

# Veritas and Huron Tractor Enhance Agriculture Data Collaboration

Toronto and Exeter, Ontario--(Newsfile Corp. - January 7, 2020) - Deveron UAS Corp. (CSE: DVR) ("**Deveron**" or the "**Company**") and Huron Tractor Limited ("**Huron Tractor**") are excited to jointly announce a continuation of the collaborative initiative between Huron Tractor and Veritas Farm Business Management ("**Veritas**") - a wholly owned subsidiary of Deveron. This relationship has been bringing value to shared customers for seven years through delivery of variable rate prescriptions.

The continued relationship will provide Huron Tractor full access to the entire suite of data analytical products developed by Veritas and bundled with data collection services from Deveron. These products are designed to create insights for farmers from various sources: existing farm generated production data, high-resolution in-season imagery data collected by UAV ("**Drone**"), or soil data. Veritas uses science, data and analytics to uncover correlations and interactions between the land, weather and management practices, and then develops practical farm applications from these findings.

Production agriculture has seen an increasing reliance on equipment that utilizes GPS guidance and collects multiple layers of production data ("**Ag Data**"). This enhanced agreement will provide insights and solutions from Ag Data as well as the necessary support for farmers to take advantage and implement solutions.

In making this joint announcement, principals from the three companies involved, shared their comments:

- Aaron Breimer, Veritas' General Manager: "We are excited to be able to further strengthen our relationship with Huron Tractor and to meet their expectations at continuing to drive the level of service for their customers expect while harnessing our expertise in data analytics."
- Nick Studnicka, General Manager of Marketing Huron Tractor: "At Huron Tractor we are continuously looking for new ways to better serve our customers. At the end of the day we want to do what we can to ensure that our customers have the equipment and the information they need to help their businesses succeed."
- David MacMillan, Deveron's President and CEO: "We believe this agreement will bring value to Huron Tractor's customers by maximizing the value of the data that farmers have been collecting for the last 20 years without taking away from their focus on operational activities. We continue to focus on developing products that provide insights on the millions of gigabytes of information being produced throughout today's agriculture sector."

## About Huron Tractor:

Huron Tractor Ltd is a John Deere dealer that has proudly served Southern Ontario for over 55 years. The nine-store dealership was built on the principal of providing excellent service and support. Their team of highly motivated individuals strives to deliver measurable results through product knowledge and experience.

## About Deveron UAS:

Deveron is a leading agriculture technology company focused on providing data acquisition services and data insights in North America. Through its on-demand network of drone pilots and soil sampling technicians, the Company is providing scalable data acquisition solutions in the imagery and soil space. Additionally, through its wholly owned subsidiary [Veritas Farm Management](#), the company provides growers in North America with independent data analytics and insights on the massive amount of data being generated on farms today.

For more information and to join our community, please visit [www.deveronuas.com/register](http://www.deveronuas.com/register) or reach us on Twitter [@DeveronUAS](#) or [@MyVeritas\\_HQ](#)

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*future events and conditions and, by their nature, are based on management's beliefs and assumptions and subject to known and unknown risks and uncertainties, both general and specific to the Company. Although the Company believes the expectations expressed in such forward-looking statements are reasonable, such statements are not guarantees of future performance and actual results or developments may differ materially from those in our forward-looking statements. The following are important factors that could cause the Company's actual results to differ materially from those expressed or implied by such forward looking statements: changes in the world-wide price of agricultural commodities, general market conditions, risks inherent in agriculture, the uncertainty of future profitability and the uncertainty of access to additional capital. Additional information regarding the material factors and assumptions that were applied in making these forward looking statements as well as the various risks and uncertainties we face are described in greater detail in the "Risk Factors" section of our annual and interim Management's Discussion and Analysis of our financial results and other continuous disclosure documents and financial statements we file with the Canadian securities regulatory authorities which are available at [www.sedar.com](http://www.sedar.com). The Company undertakes no obligation to update this forward-looking information except as required by applicable law. The Company relies on litigation protection for forward looking statements.*



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