



**Dear Converte follower,
EVOKE Ag 2024 may have officially ended, but our work in the
industry is just beginning.**

Our delegation had the opportunity to immerse themselves in the dynamic and innovative environment of startup alley, where we shared our vision, initiatives and detailed research outcomes with fellow industry enthusiasts and experts.

During our time at EvokeAg, we were thrilled to launch our first external capital raise, participate in the exhilarating pitching session at the culinary dinner, and engage with remarkable individuals who are shaping the future of the agricultural industry.

The connections we made and the inspiration we gained from this event will undoubtedly propel us forward in our mission to drive positive change within the agricultural sector. We are excited to explore potential collaborations and future endeavours that stem from the valuable interactions at EvokeAg 2024.



What the team had to say -

Co-Founder - John Ridley

Evoke 2024 was our first time at this event as an exhibitor and with almost 2000 attendee's we were kept busy for the entire event, lots of really valuable discussions and a chance to share our depth of data with interested companies and farmers. The good thing about Evoke was the quality of the conversations, we learn't so much and also shared insights into our research and how our companion products compliment mainstream agricultural inputs. Getting to pitch to a room full of investors and industry was a highlight and an awesome opportunity. Now we are a bit busy following up and excited about the possibilities of a really integrated and collaborative Ag industry, working for the benefit of our farmers and everyone who is dependent upon successful food and fibre production across Australia.

Co-Founder - Murray Scott

We were very pleased to have attended the EvokeAg 24 as it provided a very professional and focused opportunity to engage with interested potential customers, partners and investors. The event and location attracted a very targeted group of attendees with common goals of understanding more about the agricultural challenges and potential solutions. The agenda provided a number of side events

enabling social interaction with a cross section of interests. Many thanks to all involved with the planning and execution.



Above -WA Manager Luke, CFO Murray, Wayne from Vertical Patch Sydney, Brand Manager Rebekah, GM John.

WA Manager - Luke Peacock

The ag industry is changing - that was clear at EVOKE Ag this year. The pressure put on farmers has never been greater and there are more challenges every year. It is clear the industry can't go on without change. But events like EVOKE Ag show that the industry is ready to tackle those challenges. New technology is coming fast and more, and better, understating of our soil and the products needed for it on its way. It is becoming very clear that we need to find a balance in soil, chemical, and biology. Converte is ready to step into that for the industry, and the growers it represents.

Brand and Marketing - Rebekah Cumming

EVOKE Ag really opened my eyes as to how fast the industry is changing, and how we are all capable of working together to achieve a better solution for ag, not just in Australia, but globally. Every aspect of Ag was represented and all were open to

new avenues of thought and research. It was inspiring to be part of what the future might look like. I firmly believe that with collaboration, biology can meet technology and we can advance as an industry towards healthy practice, higher yields, and healthier people.

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