

MEDIA RELEASE

Agworld secures \$1.5m investment from Perth VC Yuuwa Capital.

Perth, 2nd September 2010.

Agworld Pty Ltd, a provider of cloud-based technology solutions to the Agricultural industry will accelerate growth with new investment from venture capital firm Yuuwa Capital. This is Yuuwa Capital's second early stage IT investment since closing its \$40m VC fund in November 2009.

Agworld's unique technology platform allows the efficient collection of data from the field using digital pens linked via mobile handsets and proprietary software to reference data hosted "in the cloud". Agworld provides an independent, central, secure and easy to use way to connect all the key participants in the agricultural industry.

Growers can capture data infield, access labels, MSDS and trials efficiently, use intelligent mapping and planning tools, manage inventory and batch numbers effectively with suppliers, analyse and report farm data to interested parties quickly, and track planned activities against recommendations in real time.

Industry consultants, contractors and agronomists can record and share data using the unique Agworld system removing double-entry work. They can search timely and targeted product information, manage and report on client data securely, access intelligent mapping and planning tools and even record voice conversations with clients to the system.

Many Suppliers including leading R&D, distribution and science and technology companies in the Ag industry are already using Agworld as a path to market for quality products and research as well as a reference for better understanding the needs of growers and Ag consultants.

Yuuwa Capital Investment Director Matthew Macfarlane explained, "We invest in early stage companies with substantial market potential. We are impressed by the quality of the management team and by the attention put on customer requirements in the technology built by Agworld. The early customer adoption has been impressive and opportunities exist to expand this platform to other industries that require robust data-capture capabilities in the field."

Agworld CEO Doug Fitch commented "This investment has secured our expansion plans and capital requirements for growth over the next few years. We will continue to focus on serving our Agricultural customers with solutions that make it easier for them to do their jobs."

Agworld, based in Perth WA, provides services nationwide with a unique data capture and data management system connecting all major players in the agricultural industry. Agworld is making life easier for people in agricultural by providing information management from a digital-pen in the field to a web-cloud content sharing and reporting system. Visit www.agworld.com.au for more information.

Yuuwa Capital LP is a \$40 million early-stage venture capital firm based in Perth and backed by local investors and the Australian Government's Innovation Investment Fund program. Yuuwa seeks to invest in businesses where it can provide both capital and expertise to help founders, management and early investors turn good ideas into great companies.

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