

**DEVERON UAS CORP.**  
1702-141 Adelaide Street West  
Toronto ON M5H 3L5

**CSE:DVR**

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## **Deveron Promotes Mike Wilson to Head of Data Collection; Norm Lamothe steps down**

**Toronto, Ontario** - Deveron UAS Corp., (“**Deveron**” or the “**Company**”) a leading agriculture digital services and insights provider in North America is pleased to announce that Mike Wilson will take over the lead of its data collection business, effective March 30<sup>th</sup>, 2020. Mike’s appointment follows Norm Lamothe’s, Deveron’s co-founder and head of data collection’s decision to depart the organization to focus on his family farm and other ventures.

Mike has been a leader in the agriculture industry for the last 20 years with experience across multiple business lines. He is a passionate agronomist that understands the value of data in shaping the future of farming, while also working tirelessly to decipher real opportunities to leverage technology to improve increase yields and reduce costs for farmers.

“We couldn’t be more excited for Mike to be taking over our data collection business,” commented David MacMillan, Deveron’s President and CEO. “Mike’s track record in the agriculture industry of providing a tireless effort and focus on service is exemplary. As we have grown from a one province operation to service nodes spanning across Canada and the US Midwest, we are excited for Mike to lead the company into its next program of expansion. Having worked with Norm since the founding of Deveron, I can say that all of our employees, customers and stakeholders wish him the best in the future. The vision of bringing data services to the farm and driving agriculture into a technology driven process will continue to burn bright.”

“It has been a great journey working with the Deveron’s management and team members over the past 5 years and I look forward to continue to watch its growth in this space” commented Norm Lamothe, Deveron’s co-founder and head of data collection. “I would like to extend my warmest wishes to Mike in his new role and I am extremely proud of all our staff for all the hard work, dedication and drive they have demonstrated in changing how growers interact with agriculture data in North America.”

**About Deveron UAS:** Deveron is a leading agriculture technology company focused on providing data acquisition services and data analytics in North America. Through its on-demand network of drone pilots and soil sampling technicians, the Company is providing scalable data acquisition solutions in the imagery and soil space. Additionally, through its wholly owned subsidiary Veritas Farm Management, the company provides growers in North America with independent data analytics and insights on the massive amount of data being generated on farms today.

For more information and to join our community, please visit [www.deveronuas.com/register](http://www.deveronuas.com/register) or reach us on Twitter [@DeveronUAS](https://twitter.com/DeveronUAS) or [@MyVeritas HQ](https://twitter.com/MyVeritas)

David MacMillan

President & CEO Deveron UAS Corp.

416-367-4571 ext. 221

[dmacmillan@deveronuas.com](mailto:dmacmillan@deveronuas.com)

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