



DEVERON CORP.
1702-141 Adelaide Street West
Toronto ON M5H 3L5

FOR IMMEDIATE RELEASE
September 21, 2021

TSX-V: FARM

Deveron Launches Agriculture Carbon Product with Initial Enterprise Customer Engagement in United States

Toronto, Ontario - Deveron Corp. (TSX-V: FARM) (“**Deveron**” or the “**Company**”), a leading agriculture digital services and insights provider in North America, is pleased to announce the launch of its agricultural carbon services platform. The platform is the first of its kind to provide a scalable and streamlined process of collecting, analyzing, and sharing in-field soil carbon data to support the development of carbon programs.

Deveron’s new platform eliminates a number of key bottlenecks impeding the current market for agriculture carbon. The Company views these improvements as key enablers for maximizing the creation of reliable and credible carbon credits. The platform is built on three key principles highlighted below:

- Leverage Deveron’s growing network of trained and dedicated soil technicians across North America, thus ensuring consistency of sampling
- Provide single chain of custody from the farm to the lab in a digital platform
- Ensure soil data integrity via best-in-class data security

“Carbon credits in agriculture are becoming a new opportunity for farmers to obtain direct financial compensation for positive environmental improvements implemented in their operations,” stated David MacMillan, Deveron’s President and CEO. “Over the past 2 years, we have helped multiple companies and growers collect and analyze soil data, leveraging our data technician network and our soil laboratory partners, including our recently acquisition, Woods End Laboratories. The development of our carbon services platform addresses the need to provide standardized carbon data across multiple locations. Our view is that high-value carbon credits in agriculture will require high fidelity field data which Deveron is uniquely positioned to provide while at the same time making sure field data is digitized and standardized to allow for comparability and auditability over time.”



In conjunction with the Company's product announcement, Deveron has signed enterprise contract commencing this fall, to provide its carbon program to a large multinational agribusiness. Utilizing Deveron's industry-leading soil health platform, the client gains access to Deveron's extensive foot print of soil technicians across North America, providing a single chain of data custody from collection to analysis, assuring best in class data sharing and security. The contract is valued at US \$125,000 and focuses on the US Midwest and could increase depending on demand for the client's carbon program.

To find out more about our carbon platform, visit: <https://deveronuas.com/carbon/>

About Deveron: Deveron is an agriculture technology company that uses data and insights to help farmers and large agriculture enterprises increase yields, reduce costs and improve farm outcomes. The company employs a digital process that leverages data collected on farms across North America to drive unbiased interpretation of production decisions, ultimately recommending how to optimize input use. Our team of agronomists and data scientists build products that recommend ways to better manage fertilizer, seed, fungicide, and other farm inputs. Additionally, we have a national network of data technicians that are deployed to collect various types of farm data, from soil to drone. Our geographic focus is the US and Canada where **1 billion acres are actively farmed annually.**

For more information, please visit www.deveronuas.com.

David MacMillan

President & CEO Deveron Corp.

416-367-4571 ext. 221

dmacmillan@deveronuas.com

"Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release."

This news release includes certain "forward-looking statements" within the meaning of that phrase under Canadian securities laws. Without limitation, statements regarding future plans and objectives of the Company are forward looking statements that involve various degrees of risk. Forward-looking statements reflect management's current views with respect to possible 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. 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.