FREQUENTLY ASKED QUESTIONS

PARTNERSHIP AND SERVICES AVAILABLE

Q: What is the partnership between Bayer® and Microsoft®?

A: Bayer and Microsoft team up to enable innovation in the agriculture industry. Azure Data Manager for Agriculture is made even stronger because of the collaboration with Bayer. In 2021, Microsoft and Bayer announced a strategic partnership aimed at advancing digital capabilities for the food, feed, fuel, and fiber value chain, built on a shared commitment to sustainability. Bayer brings decades of agriculture expertise—as well as data connectors, models, transformations, and workflows—to help build a more robust data manager on the Microsoft Cloud and empower organizations to address the biggest challenges in agriculture today. Together, we are keeping sustainability at the core of our offerings, and we seek to empower organizations to adopt more regenerative and sustainable farming practices.

Unlocking industry-wide collaboration. Our efforts represent a step forward for the industry. One that we hope empowers others to drive meaningful change—accelerating innovation, providing timely insights throughout the agri-food value chain, and creating a robust ecosystem of digital solutions that enable precise and sustainable methods of farming. In launching Azure Data Manager for Agriculture, Microsoft is providing a solution that will help enable the agriculture industry to work together to face the pressing issues of feeding the world and supporting the planet.

Q: What is Microsoft® Azure Data Manager for Agriculture?

A: Informed by years of leading research in the agriculture industry, Microsoft is launching Azure Data Manager for Agriculture. Azure Data Manager for Agriculture connects and unifies farm data from disparate sources so that organizations can develop solutions that power agriculture insights. It extends the Microsoft Intelligent Data Platform with industry-specific capabilities and connectors so developers can use data from satellites, soil sensors, farming equipment, weather providers, and more. Instead of devoting resources to managing unstructured data, organizations can accelerate product innovation with the ability to leverage readily available, high quality, and abundant data. Furthermore, organizations can use in-house, third-party, or Intelligent Data Platform services to speed the path to comprehensive analytics and business intelligence solutions.

In a sector where digital transformation is occurring in silos, Azure Data Manager for Agriculture will provide analysis-ready data and help enable collaboration across the industry. Now, agriculture participants can build, license, or run the solutions they need rather than invest in the undifferentiated, intensive work of managing unstructured data. Instead of duplicating work others have already done, organizations can accelerate the development and adoption of differentiated solutions that, for example, provide insight into soil, vegetation, plant health, carbon sequestration, pest and disease prevention, and environmental impact—enabling a variety of use cases such as precision farming, detailed risk analysis for insurers, timely supply planning for ingredients, and accurate tracking of product provenance.

This is significant not only for farmers and input providers, but also for downstream retailers and consumer goods companies. Many consumer goods companies are setting big sustainability goals to reduce their Scope 3 emissions, but without access to data from the farm, they have limited control over their environmental impact. With customer-built or partner digital solutions powered on Azure Data Manager for Agriculture, downstream retail and consumer goods companies will be able to gain better visibility to their Scope 3 emissions and more closely audit originating and processing companies to better align to sustainable, carbon-neutral benchmarks. With millions of data points available on Azure Data Manager for Agriculture, everyone from farmers to consumer goods companies can help lead the way into a more sustainable future armed with information and insight.

Microsoft Azure Data Manager for Agriculture will be released into Preview on March 14, 2023. Preview is an initial access period with core offerings and abilities, allowing for customer exploration. There is an application process to access the Microsoft Azure Data Manager for Agriculture platform. Details can be found below.

Q: Why is Microsoft Azure Data Manager for Agriculture important?

A**:** With so much agriculture-relevant data generated across the farm, from sensors in the soil to satellites orbiting the earth, many organizations don't have the resources to harness it effectively. Azure Data Manager for Agriculture helps break down data silos, allowing organizations to build solutions that provide predictive and prescriptive insights on soil health, changing weather patterns, waste tracking, carbon sequestration, and more.

Q: What are AgPowered Services?

A: AgPowered Services are a new category of cloud-based services that provide data science solutions from Bayer to agri-food companies to utilize the data within the Data Manager for Agriculture to generate insights, enable collaboration, and provide transparency to consumers, regulators and stakeholders. These are specifically designed to help companies more efficiently adapt and utilize agriculturally focused capabilities within their own digital efforts. These tools will provide a wide range of agronomic insights, from crop detection to growth modeling. Business customers can license these services through the Azure Marketplace and then deploy them in their own applications or services. Bayer will be releasing a first set of services at Preview, but we anticipate other agri-food companies to add their own services over time.

Q: Which AgPowered Services are available today?

A: The first set of AgPowered Services will be published by Bayer itself through the Microsoft Azure Marketplace. However, we anticipate this number to grow as other companies join the digital ecosystem and publish their own Services for others to license and use.

The first three AgPowered Services being made available at Preview include:

- ***Bayer Imagery Insights*** - Track crop health over time and quickly identify areas in fields that need attention through a series of satellite images and supporting data within geographic areas you choose.

- ***Bayer Growing Degree Day Calculation*** - This service provides a calculation for Growing Degree Days that serve as critical input for models that focus on identifying key

timing of variables affecting crop growth, health, and output, as well as the emergence and development of important crop insect pests and diseases.

- *Bayer Crop Water Use Maps* - Gain access to map layers and supporting data that help define the amount of water that a crop is using or losing during the course of a day. Users will be able to understand crop evaporation and transpiration levels and potential crop loss areas due to lack of water which is a key driver for irrigation planning.

Q: Is it compatible with other software systems?

A: The tech being built is optimized for use within the Microsoft Azure cloud. API connectivity enables data exchange with other platforms.

Q: What geographies have access?

