

Digital Agriculture Initiatives (Korea)

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2022.3



Founded in 2017, Greenlabs is a Korean AgTech unicorn, providing a reliable source of fresh produce for enterprises and a robust digital farm management platform for farmers

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Farm Management Program



Precision Farming



Farmer-Retailer Marketplace



Land Acquisition/Registration



Controlled Environment Agriculture



On/Offline Sales



Crop Selection



Pest Control



Wholesale Sales



Supply Procurement



Financing



Pricing Analytics



Smart Farm System



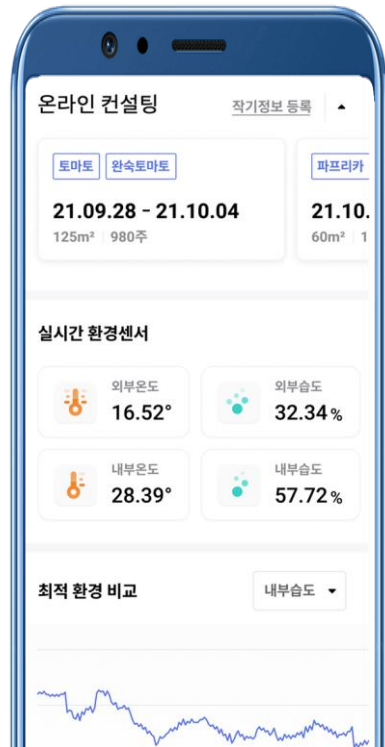
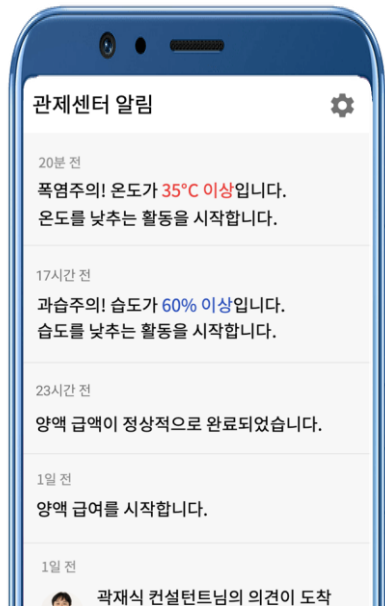
Community for Farmers



Sales Dashboard

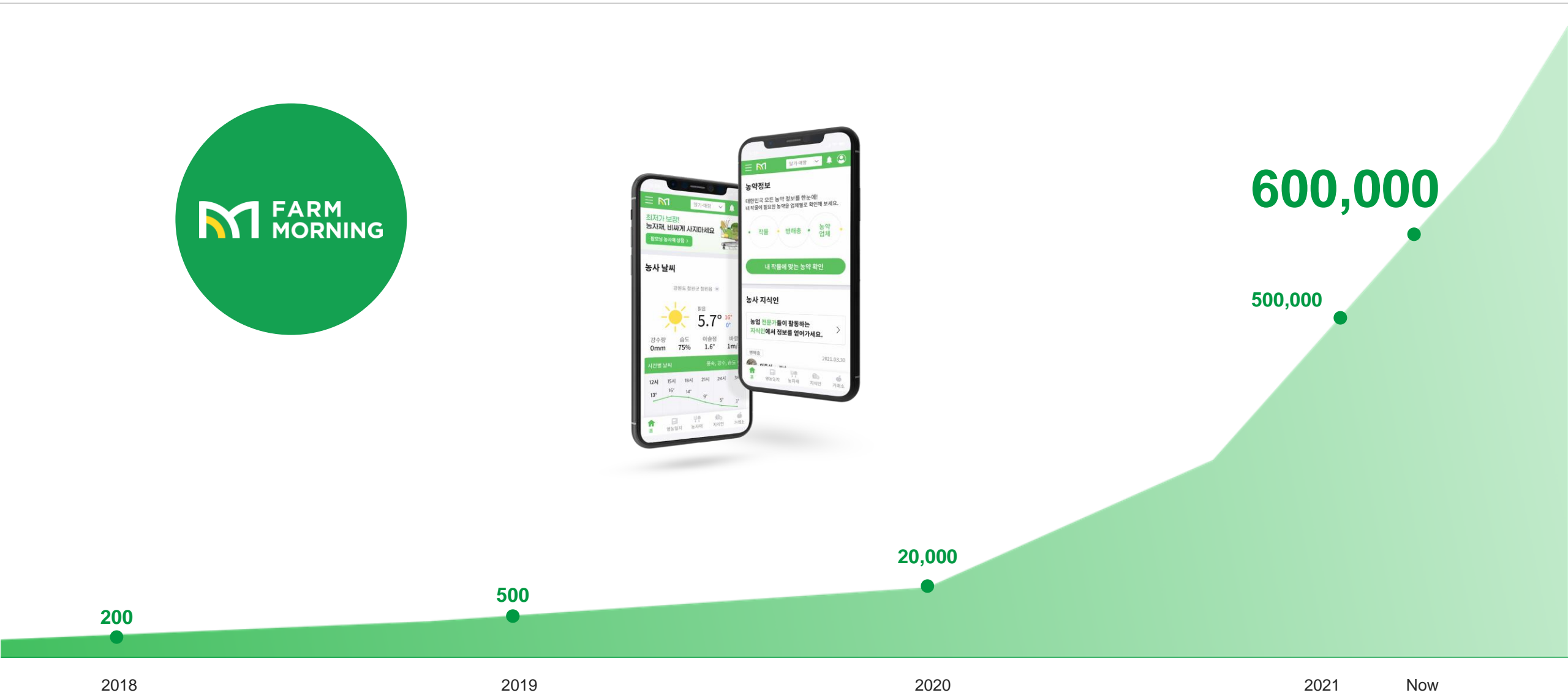
1. "Farm Morning"

