

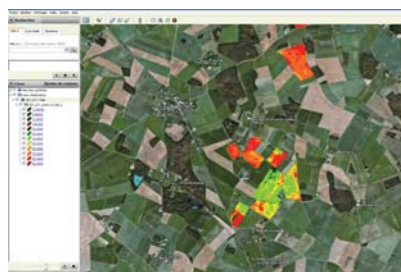
### What do you get from us?

- precise and reliable maps that are easy to understand
- expertise to aid your decisions
- records for regulatory audits

### The format that you prefer

by post, email or internet:

- documents that you can print
- numeric files for your tractor
- data that can be integrated into your own crop management software



### What makes Infoterra different?

- strong agricultural know-how in-house
- close partnerships with agronomical institutes
- 20 years' experience in collecting and processing geographic information
- privileged access to satellite images during optimal climate conditions
- a proprietary geo-production factory, capable of:
  - handling industrial scale production
  - processing both medium and high-resolution images
  - calculating physical properties of crops in absolute values
- continuous investment in R&D

### Leverage the expertise of a powerful organization

Infoterra is part of the Earth Observation division of Astrium Services, a wholly-owned subsidiary of EADS Astrium.

### Some figures to date

8000 farmers  
890,000 acres of fields  
240,000 advisory reports

**Bruno Fourcin**, Head of Decision-making Tools, Cap Seine

in collaboration with:

**Odile Tauvel**, Engineer specialized in nitrogen fertilization, Eure Chamber of Agriculture

**Vincent Marque**, Crop specialist, Seine-Maritime Chamber of Agriculture

**"Closer adaptation to needs for both economic and environmental gains."**

"The surface area covered across the departments of the Eure and the Seine-Maritime reached 40,000 ha in 2008.

90% of our members re-subscribe one or 2 of their parcels of land per crop from one year to the next: they value having a map that shows up the in-field variations.

It avoids the issues of sampling and interpretation. Infoterra also enables them to better dose nitrogen input according to the needs of a particular zone or parcel of land. Thanks to Infoterra, in the case of rapeseed, more than 60% of users saved over 40 units per ha in 2007.

For wheat, in 2 cases out of 3, the reports lead to a decrease or increase in dose of 20 units per ha, meaning (respectively) a saving of about 20€ per ha, or an increase in yield (>400kg) and protein content (>0.4 points)."

## Satellite-based Crop Management Services

The right decision in the right place at the right time

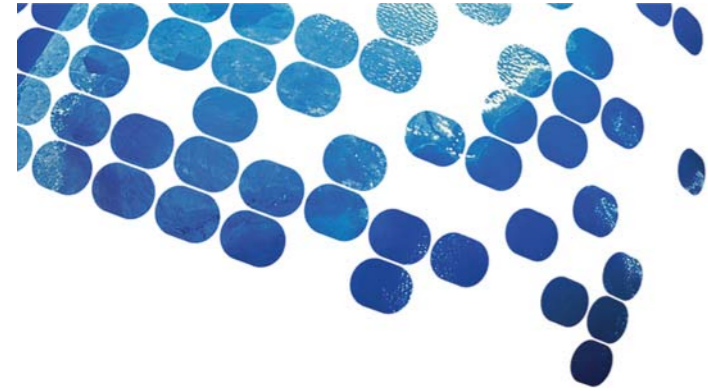


## Protecting your interests as well as the environment

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Jean-Marie Larcher,  
Development Director, Epis-Centre Cooperative

**"A diagnostic tool"**  
"In 2008 we used this solution for 100,000 ha of the farmland we cover. We realized that it not only gave us advice but valuable diagnosis too. The amount of nitrogen available in the soil differs much more than you would expect from one parcel of land to another. Infoterra is able to identify these variations, opening the door to great progress in improving soil potential: reducing fertilizer inputs without sacrificing yield."

## Global Visibility and Precision for Efficiency and Control

### Farming is a challenging occupation

Not a simple or assured source of profitable income at the best of times. And now the pressure is rising to "go green". So why not capitalize on that to improve **your** sustainability too?

Some challenges are the same across the globe: climate change, scarcity and rising price of resources, aggressive competition, more demanding consumers and stricter regulations, to name a few.

Others are extremely location-specific: different soils, crops and crop distribution; different climatic conditions, management and technical practices.

Our vocation is to contribute to your success, taking all of the above factors into account.



Same field, same time, different place, different health

### Do you sometimes wish for more predictability?

It's not easy to plan in advance. Factors that limit productivity arise fast. Early detection reduces impact. And making the right decisions at the right time is vital to your profitability. Effective control comes from anticipation and careful observation.

### Do you know what's going on in every m<sup>2</sup> of your fields?

Can you see every variation in soil and in rate of crop emergence? Can you locate each poor growth area, weed, insect and disease? And what about environmental stresses such as frost and drought?

### What would that cost in terms of field scouting?

And will your random samples provide you with the accuracy you need to anticipate yield and quality?

### Are you making the best use of your costly resources?

Managing costs is a struggle for all farmers, whether equipment, fuel, labour, water or agrochemicals.

How much do you spend on expensive growth regulators and nitrogen for example?

### What if you could...

#### ...observe and manage your farmland from space

- evaluate crop health from one production zone to another
- make in-field and inter-field comparisons to manage priorities
- measure biomass in kgs per m<sup>2</sup>

#### ...act faster to spend less

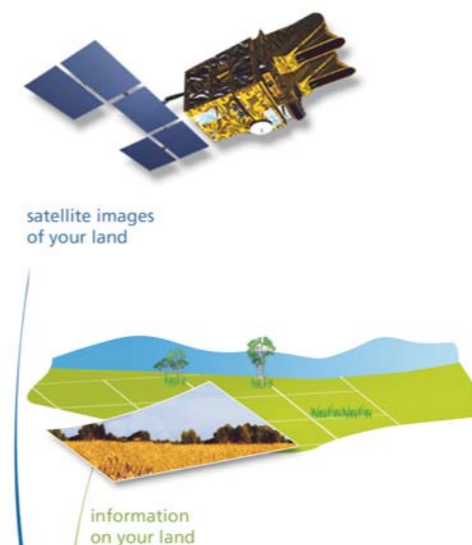
- adjust nitrogen input according to crop needs
- take action against pests at the very first signs
- adapt irrigation to senescence

#### ...record and improve

- keep track of your progress
- compare from one year to another
- use your learnings for your future success

### How do we do it?

Via an end-to-end process from a satellite to your land, through our digital geo-production processing factory. And the involvement of 3 key players: **you, your agronomists** and **us**.



### How would we work together?

Our experts come from the agricultural world and they know that each customer is unique.

We take the time to understand your objectives and specific conditions: your crops, average field size, farming calendar and technical practices.

#### We collaborate with your agronomists

They play an important role in advising you on how to put recommendations into practice. We make it our priority to supply them with the right tools to bring you optimum results.

#### Your crop calendar is our calendar

We make sure that you receive reports in time, in sync with your decision-making process and the real-time growth rhythm of each crop.

We have developed a broad range of solutions to cater for your particular needs.

### Harvest initial gains fast!

You can get started very quickly with one of our standard solutions simply based on crop parameters.

For example, we can provide you with the status of your crop at different stages of growth.

### Customized solutions for greater added value

Once you've experienced the benefit, you will soon want to progress to our Expert offer: nitrogen recommendation, lodging risk or maturity prediction maps for example.

These solutions are based on agronomical models, require detailed local data and a strong partnership with your regional specialists. And they span at least one full crop cycle to ensure you get the maximum return.

Less time, fewer costs, more profit: reap the benefits!