



To accelerate the growth of its digital platform and support agricultural transitions, WIUZ welcomes VIVESCIA as a new shareholder alongside AXERÉAL and TERRENA.

Backed by an expanded shareholder base, WiuZ is entering a new phase in the development of its agronomic digital platform, accelerating the growth of its traceability solutions for farmers, agricultural value chains and transitions. WiuZ has announced a new share issue that will see VIVESCIA grain cooperative group become its third major shareholder, with a 15% stake, alongside founding shareholders Axéreal and Terrena.

WiuZ: 10 years of continued growth

Created in 2016 by Axéreal and Terrena, WiuZ has developed an open digital agronomic platform that supports agricultural stakeholders (farmers, advisers, cooperatives and traders). It collects and shares data in the field, using it to provide related services such as fertilization plans, plant protection logs, carbon footprint analysis, decision support tools, and compliance schemes (food industry, biofuels, etc.).

Every year, the software solution is rolled out to 500,000 additional hectares. It is now used by 78 companies, covering nearly 5 million hectares in France.

A new ambition for 2030: To become the leading player in data for managing farms and food value chains.

This positioning takes the form of an ambitious 2025-2030 roadmap, designed and built with its customers, aiming to support the agricultural and food industries in a sustainable transition by providing value to upstream and downstream stakeholders.

This ambition focuses on three priorities:

- **Improving traceability solutions and user experience:** With simple, effective solutions requiring a single entry for several uses, saving users time and ensuring they meet their regulatory obligations. WiuZ also strengthens the relationship between farmers and advisers thanks to an open platform allowing users to connect to a whole ecosystem of digital solutions.
- **Accelerating solutions to the industry's needs:** Thanks to its robust traceability, WiuZ makes it easier to measure the impact of farming practices and changes to environmental indicators (carbon, diversity, water, etc.) in order to demonstrate the transitions undertaken by farmers to stakeholders in different value chains and industries.
- **Making artificial intelligence work for the agricultural industry** with applications that facilitate users' everyday operations.



These three priorities are underpinned by a fundamental principle of Wiuz: to design an infrastructure that guarantees every user the security of, and control over, their data.

Wiuz welcomes VIVESCIA alongside founding shareholders Axéreal and Terrena

This deal reflects a conviction shared by all three cooperative groups: that agricultural data is a strategic priority and that cooperatives have a key role to play. Agricultural transitions — supported by programs like VIVESCIA's TRANSITIONS, Axéreal's *CultivUp Régénératif*, and Terrena's *La Nouvelle Agriculture*® — require shared, open, standardized digital tools that can convert agricultural data into added-value services for farmers and other industry stakeholders.

This share issue, which brings VIVESCIA Group on board as Wiuz's third major shareholder, will allow the company to accelerate the implementation of its 2025-2030 strategic roadmap and pursue the development of a robust digital infrastructure serving agricultural value chains from farm to market.

Already a major user of Wiuz for five years, VIVESCIA is now joining a project that it is familiar and already contributing to, in particular through its TRANSITIONS program, which Wiuz is a partner in. The arrival of VIVESCIA broadens Wiuz's base of shareholder-users and strengthens a model that already sets the company apart: the development of solutions that closely reflect users' realities and needs on the ground by listening to and collaborating closely with its customers.

Christoph Büren, President of VIVESCIA Group, said: *"Agricultural data, owned by the farmer, only has value if it is collected and shared as part of a robust data chain. Our TRANSITIONS program illustrates this every day. By investing in Wiuz, VIVESCIA is affirming a strong conviction: that a shared digital platform, backed by innovative cooperative players can accelerate the agricultural transition for our farmers, our value chains and our industrial customers."*

David Gonin, President of Axéreal Group, said: *"Axéreal and Terrena have been working with Wiuz for the last ten years, building a shared, secure agricultural digital solution that is fully focused on serving farmers and agricultural value chains. Turning reliable data into evidence of impact that creates value for farms is central to our CultivUp Régénératif program. VIVESCIA's arrival demonstrates the strength of the roadmaps launched a year ago: ambitious yet agile, and designed to support farmers, value chains and regenerative agriculture."*

Olivier Chaillou, President of Terrena Group, said: *"As a cooperative, our role is to provide tangible solutions and value to farmers, to help them face the transition is currently underway in agriculture. That is Terrena's ambition for what we call 'positive impact agriculture' — combining changing practices, farm performance and premium value chains. Digital technology and data are now essential levers in supporting this ambition."*

Marc Hoppenot, CEO of Wiuz, said: *"The arrival of VIVESCIA marks a new stage in the development of Wiuz, but is completely aligned with our project. It strengthens our model, based on close collaboration with our customers, while our ambition is unchanged: to develop solutions that help farmers and agricultural transitions."*



