

Orbia Netafim Expands Digital Farming Capabilities with Treetoscope's Plant Sensing Technology

Partnership will leverage Treetoscope's advanced plant sensing technology within Orbia Netafim's digital farming solution, GrowSphere, providing farmers with comprehensive real-time monitoring

Tel Aviv, Israel, April 15, 2025 – Orbia Advance Corporation's, S.A.B. de C.V. (BMV: ORBIA*) Precision Agriculture business, [Netafim](#), the global leader in precision irrigation technology, announced today a partnership with [Treetoscope](#), an irrigation management platform that leverages direct plant sensing technology to transform irrigation practices for tree crops and orchard growers worldwide. This collaboration provides farmers with broader access to digital farming solutions that deliver real-time, data-driven irrigation recommendations.

The Orbia Netafim Treetoscope partnership brings plant-focused agronomic insights to growers through advanced sensing technology. By directly measuring the plant's actual water status, growers receive precise, real-time data to guide irrigation decisions—improving water use efficiency and crop performance under varying conditions.

Orbia Netafim's digital farming solution, [GrowSphere™](#), is an intuitive all-in-one operating system that allows farmers to seamlessly manage daily irrigation and fertigation activities—from planning to execution to validation. Proven across diverse climates and terrains, it enhances operational efficiency and delivers consistent performance, helping maximize productivity and value per hectare.

To continue advancing GrowSphere, Orbia Netafim is actively pursuing collaborations that enhance its capabilities—especially in areas such as sensor technologies. As part of this initiative, Orbia Netafim has partnered with Treetoscope, whose advanced plant sensing solution will be integrated into the GrowSphere platform. Treetoscope's IoT-based solution provides farmers with real-time, actionable insights and automatic recommendations for optimal water and fertilizer use to support healthier crop development.

Following a successful commercial collaboration in Turkey, the partnership between Orbia Netafim and Treetoscope allows growers to achieve significant water savings and utilize more precise, real-time crop monitoring. This partnership showcases the combined strengths of Treetoscope's plant sensing technology with Orbia Netafim's leadership in precision irrigation and agriculture in expanding the reach and impact of digital farming solutions for diverse crops and agricultural environments.

“As a global leader in precision agriculture, we're proud to explore new ways to collaborate with agtech partners and strengthen sustainable farming,” said Max Moldavsky, Director of Innovation and Climate Solutions at Orbia Precision Agriculture (Netafim). “Our mission to help farmers boost productivity while using resources more efficiently is more important than ever. Partnering with Treetoscope—a startup we deeply value—allows us to offer growers a unique solution designed for today's agricultural realities and long-term sustainability.”

This collaboration marks an important milestone in Orbia Netafim's digital farming journey, reinforcing the company's commitment to leveraging technology for smarter, more efficient and more sustainable agriculture.

“Treetoscope's real-time, direct plant sensing technology has already proven its value in helping farmers address key challenges—from optimizing irrigation strategies to improving crop profitability,” said Dotan Eshet, CEO and Co-Founder of Treetoscope. “Partnering with a global leader like Orbia

Netafim marks a major milestone for our company and our mission to empower growers globally with accessible insights and optimization tools at their grasp. Together, we enable growers to embrace a data-driven approach that enhances efficiency, promotes sustainability and supports the future of smart agriculture.”

Over the next year, the collaboration will expand across North and Latin America, with plans to target additional global markets in 2026 and beyond.

About Orbia

Orbia Advance Corporation, S.A.B. de C.V. (BMV: ORBIA*) is a company driven by a shared purpose: to advance life around the world. Orbia operates in the Polymer Solutions (Vestolit and Alphagary), Building & Infrastructure (Wavin), Precision Agriculture (Netafim), Connectivity Solutions (Dura-Line) and Fluor & Energy Materials sectors. The five Orbia business groups have a collective focus on ensuring food and water security, expanding information access and connectivity and advancing decarbonization and the energy transition with basic and advanced materials, specialty products and innovative solutions. Orbia has a global team of over 23,000 employees, commercial activities in more than 100 countries and operations in over 50, with global headquarters in Boston, Mexico City, Amsterdam and Tel Aviv. The company generated \$7.5 billion in revenue in 2024. To learn more, visit: orbia.com

About Orbia Precision Agriculture (Netafim)

Orbia's Precision Agriculture business Netafim is the world's largest irrigation company and a global leader in precision agriculture solutions that address food, water and land scarcity for a sustainable future. Founded in 1965, Orbia Netafim pioneered the drip revolution, creating a paradigm shift toward precision irrigation. Today, by specializing in end-to-end solutions from the water source to the root zone, Orbia Netafim delivers irrigation and greenhouse projects as well as landscape and mining irrigation solutions supported by engineering, project management and financing services. Orbia Netafim is also leading the way in digital farming, irrigation and fertigation through integrating real-time monitoring, analysis and automated control into one state-of-the-art system. With 33 subsidiaries, 19 manufacturing plants, 2 recycling plants and 4,500 employees worldwide, Orbia Netafim delivers innovative, tailor-made irrigation and fertigation solutions to millions of farmers, allowing smallholders to large-scale agricultural producers and investors in over 100 countries to grow more with less™. To learn more, visit: netafim.com

About Treetoscope

Treetoscope has developed the world's first and only commercial solution that directly measures the internal water flow of a plant using a patented, single-probe sap flow sensor. By providing real-time insights into actual water consumption and irrigation needs, Treetoscope helps growers optimize irrigation decisions, reduce water costs, and improve yield, crop quality, and resilience.

Treetoscope's technology is affordable, easy to deploy at scale, and integrates seamlessly with existing farm infrastructure. Already trusted by major growers, ag-tech leaders, and research institutions across the U.S., Latin America, Europe, and the Middle East, the solution delivers a fast return on investment and long-term agronomic value. To learn more, visit: treetoscope.com

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