Precision farming, controlled environment agriculture, pest control, supply procurement, and community
- Partnering with 3,000 farm supply distributors in Korea



1. "Farm Morning"

Network of 600,000 farmers improving the food supply system

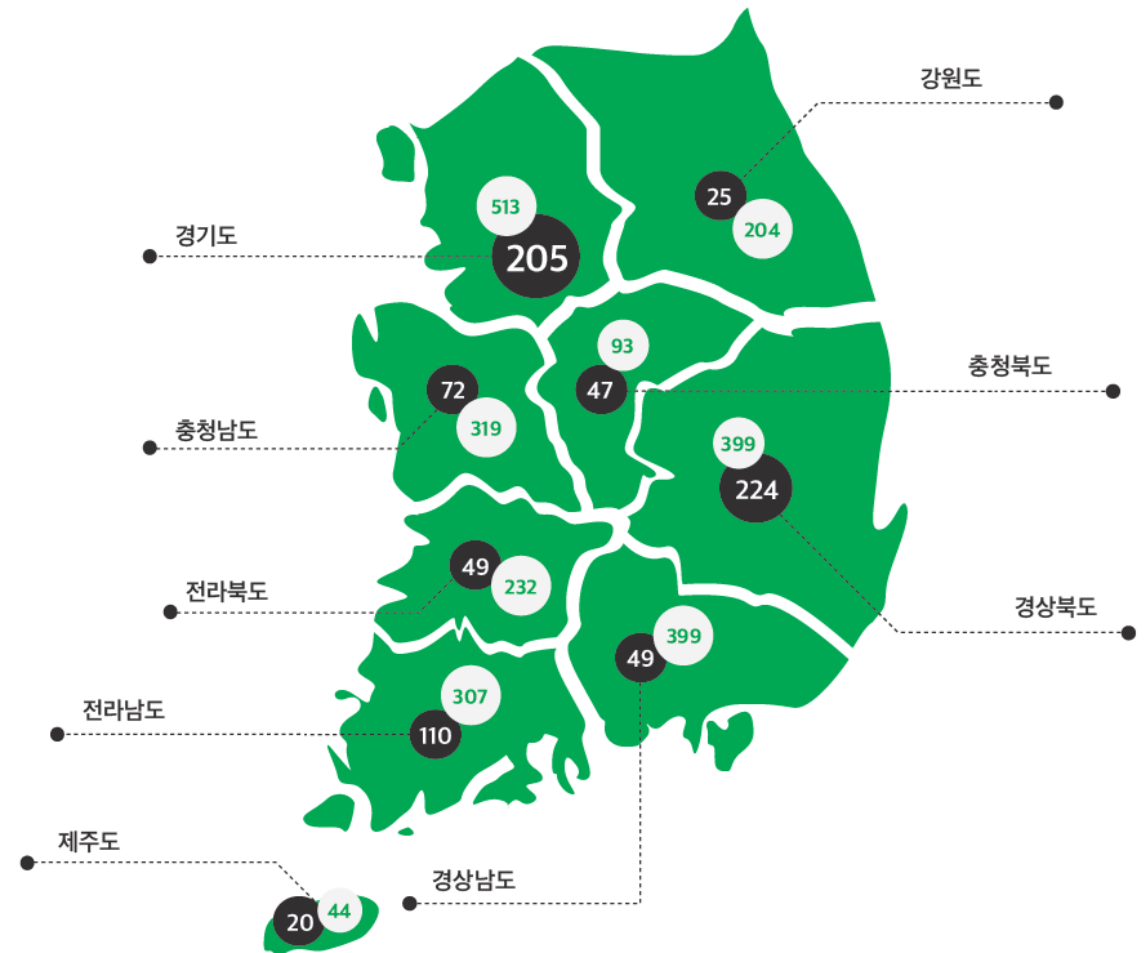


1. "Farm Morning"