A: The Microsoft Azure Data Manager for Agriculture platform itself is global, while each dataset and AgPowered Service product is unique. At the time of Preview, some products are validated for use in specific geographies while others are validated for use globally. Product versions and global utility are anticipated to continue to evolve over time. Please see the detailed product pages for each AgPowered Service for more details on geographic compatability.

Q: Who are the target customers for these digital agriculture products?

A: Customers of the new cloud platform are businesses that touch the food and agriculture value chain and that operate their own internally or externally facing digital solutions. Customers include ag-focused and ag-adjacent organizations of all sizes and stages, from startups to major established players, competitors, and everything in between.

Prospective customers are well placed along the full agri-food value chain, proving broad value of the platform:

- **Upstream** companies, like ag input providers (including Bayer®), equipment manufacturers, farmer co-ops etc.
- **Midstream** companies, like food processors, distributors, retailers, finance/banking institutions, and insurance/risk management agencies
- **Downstream** partners, like CPG (consumer packaged goods) providers, and ultimately consumers

HOW TO GET STARTED

Please note below that there are multiple steps required to gain access to both the Microsoft Azure Data Manager for Agriculture and Bayer AgPowered Services.

Q: What are the steps to start using Microsoft Azure Data Manager for Agriculture?

A: The data and digital solutions licensed through platform are exclusively available through the Microsoft Azure cloud platform. Specifically, a Microsoft Azure customer will access the services from the Azure Marketplace through which they can then download/install software into their

company's Azure tenant in the cloud and then goes from there. Technical documentation and additional support will be provided on how to implement these services.

Please note that during the initial Preview period, Microsoft Azure Data Manager for Agriculture is <u>only available to approved customers and partners</u>. Customers can request access to Azure Data Manager for Agriculture by completing the form here:

https://forms.office.com/pages/responsepage.aspx?id=v4j5cvGGr0GRqy180BHbR5D5fdtyQHx DnjREr5wV8-tUOU9IU1RIRkZaR0szN0hXNjVHSFA0NVBMSS4u

Q: What are the steps to start using AgPowered Services?

A: All AgPowered Services are exclusively available through the Microsoft Azure Data Manager for Agriculture distribution channel. Users are required to **first install the Azure Data Manager for Agriculture platform on their Azure tenant**. This is a critical pre-requisite for using any of the AgPowered Services.

During the Preview period, only approved users will have access to the initial set of Bayer AgPowered Services on Azure Marketplace. To express interest in the Bayer AgPowered Services, please complete the form here:

https://forms.office.com/pages/responsepage.aspx?id=v4j5cvGGr0GRqy180BHbR5D5fdtyQHx DnjREr5wV8-tUOU9IU1RIRkZaR0szN0hXNjVHSFA0NVBMSS4u

During the initial Preview period, the initial set of Bayer AgPowered Services will be available to users through a free trial program, at no additional cost. Please note, however, that Bayer reserves the right to throttle access to these Services for users for testing purposes as we ramp up scalability for the later commercial 'general availability' launch later in 2023. During this time there are no guarantees of availability or performance. For information on the terms of service, please visit:

https://bayerhub.s3.amazonaws.com/Bayer+AgPowered+Services+Terms+of+Service.pdf

Q: What are the costs to use AgPowered Services?

A: During the initial Preview period, the initial set of Bayer AgPowered Services will be available to users through a free trial program, at no additional cost. Please note, however, that Bayer reserves the right to throttle access to these Services for users for testing purposes as we ramp up scalability for the later commercial 'general availability' launch later in 2023. During this time there are no guarantees of availability or performance. For information on the terms of service, please visit:

https://bayerhub.s3.amazonaws.com/Bayer+AgPowered+Services+Terms+of+Service.pdf

Q: What is the cancellation process for AgPowered Services?

A: Please email – ag-powered-services-support@bayer.com to cancel your Bayer AgPowered Services subscription.

> **NOTE:** Ag Powered Service subscription is separate from Azure Data Manager for Ag subscription. Cancelling one does not automatically cancel the other.

DEPLOYMENT ASSISTANCE

Q: What if I need help building a product using a service out of the Microsoft® Data Manager for Agriculture platform?

A: A community of qualified 3rd-party technical experts is available to help customers execute their market objectives, leveraging all the tools and capabilities of Microsoft Azure Data Manager for Agriculture and Bayer AgPowered Services. These experts, often referred to as System Integrators (SI), can play a critical role in helping platform customers scope, define and build a custom solution that meets their needs. They specialize in bringing qualified, trained experts to a project as work for hire, dedicating specific resources that extend a companies' ability to execute quickly.

- Benefits of leveraging SIs
  - They can help bridge resource gaps – System Integrators can offset limited internal development resources to build and deploy solutions
  - They bring deep platform experience – SI's are certified Microsoft® Azure partners who bring Cloud & Ag Platform skillsets to projects.
  - Help address time to market needs – Development and project management resources can be deployed quickly to meet stringent time sensitive constraints.

A list of qualified System Integrators trained on Microsoft Azure Data Manager and Bayer AgPowered Services can be found here on our product website. As you engage with our team we can also help provide more details on what System Integrators are available to engage with.

https://www.bayer.com/en/agriculture/bayer-and-microsoft-partnership

About Bayer

Bayer is a global enterprise with core competencies in the life science fields of health care and nutrition. Its products and services are designed to help people and the planet thrive by supporting efforts to master the major challenges presented by a growing and aging global population. Bayer is committed to driving sustainable development and generating a positive impact with its businesses. At the same time, the Group aims to increase its earning power and create value through innovation and growth. The Bayer brand stands for trust, reliability and quality throughout the world. In fiscal 2021, the Group employed around 100,000 people and had sales of 44.1 billion euros. R&D expenses before special items amounted to 5.3 billion euros. For more information, go to www.bayer.com.