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Zasso Digital Herbicide – a leading platform developer for electric weed management – today announced **Adrian Percy** as a new member of its Advisory Board.

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Zasso is pleased to announce the expansion of its Advisory Board. This Board helps shape and guide the strategy of Zasso Digital Herbicide, working closely with the leadership team to capitalize on future growth opportunities. **Adrian Percy** will work together with Mr. Philippe Herve, Mr. Marcus Heppner, and Mr. Jean-Pierre Ergas.

**Adrian Percy** has more than 25 years of experience in the agricultural industry and is an advocate of the need for and benefits of modern agriculture. He is also a strong proponent of the development and adoption of new agricultural and food technologies which support global food security while protecting the environment.



**Adrian Percy – Ag Technology Ambassador & Advisor**

Adrian previously served as the Head of Research & Development for the Crop Science division of Bayer. He has held numerous positions in the research and development departments of Rhone Poulenc, Aventis CropScience and Bayer in France, Germany, and the United States. In 2014, Adrian joined the Executive Committee of the Bayer, division Crop Science as Head of Research and Develop and led internal and open innovation activities in the areas of crop protection chemistry and biologicals, as well as seeds and traits. He now frequently acts as an agricultural industry representative as well as an advisor to companies seeking to develop new farming and food technology for the market-place.

When asked why he chose to engage with Zasso, *“I am excited to be joining the Advisory Board of Zasso as they look to bring new tools to farmers across the globe to help them combat the very real threat of weed resistance.”*

*“We are honored to welcome Adrian to our Advisory Board,”* said Dirk Vandenhirtz, Chief Executive Officer of Zasso Digital Herbicide. *“Adrian has the unique ability to bring together startup companies and corporate industry. With his unique scientific connection all over the world, Adrian brings invaluable knowledge to our executive team helping guide the development of our Zasso platform.”*



**Dirk Vandenhirtz – CEO Zasso Digital Herbicide**

## About Zasso Digital Herbicide

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Zasso develops and commercializes non-chemical weed management solutions using advanced power electronics. Its flagship product, the Electroherb, uses proprietary technology designed to destroy both the shoots and the roots of plants by employing advanced light-weight high-voltage methods. These powerful systems deliver safe and robust solutions without requiring any chemical agro-toxics. Zasso's flexible, interchangeable applicators allow its equipment to be used in a range of surfaces and markets, from Urban and Consumer Segments to Agriculture and beyond. Reshaping weed control for a healthier future.

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### Zasso Group AG

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