Over 2,500 smart farms realizing the benefits of high productivity, quality, and labor efficiency



- Hardware
- Software

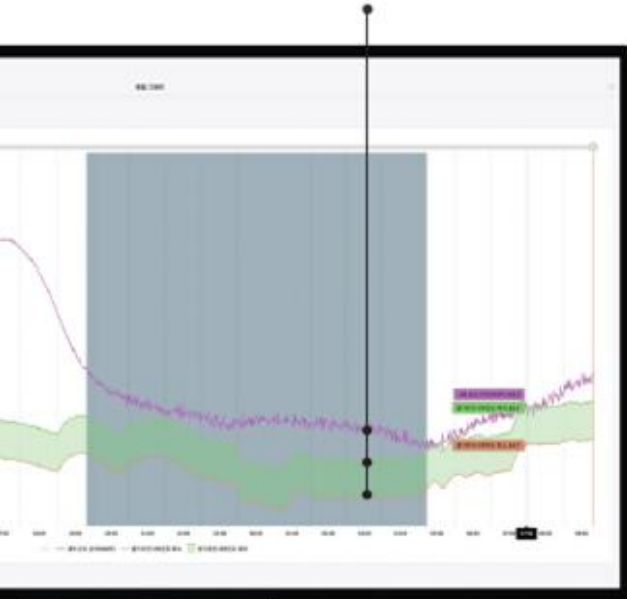


1. "Farm Morning"

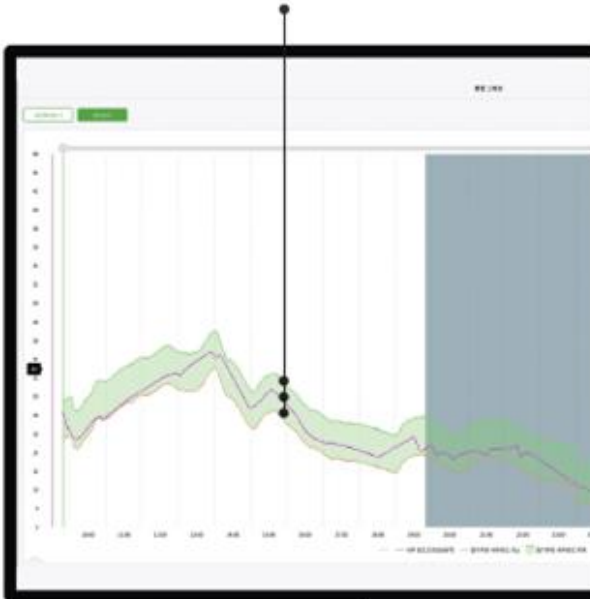
AI-based farm environment control dashboard tracking humidity and temperature and providing surveillance and alert system



Recommended temperature vs. Actual temperature



Automated farm environment control



1. "Farm Morning"

Deployed in vinyl houses, glass greenhouses, vertical farms, and farm factories

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2. "Sinsun Market"

신선마켓



2. "Sinsun Market"

