Press Release

Elicit Plant appoints André Goig as Independent Board Member to support its next phase of international growth

The experienced board member and former Syngenta senior executive brings global agribusiness expertise to support Elicit Plant's international business growth and strategic partnerships.

Moulins-sur-Tardoire, France, November 2, 2026 – **Elicit Plant, a French AgTech company developing and commercializing innovative biosolutions to help crops better withstand water stress, announces the appointment of André Goig as an Independent Member of its Board of Directors.**



A seasoned international agribusiness executive, André Goig combines extensive operational leadership experience at Syngenta with a strong track record in corporate governance and supporting the growth of innovative companies. His appointment builds on Elicit Plant's technological achievements, initial commercial successes and expanding international presence, as the company continues to strengthen its position in global agriculture and scale its operations.

Global agribusiness leadership and proven board experience

During his career at Syngenta, André Goig held several senior executive positions, including Regional Head for Europe, Africa and the Middle East (EAME), overseeing crop protection, seeds & seed treatment activities. He also served as Global Head of Vegetable Seeds, developing extensive expertise in international business management, commercial strategy and partnerships across major agricultural markets.

Alongside his executive career, he has served on the boards of several companies, including Ceradis, Verisem and Gowan Group, contributing his strategic and governance expertise to businesses at different stages of development.

This **dual background, combining the leadership of large-scale international operations with the strategic oversight of growing businesses**, represents a valuable asset for Elicit Plant.

Building on commercial momentum to accelerate international growth

Through its proprietary EliTerra® technology platform, Elicit Plant has developed and brought to market differentiated biosolutions addressing water stress, one of the most pressing challenges facing global agriculture.

Backed by its intellectual property portfolio, regulatory authorizations and strategic agreements with major agricultural industry players, Elicit Plant is expanding its presence in Europe, Brazil and the United States.

Building on its first commercial successes and established distribution partnerships, the company is pursuing its next phase of growth, **accelerating international market development, expanding strategic partnerships and scaling its commercial operations.**

André Goig's appointment reflects Elicit Plant's commitment to combining scientific innovation with commercial excellence and experienced corporate governance.

Jean-François Déchant, CEO of Elicit Plant, commented:

"André brings a rare combination of experience: having led major international businesses within one of the world's leading agricultural companies, while also supporting innovative companies through their growth as a board member.

Elicit Plant has built a strong technological foundation, successfully brought its solutions to market and achieved its first commercial milestones. We now have the opportunity to build on these achievements and take our development to the next level. André's strategic insight, industry expertise and international perspective will be tremendous assets as we continue to scale our business and expand our partnerships worldwide."

André Goig, Independent Board Member of Elicit Plant, added:

"Elicit Plant has developed a differentiated technology addressing one of agriculture's most pressing challenges: water stress. What particularly interests me is the combination of a strong scientific foundation, proven solutions already on the market and the company's ambition to accelerate its international growth.

I see significant potential for Elicit Plant to expand its reach and contribute to the future of more resilient agriculture. I look forward to working alongside the Board and management team to support the company's continued growth, strengthen its strategic partnerships and help unlock new opportunities worldwide."

About Elicit Plant

ELICIT PLANT is an AgTech company tackling climate change impacts on major crops by reducing plant water consumption by up to 20%. Its patented EliTerra® technology, based on phytosterols, makes it the only company in agriculture leveraging this class of plant-derived molecules to enhance crops' natural stress resistance mechanisms. The company's solutions are designed to improve crop resilience, optimize water use and protect agricultural yields.

With a growing presence in Europe, Brazil and the United States, Elicit Plant is expanding internationally through distribution networks and strategic partnerships with leading agricultural companies.

Elicit Plant is B Corp™ certified.

For more information: www.elicit-plant.com

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