ABOUT WIUZ:

WiuZ is an open digital agronomic platform that helps agricultural stakeholders collect, share and generate value from data collected in the field. Founded in 2016, the company provides agricultural cooperatives and traders with a solution that allows them to monitor their crops, optimize agronomic practices, and accelerate the agro-ecological transition. Available throughout France, the WiuZ platform is used by more than 78 companies, 1,300 advisers and 12,000 farmers covering more than 5 million hectares. WiuZ develops digital solutions that support traceability, environmental performance measurement, and regenerative agriculture initiatives based on an ecosystem of specialist partners. • [wiuz.fr](https://www.wiuz.fr)

ABOUT AXERÉAL:

Axéréal one of France's leading grain cooperative groups, operating in France and internationally. As France's leading collector of sustainably produced grain, Axéréal contributes to a high-quality food supply and plays an active role in the transition towards more sustainable agriculture. The group also operates grain processing businesses serving the brewing markets (through its subsidiary Boortmalt) and the bakery market (through Axiane Meunerie), while supporting the development of the protein pea sector through partner company Intact. Axéréal is a strategic grain supplier for most cereal, oilseed and protein crop value chains. Axéréal has 11,000 member-farmers and more than 3,000 employees generating revenue of approximately €4 billion. Axéréal has operations in 14 countries: Argentina, Australia, Belgium, Croatia, Canada, USA, Ethiopian, Spain, France, Hungary, Ireland, the Netherlands, the United Kingdom and Serbia). • www.axereal.com

The Group has also developed the CultivUp Régénératif program, a regenerative agriculture program launched 10 years ago, with 74 environmental criteria as well as results indicators (decarbonization, soil health, environment). Covering 200,000 hectares, the program currently has more than 2,000 farmers involved and aims to reach 3,000 participants by 2030.

Axéréal offers the WiuZ platform to its users under its own brand, Synchroo.

ABOUT TERRENA:

Terrena is an agricultural cooperative based in the greater west quarter of France. Generating €5.9 billion in revenue in 2025, with 17,000 member farms and 13,000 employees, Terrena is one of France's leading agribusiness players. The group has 80 processing sites and agricultural and food processing operations for livestock (poultry, rabbits, pigs, cattle, sheep, goats, milk and eggs) and crops (grain, milling, plant proteins, wine grain, fruit growing and horticulture). The Group markets products through well-known consumer brands like La Nouvelle Agriculture, Tipiak, Père Dodu, and Ackerman. • www.terrena.fr

Terrena also leads the **Covalo Ouest coalition**, developed with the Pour une Agriculture du Vivant association, which brings together cooperatives, manufacturers, distributors and financial partners in the west of France to accelerate the development of regenerative agriculture. The cooperative is targeting the participation of 1,000 member farms by 2028.

Terrena offers the WiuZ platform to its users under its own Consélio brand.



ABOUT VIVESCIA :

VIVESCIA is an international, cooperative agri-food group with 4,000 employees in 14 countries (on 31 January 2026), generating revenue of €3.8 billion for the year ending 30 June 2025. Specializing in producing and adding value to grain, VIVESCIA is owned by 9,000 farming entrepreneurs from the north-east of France. VIVESCIA strives to take care of grain, from field to fork, thanks to a collective of men and women who are committed to sustainable plant and grain-based value chains: 3.5 million tons of grain on average are collected every year on its territory in the Grand Est region of France. 2,000 beers brewed with Malteurop malt are enjoyed every second worldwide. 1 Francine product is purchased every second in France. Grands Moulins de Paris produces nearly 600,000 tons of flour and specialty ingredients for artisan bakers and food manufacturers. We also have expertise in the milling maize industry, with KALIZEA; in malted ingredients with DIAMALTERIA; in animal nutrition with NEALIA; and in biotechnology and plant chemistry ecosystem with ARD and WHEATOLEO.

In 2023, VIVESCIA and its partners launched **TRANSITIONS**, a large-scale impact-driven program in France and Europe. TRANSITIONS helps farmers move towards more resilient, low-carbon farming practices that promote soil health and biodiversity. It brings together plant and grain industries across the entire value chain in an ambitious, innovative, and robust program that is aligned with internationally recognized scientific standards (GHG Protocol, SBTi Flag, SAI Regen Ag, etc.) and audited by Bureau Veritas and Control Union. 650 farmers from the VIVESCIA and Noriap cooperatives are currently involved in the program, with VIVESCIA farmers producing 600,000 tons of grain and oilseed on nearly 100,000 hectares, and the first farmers involved receiving €7.2 million in financial support at 30 June 2026.

VIVESCIA offers the Wiuz platform to its users under its own VI@PARCELLE brand.

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