

## Verano365 Backgrounder

[Verano365®](#) is a startup horticultural technology company that aims to help the world thrive with healthier harvests. The Texas-based company provides specialty horticultural innovations that help growers maximize profit per square foot by utilizing a proprietary formulation technology, OpusMAX. Verano365's science-based solutions for greenhouse, nursery, and hydroponic management enable growers to get the most out of their inputs, from more efficient use of fertilizers to enhanced yields and shelf-life.

### What is OpusMAX?

- OpusMAX is our proprietary formulation technology that creates a powerful synergy in horticultural products, resulting in an amplification of associated benefits and unmatched impact on plants.

### What products does Verano365 produce?

- Thrivedo™ is Verano365's first product and consists of a proprietary protein-surfactant that encourages the root system to develop more robustly early on, which results in a significant increase in nutrient efficiency, water uptake, and plant vigor.
  - Thrivedo is enhanced with OpusMAX, creating a powerful synergy with the active ingredient and further amplifies its properties. Growers are seeing higher yields, shorter cycle times, lower unit costs and extended shelf-life in crops like ornamentals, lettuce, tomatoes and herbs.
  - As of February 28, 2020, Thrivedo is registered in 37 states, including Oregon and Ohio.
- NUTRIVIX Zn | Cu™, powered by OpusMAX, is a proprietary nutritional blend of soluble Zinc and Copper that provides critical micronutrients, aids photosynthesis, and reduces stress in plants. The product will be available later this year from Verano365.
  - NUTRIVIX Zn | Cu is currently being tested by third-party researchers and is available for field trials.

### Backed by Third-Party Research

- Several leading horticultural universities and third-party researchers, such as the Ohio State University, Texas A&M AgriLife Research, SynTech Research, and GLC have been testing Thrivedo. Field trials are also currently underway with growers of various crops.
- Findings from trials have validated nutrient efficiency, water uptake, and plant health. Data briefings on Thrivedo results for ornamentals and produce are available from [salesupport@verano365.com](mailto:salesupport@verano365.com).
- Thrivedo by the numbers:
  - 49.1% increase in total marketable fruit in tomatoes and 34% less spoilage 14-days post-harvest
  - 41.7% increase in flowers in tomatoes and 70.2% boost in fruit set
  - 81% increase in lettuce leaf mass
  - Increase across 8 mineral elements in lettuce and boost in 11 different mineral elements in parsley
  - 43.4% uptick in plant mass in pansies and 15% more flower count per plant

### Led by Industry Veterans

- John Appel is the President of Verano365 and his prior experience includes serving in leadership positions at Exacto, Inc. and management roles at Syngenta. He holds a Bachelor of Arts in chemistry and an MBA in finance from Lehigh University in Pennsylvania.
- David Coorts serves as the Technical Director for Verano365 and has more than 30 years of expertise in commercial agriculture, chemicals, and biosolutions at companies including Arysta LifeScience and Dow AgroSciences. He holds a Bachelor of Science degree in Plant and Soil Science from Tennessee Technological University and a Master of Science in Soil Taxonomy from the University of Tennessee.
- Herb Rabalais is the Verano365 Account Director, where he oversees sales and grower relations. His industry expertise was honed at Sun Gro Horticulture and BWI Companies. He is a state licensed Horticulturist and earned his Certification in Horticulture from Louisiana Technical College and a Bachelor of Arts from Southeastern Louisiana University.