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**FOR IMMEDIATE RELEASE**

**TSX-V: FARM**

September 11<sup>th</sup>, 2023

**Deveron Announces Appointment of CFO**

**Toronto, Ontario** – Deveron Corp. (TSX-V: FARM) (“**Deveron**” or the “**Company**”), a leading agriculture service and data company in North America, today announced, that Carmelo Marrelli has resigned as Chief Financial Officer (“**CFO**”) of Deveron Corp, effective immediately. In addition, the Company is pleased to announce the appointment of Akshay Shirodker, as CFO of Deveron Corp.

Akshay is a seasoned finance executive with proven ability to drive financial excellence and operational efficiency. To date his career has spanned various leadership roles, with his most recent position being, the Head of Finance and Operations at Opencare, a revenue generation technology platform for dental practices across North America, where he guided the company to profitability and helped double the platform’s patient marketplace revenue. Prior to this, he played a pivotal role in the successful M&A efforts at UXP Systems, an identity management platform transforming how consumers interact with tier-1 telecommunications providers, culminating in its acquisition by Amdocs. Akshay is a Chartered Professional Accountant earning his CPA designation during his tenure at KPMG.

"I am very excited to join the team at Deveron," said Akshay Shirodker, CFO of Deveron Corp. "The team has built and consolidated an impressive organization in the agriculture services and data space. I look forward to utilizing my expertise in finance and technology to further develop and execute the company's growth strategies for years to come."

"To begin, I would like to thank Carmelo Marrelli, for his years of service, and his contribution to the growth of Deveron," stated David MacMillan, President, and CEO of Deveron. "We are thrilled to welcome Akshay to our executive team. With Akshay's background in finance and operations, we believe he is prepared to leverage his extensive expertise and strategic insight in his role as CFO at Deveron. His commitment to innovation, financial discipline, and mentorship positions him as a valuable asset and a leader within the company. We anticipate that his contributions will drive financial growth and operational excellence, furthering our organization's ongoing success."



In addition, the Company announced that it has granted an aggregate of 500,000 stock options (the "**Options**") to purchase common shares (the "Common Shares") of the Company exercisable at a price of \$0.34 per Common Share and expiring on September 11<sup>th</sup>, 2029, as part of the appointment. The common shares issuable upon exercise of the options are subject to a four-month hold period from the original date of grant and vest a third each year with the first vesting period being September 10<sup>th</sup>, 2024.

**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 manage fertilizer, seed, fungicide and other farm inputs better. Additionally, we have a national network of data technicians that are deployed to collect various types of farm data, from soil to drone, that build a basis of our best-in-class data layers. Our focus is the US and Canada where **1 billion acres are actively farmed annually.**

For more information and to join our community, please visit [www.deveron.com/investors](http://www.deveron.com/investors) or reach us on Twitter [@Deveron](https://twitter.com/Deveron).

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*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](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.*