Rezare Systems' IP and specialist skills, Map of Ag will broaden its ability to service a growing array of clients in the agri-supply chain and help them benefit from Rezare's 16 years of operational experience.

"We are delighted to be bringing Rezare into the Map of Ag family," said CEO Richard Vecqueray. "With its exceptional capabilities in data solutions in a range of agri and environmental sectors we are creating a powerful IT services unit within the group which will help us accelerate our growth."

The acquisition comes at a time when Map of Ag is increasingly supporting its customers with data-driven solutions across the agri sectors for net-zero carbon commitments, sustainability metrics, animal welfare, responsible use of antimicrobials and farm assurance.

Commenting on the deal, Andrew Cooke, Rezare Systems group Managing Director said: "This was a great fit. We bring a set of skills, know-how and experience where Map of Ag had a gap, and culturally we are natural partners owing to our joint Anglo-NZ heritages. I'm delighted we will be part of Map of Ag's exciting growth journey."

Rezare Systems was formed in 2004 since when it has grown an enviable track record in delivering bespoke solutions for its customers. These include smart biological models, web and mobile development, predictive analytics and algorithm-driven solutions, genetics and

performance recording technologies, and industry leadership in farm data exchange and standards. The business has over 40 staff of whom 30 are developers and technologists.

The acquisition includes Rezare's UK and Australia subsidiaries. Cooke will join the Map of Ag board and will become Chief Technical Officer. Rezare UK Managing Director, Julian Gairdner, will join the business as Chief Commercial Officer.

The Rezare brand will be retained and it will continue to service its existing clients and deliver new bespoke solutions and business, Vecqueray added. "We have a powerful combination which will allow us to be more innovative than before when it comes to meeting customer's needs." The deal grows Map of Ag's client base to over 120 and adds around £2m of annualised revenues.

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**For more information:**

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**About Map of Ag** - Map of Ag is a global pioneer in agricultural analysis and modelling technology. It provides expert knowledge and insight to agriculture and food chain industries from its offices in the UK, Argentina and New Zealand.

Providing access to intelligently sourced data and information from farms, the business enables its clients within the agriculture industry and food chain to maximise the impact of planning and decision-making.

Map of Ag connects farmers with the wider agri-food chain and delivers a range of data-driven products and services from its data platform, market research unit and on-farm advisory teams.

Map of Ag was founded by New Zealander Forbes Elworthy in 2015 as a spin-out from the Craigmore agri-forestry investments portfolio business. It is based in the UK.

**About Rezare Systems** - Rezare Systems Ltd was formed in 2004 by its five founding directors who had previously been working for NZ Crown-owned research institute AgResearch. In the past 16 years it has become NZ's leading bespoke agri-software developer with a broad range of clients running from large commercial businesses through to industry good bodies.

With a strong science background, Rezare has delivered leading edge predictive and forecasting solutions and developed best-in-class data systems for its customers. In 2017 it set up an operation in Australia and added a further subsidiary in the UK in 2018. Rezare is head-

quartered in Hamilton in the North Island of New Zealand and its UK subsidiary is managed from its Frome, Somerset office.



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