



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

**FOR IMMEDIATE RELEASE**  
March 12, 2021

**TSX-V: FARM**

## **Deveron Appoints VP - Finance**

**Toronto, Ontario** - Deveron Corp. (TSX-V: FARM) (“**Deveron**” or the “**Company**”), a leading agriculture digital services and insights provider in North America, is pleased to announce that it has appointed Craig Hogan CPA, CA as VP - Finance. Craig Hogan is a finance professional with extensive experience working with rapidly-growing, TSX-V-listed public companies in the technology and manufacturing industries. As a strategic business partner with the CEO and management team he has shown leadership in key areas, including financial reporting and accounting, financial planning and analysis, mergers and acquisitions, and systems implementations, among others. Mr. Hogan is a Chartered Accountant (CPA, CA) and holds a Bachelor of Commerce from the University of Toronto.

David MacMillan, Deveron’s President and CEO, commented “We are very excited to have Craig join the team at Deveron. As we execute on our growth strategies for 2021, senior financial expertise is critical to the implementation of our M&A initiatives and the achievement of synergies across our current and potential partners. Craig’s strong financial background, along with his entrepreneurial drive, will add great value to Deveron. I look forward to seeing what we can achieve with Craig on the team.”

The Company has granted Mr. Hogan 175,000 options to purchase common shares exercisable at a price of \$0.75 per common share. The options expire on March 12, 2026, vest over 3 years. The shares issuable upon exercise of the options are subject to a four month hold period from the original date of grant.

**About Deveron:** Deveron is an agriculture technology company that uses data and insights to help farmers and large agriculture enterprises increase yields, reduce costs and improve farm outcomes. The company employs a digital process that leverages data collected on farms across North America to drive unbiased interpretation of production decisions, ultimately recommending how to optimize input use. Our team of agronomists and data scientists build products that recommend ways to better manage fertilizer, seed, fungicide, and other farm inputs. Additionally, we have a national network of data technicians that are deployed to collect various types of farm data, from soil to drone, that build a basis of our best in class

data layers. Our focus is the US and Canada where **1 billion acres of farmland are actively farmed annually.**

For more information, please visit [www.deveronuas.com](http://www.deveronuas.com)

David MacMillan

President & CEO Deveron Corp.

416-367-4571 ext. 221

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

*"Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release."*

*This news release includes certain "forward-looking statements" within the meaning of that phrase under Canadian securities laws. Without limitation, statements regarding future plans and objectives of the Company are forward looking statements that involve various degrees of risk. Forward-looking statements reflect management's current views with respect to possible future events and conditions and, by their nature, are based on management's beliefs and assumptions and subject to known and unknown risks and uncertainties, both general and specific to the Company. Although the Company believes the expectations expressed in such forward-looking statements are reasonable, such statements are not guarantees of future performance and actual results or developments may differ materially from those in our forward-looking statements. The following are important factors that could cause the Company's actual results to differ materially from those expressed or implied by such forward looking statements: changes in the world-wide price of agricultural commodities, general market conditions, risks inherent in agriculture, the uncertainty of future profitability and the uncertainty of access to additional capital. Additional information regarding the material factors and assumptions that were applied in making these forward looking statements as well as the various risks and uncertainties we face are described in greater detail in the "Risk Factors" section of our annual and interim Management's Discussion and Analysis of our financial results and other continuous disclosure documents and financial statements we file with the Canadian securities regulatory authorities which are available at [www.sedar.com](http://www.sedar.com). The Company undertakes no obligation to update this forward-looking information except as required by applicable law. The Company relies on litigation protection for forward looking statements.*