Seller side: Sourcing fresh fruits and vegetables from 600,000 farmers

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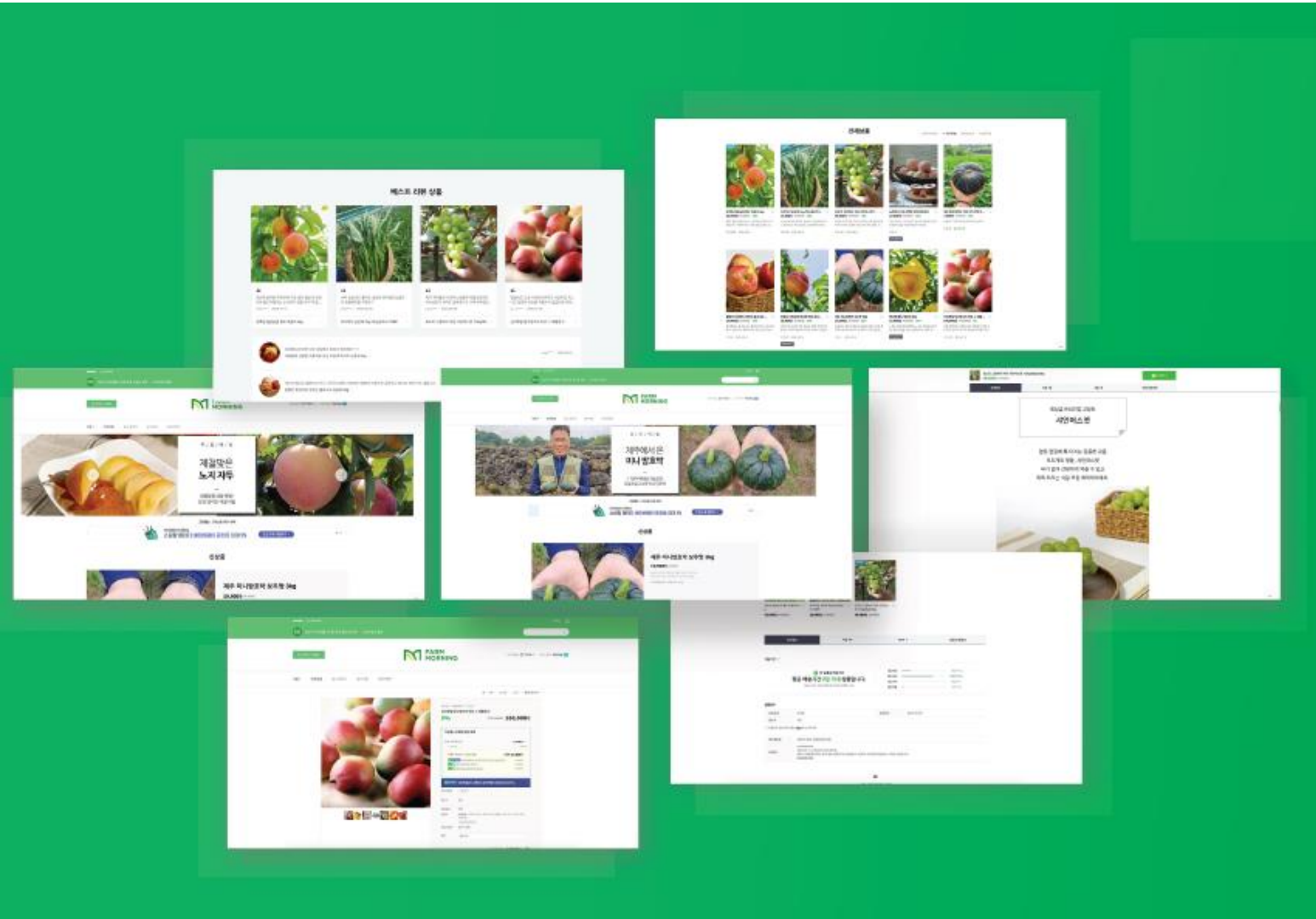
Reference: Census of Agriculture, Forestry and Fisheries (Korea)



2. "Sinsun Market"

Buyer side: Providing a reliable source of fresh produce to 30 wholesalers and 10,000 retailers

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Track record of successful acquisitions for capability enhancement

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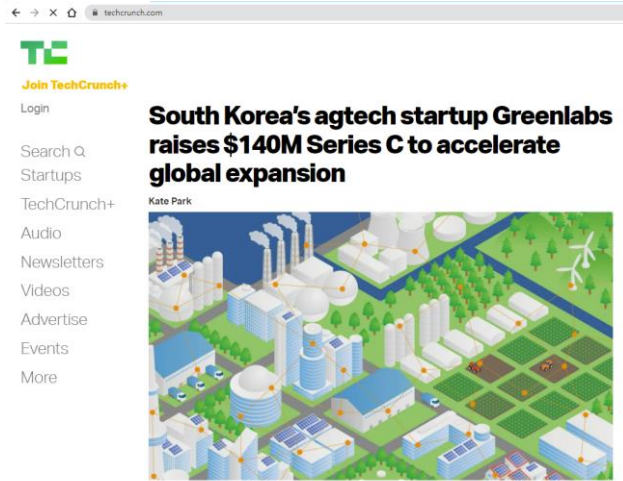


아산소프트

큐빌종합건설



Continuous support from the investment community



\$2m

Pre A
2019.7

\$5m

A
2020.4

\$25m

B
2020.12

\$140m

C
2022.1



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