



ADAMA Begins Global Brand Introduction

New Corporate Logo, Simplified Product Range and Package Labeling System

TEL AVIV, Israel, April 2, 2014 – ADAMA Agricultural Solutions Ltd., a world leader in farmer-centric agricultural solutions formerly known as Makhteshim Agan Industries, today officially began rolling out its global branding program.

The program involves reducing the more than 40 global company brands to one single brand, Adama. The name Adama means “earth” in Hebrew, the essential element of farming, and represents the company’s commitment to advancing agriculture in its markets around the world. The transition process is expected to take approximately 18 months to complete, as each entity worldwide introduces the new brand to its stakeholders.

Chen Lichtenstein, Adama’s President and CEO, said: “We are excited to begin this next phase in the company’s journey. For close to seven decades, Adama has thrived by leading with our straightforward, practical approach to farmers’ challenges. Our new brand reflects the heritage and the farmer-centric focus of our business. We believe that our brand strategy will differentiate our broad array of crop protection products and strengthen our growth platform which is focused on working together with our partners to support local farmer needs with global expertise.”

In addition to the brand change, Adama has new corporate logo, and today the company unveiled an updated and streamlined approach to its product range, a new corporate website and a new package labeling system that will also be rolled out as part of the transition process.

New Corporate Logo

Adama’s new logo is a stylized “A”, and echoes the three As in Adama. It is also an arrow pointing upward—a simple, universal image of growth. Describing the logo, Ignacio Dominguez, Chief Commercial Officer said, “Our new logo is consistent with our business approach to work together with farmers, partners, and the entire farming community to generate growth.”

Streamlined Product Range and Enhanced Packaging Features

In keeping with the company’s focus on bringing simplicity to farmers and farming, Adama is restructuring its product line. The current range of product brands, which numbers in the

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hundreds, will transition to a number of umbrella product ranges under which all of its solutions for farmers will be available.

Adama also announced today the introduction of additional packaging features, specifically designed to provide farmers with practical support as they take on the day-to-day tasks of farming. Among these, new color-coding of product types, windows in containers to provide at-a-glance information on remaining product supply, a unified easy-to-read new labeling system, and embossments on cans to help prevent counterfeiting. Further packaging enhancements are to follow.

Mr. Dominguez continued: “The process that we begin today clearly expresses our promise to the global farming community: Simply. Grow. Together. Adama is committed to working with our customers and partners around the world to identify needs and to develop and deliver solutions that allow them to focus on their business and achieve their objectives. It is our belief that this new, unified brand will enable us to speak more effectively and consistently, both at the local level and around the world.”

About ADAMA Agricultural Solutions

ADAMA Agricultural Solutions Ltd., formerly known as Makhteshim Agan Industries, is a leading global manufacturer and distributor of crop-protection solutions, and the leading off-patent provider. The company supplies efficient solutions to farmers across the full farming value-chain, including crop-protection, novel agricultural technologies, and complementary non-crop businesses. In 2013, the company’s revenues were over \$3 billion, and it is ranked seventh in the world in the overall agro-chemicals industry. The company is characterized by its innovation, farmer-centric approach to product development, and strict standards of environmental protection and quality control. For more information, visit us at www.adama.com

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