Press Release

Elicit Plant expands internationally and launches EliZon, a new innovative bio-solution for soybeans in the Brazilian market

Porto Alegre, Brazil, September 16, 2024 – Elicit Plant, a French company pioneering in Agri-biotech solutions on a global scale, today announced the launch of EliZon, an innovative new bio-solution designed to enhance the resilience of soybean crops to water stress. Already active in Brazil with a product for maize crops, the company is now expanding its offering to this key crop. After promising results in France, Ukraine, and several European markets, the company is addressing the increasing challenges posed by climate change for global agriculture.

At an exclusive event in Porto Alegre, Elicit Plant unveiled EliZon, a revolutionary product specifically developed to reduce water consumption in soybean plants and increase their productivity, even under extreme climatic conditions. This launch is part of an ambitious expansion strategy aimed at providing sustainable and effective solutions to farmers worldwide.

EliZon: An innovative solution for more sustainable agriculture

EliZon is the result of three years of research, including 25 trials conducted with Brazilian research institutes and large-scale farmer trials in different regions of Brazil. These trials resulted in an average yield increase of 274 kg/ha, demonstrating the proven effectiveness of this new solution.
EliZon enhances the efficiency of water use by plants, making them more resistant to drought periods, which leads to increased productivity. By focusing on developing sustainable innovations, Elicit Plant offers a new technology specifically tailored for large-scale crops. This solution provides significant yields for extensive soybean cultivation, an essential response to the recent severe droughts that have affected Brazil in a critical climate change context.
"*We are thrilled to launch EliZon in the Brazilian market, a product that directly addresses the critical needs of farmers facing the consequences of climate change,"* said **Felipe Sulzbach**, Head of Elicit Plant Brazil. "Our goal is to enable farmers to adopt more sustainable practices while increasing their yields."

International expansion aligned with climate emergency

The launch of EliZon in Brazil is part of Elicit Plant's global strategy to expand its range of innovative solutions internationally, targeting key crops in important markets. The launch of soybean in Brazil was a natural choice. After a successful entry in France, Europe, Ukraine, and Brazil, the company plans to enter the U.S. market by 2025, further strengthening its role as a leader in the fight against climate change in the agricultural sector.

"By providing innovative and market-adapted solutions, we enable farmers to better withstand climatic uncertainties," explains **Jean-François Déchant,** CEO of Elicit Plant. *"Each region has its own challenges, and in Brazil, water stress is an increasing reality. EliZon represents a major step forward in helping growers secure their yields under these conditions."*

About ELICIT PLANT

ELICIT PLANT is an AgTech company addressing the challenges of climate change impacts on large-scale crops globally by reducing plant water consumption by 20%. Its unique technology, EliTerra®, based on the exogenous supply of phytosterols, a group of plant-derived molecules, enhances plant stress resistance by eliciting their natural defenses. Hundreds of field trials, combined with rapid adoption by farmers across three continents (Brazil, Europe, and the United States) for its first product aimed at maize, demonstrate that its bio-solutions are the only ones that secure yields and offer farmers a significant return on investment during water scarcity. ELICIT PLANT operates successfully in Brazil, Europe, and Ukraine and has experienced triple-digit growth over the past two years. For more information: www.elicit-plant.com.

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