

On the occasion of the two-year anniversary of France 2030, French President names Elicit Plant a company of strategic importance

Moulins-Sur-Tardoire (Charentes, France), December 12, 2023. On the occasion of the French President's visit to Toulouse on Monday to celebrate the second anniversary of the France 2030 investment program, Elicit Plant was selected, along with 7 other winners, to meet the French President and present its innovations for addressing the challenges of climate change in agriculture, and ensuring food sovereignty. To be considered by President Emmanuel Macron as one of the companies of excellence representing France's ambitions is an exceptional distinction for Elicit Plant.

Agriculture: the challenge of economic and food sovereignty

Among the ten priority objectives set by the French President, agriculture is one of the most important. As the cornerstone of economic and food sovereignty, the agricultural sector requires special attention and a stronger commitment to innovation. Faced with the climate emergency, the aim is more than ever to provide farmers with sustainable, effective solutions capable of meeting current and future challenges in agriculture.

Elicit Plant was selected from among the 3,200 France 2030 projects to present its breakthrough innovations to the Head of State. The effectiveness of these scientifically-proven innovations is already being deployed internationally to reduce water consumption in field crops and guarantee farmers' yields.

"You are an example of what needs to be done," underscored Emmanuel Macron, referring to how the success of the France 2030 plan should be embodied.



©Sarah Steck/ French Presidency - in the center, Bruno Bonnell, General Secretary for Investment. On the right, Olivier Goulay and Aymeric Molin, Co-Founders of Elicit Plant

Innovations for prosperous, resilient agriculture

Founded in 2017, ELICIT PLANT is positioned at the forefront of the agri-biotech sector with its revolutionary patented EliTerra® technology, based on the exogenous application of phytosterols, a set of plant-derived molecules that increase plants' resistance to stress by eliciting their natural defenses. The company has thus succeeded in overcoming one of the biggest technological and scientific obstacles of the last 40 years. The unique formulation of this totally natural product enables farmers around the world to improve the resilience of field crops to water stress. This innovation paves the way for more sustainable and resilient agriculture to address the major challenge of climate change.

After conquering the French market with its first Best-a product for corn, the company is accelerating its growth in Brazil, Ukraine and throughout Europe, thanks to marketing authorizations for sunflowers, straw cereals and corn. These biosolutions enable plants to reduce their water consumption by 20%, and to increase their resilience in times of water shortage. They offer farmers a regular and substantial return on investment, with an average yield gain of 12% in periods of drought.

*"It's a great honor to have Elicit Plant identified as one of France's flagship innovative companies of strategic importance. Our unique solution has opened up opportunities all over the world. It's both an honorary distinction and an additional boost to pursue our efforts of innovation and international development to help farmers worldwide face the challenges of climate change, especially in times of drought," explained **Olivier Goulay**, Vice-President of International Development at Elicit Plant.*

"In light of the climate emergency that is disrupting the equilibrium and casting a shadow over the future of our agriculture, the time has come for an adaptive revolution. We must take action, innovate relentlessly, and dare new alliances between technology and nature.

*There are over 200 different phytosterols, each of which is stress-specific and species-specific. Our technology platform EliTerra® has enabled us to develop our biosolutions for corn, sunflowers and straw cereals," stated **Aymeric Molin, Managing Director** at Elicit Plant.*

*"Since its creation, Elicit Plant has been committed to scientific innovation at the highest level for a resilient and prosperous agricultural future. Our goal is to speed up the agricultural sector's ecological transition in order to address the impact of climate change by reconciling economic performance, food sovereignty and respect for the environment. Our breakthrough innovations are leading the way and generating significant returns on investment, as seen by farmers in France and Brazil. Our vision is to accelerate adoption of our solutions internationally: over 50% of our sales were generated outside of France in 2023. The honor of being selected as one of the 8 companies that embody the success of the 2030 Plan inspires us to tirelessly pursue our efforts," concluded **CEO Jean-François Déchant**.*

Committed to the future

Elicit Plant intends to embody the spirit of the France 2030 program. Backed by the French government and renowned investors, this ambitious project demonstrates the best that France can achieve by combining research and industry to become a world leader in the combat against climate change in the agricultural sector.

About ELICIT PLANT

ELICIT PLANT is an agri-biotech company whose ambition is to become the champion of ecological transition for agriculture, and meet the global challenges of the impact of climate change on field crops. ELICIT PLANT's proprietary technology EliTerra® is based on the exogenous application of phytosterols, a group of plant-derived molecules that increase plants' resistance to stress by boosting their natural defenses. Large-scale field trials – over 500 on 3 continents – have shown that EliTerra® Platform biosolutions are the only ones to offer a regular and sufficient return on investment to farmers for use on field crops, with an average yield gain of 12%. In 2022, ELICIT PLANT began marketing its BEST-a product range in France, notably for corn crops, and obtained marketing authorizations for Ukraine, Brazil and Europe. For more information, visit www.elicit-plant.com

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