

ROOTS OF CHANGE

2024-2025 Impact Report

Hello NATURE®





IN HONOR OF

Franco Nicolosi

This report is in memory of our colleague who passed away in June 2026.

Franco was a professional in his area and a trustworthy man, who served our Group from 2017 until his last days. His contribution to double the production capacity at Novamin has been extraordinary.

We will always remember him for his technical skills, his dedication to work, and the integrity of his behavior towards his colleagues and the management.

Because people matter at Hello Nature and certainly Franco did.

Ciao Franco, R.I.P.



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LETTER TO STAKEHOLDERS

From **Sara Arisi**,
Head of sustainability - **Hello Nature**

Dear stakeholders,

Climate change: a topic that divides people around the world into two clear-cut parts.

Proponents of this theory claim all the year long that current temperatures are unhealthy (either too high or too low), that rainfall is abnormal (too much or too little), that sea levels have changed, that floods are occurring where they once didn't exist, and that once-fertile areas have become arid.

They argue that if we don't do something to cut down CO_2 emissions in the short term, climate disruptions will have such an impact on people's lives that they will no longer be able to manage the damage.

On the other hand, the deniers argue that the increase in temperatures recorded in recent years is part of normal, cyclical changes that have always occurred throughout the planet's history.

They also argue that the alarmism is not only unjustified, but also generated by a few lobbies that stand to gain enormous economic benefits from green policies, to the detriment of a multitude of people who instead see job losses, rising costs for everything, even essential goods, and find themselves forced to live under conditions that wouldn't be imposed if this theory that "the world is ending" hadn't spread so widely.

Whether you belong to one group or the other one is fairly irrelevant. There are actually objective data that cannot but be shared by everyone, regardless of which one they belong to.

Today, deforestation is a global issue. Entire forests are being cut down to build more and more roads and new urban settlements, and square kilometers of fields are being paved over to build gigantic logistics warehouses, where to stock up goods from other continents, goods that could easily have been produced, on a smaller scale, anywhere in the world. Exposing so much asphalt or concrete surface means that summer temperatures are significantly higher than those recorded decades ago, when green spaces were much more widespread. Furthermore, cutting down trees undoubtedly reduces the possibility of eliminating CO_2 simply through nature itself.

Let's now analyze the environmental impact of logistics. The use of ships, planes, and trucks to transport goods over intercontinental or transnational distances has two negative environmental implications. The first one is that the fuel used to cover the distance clearly pollutes: this isn't an environmentalist's statement, it's an obvious observation. The second one is that the movement of vehicles impacts ecosystems. Consider, for example, the impact of ship ballast water, loaded in the port of departure and discharged in the port of arrival. Ships also pollute more than trucks because they use heavy fuel oil, which is cheaper than standard oil and derived from the byproducts of petroleum refining. The combustion of this fuel generates two oxides that are particularly harmful to the environment. Essentially, as they travel, ships emit not only carbon dioxide but also sulfur oxide and nitrogen oxide. Approximately 90% of products are transported on ships in terms of volume, and 70% if we consider their commercial value. A gigantic business worth more than 12% of global GDP. In 2023, over twelve billion tons of goods traveled by sea worldwide.

The question we should all ask ourselves is: do we really need all these roads and all these ships? Isn't it a problem that we've decentralized so many industrial activities to distant countries, given that we now transport a huge amount of goods that we once produced in our backyards, not only polluting by transportation but also lengthening the supply chain? As the pandemic taught us a few years ago, when trade is halted for any reason, we are deprived of essential goods for our daily lives as well as for our local production, which lacks components and spare parts.

Another frequently debated topic is human nutrition. Environmentalists argue that we should all change our diets, while extremists go much further saying we should all go vegan. They've even proposed insect meal as the basis of the human protein diet of the future. They're countered by other extremists: those who fight carbohydrates and advocate a super-protein diet. They don't even use anymore the terms "beef," "chicken," or "fish", just "protein."

Today, less than 10% of the world's population suffers from hunger, a percentage halved compared to the final decades of the last century, when there were five or six billion people, compared to eight billion today. It's clear that feeding so many people has a negative impact on the planet. Making room for sufficient crop to feed a global population that is not only constantly growing but also has ever-increasing opportunities to feed itself—not only we are more, but we also eat more—inevitably leads to deforestation and soil stress. An even greater impact on the planet comes from intensive, sometimes excessive, livestock farming, demanded by a population that, unlike their parents and grandparents, is frequently, if not daily, meat-fed. Fishing is also a crucial topic: it's undeniable that fishing for eight billion people has defenetily not the same impact on the ecosystem and the environment like fishing for four billion. It's no surprise that some fish species are disappearing.

Since its founding, the Hello Nature group has contributed to safeguarding the planet in many different ways.

The group began with a company that recycled chicken manure to produce one of the most effective fertilizers, which not only increases soil yields but also nourishes it with valuable organic matter. Over the decades, the group's portfolio has diversified with the addition of other increasingly technologically advanced products.

One of its best performing product is Trainer, the world first biostimulant to be derived exclusively from plant-based raw materials. This guarantees complete safety from animal pathogens and meets the needs of vegans.

Furthermore, our largest production plant has been using cogeneration for twenty years, ensuring significant energy savings and therefore reducing the use of natural resources.

Over the years, we have structured all of the group's production activities to maximize savings in raw materials, water, and energy, and in some cases we have achieved a complete by-products recycling, minimizing wasting.

Our laboratories continue to develop products that can deliver ever-improving yields in terms of quality and nutritional value, not just quantity. This is done with particular attention to soil care and planet protection, a topic the Hello Nature group has always paid great attention to, even when environmental issues were not yet considered.

We strive to source from suppliers as close as possible to our plants, thus significantly reducing transportation to our factories. Furthermore, with the construction of two plants in America, we are also able to reduce transportation to our customers.

Regarding the social component, the small size of our company allows for direct relationships between owners, management, and employees, without particularly structured procedures, allowing everyone to have their needs and aspirations for professional growth heard and addressed. Furthermore, for many years, some of the key positions have been held by women, with three of the group's companies directly managed by women, and three out of eight C-level positions held by women.

The road to growth for our group is still long, with many opportunities yet to be seized, new markets to be reached, and new technological frontiers to be explored. We aim to grow not only in terms of revenue but also, and above all, in customer satisfaction, offering solutions that increasingly meet their needs. However, we will continue our journey with the health of the planet and gender equality in mind, ensuring equal treatment for all, as should be natural.

Enjoy your reading.

Sincerely,

Sara Arisi, Head of Sustainability, Hello Nature

2024-2025 AT A GLANCE

(%) MAIN INSIGHTS



I. ENVIRONMENTAL IMPACT & USE OF RESOURCES

22.5%

OF ELECTRIC ENERGY USED IS FROM **RENEWABLE SOURCES**

83%

OF OUR WASTE IS **RECYCLED**

30%

OF OUR PACKAGING MATERIALS COME FROM **RECYCLED SOURCES**

II. GUARANTEE FOR QUALITY, SAFETY AND RESILIENCE

2

INNOVATION AWARDS WON IN 2025 FOR OUR **BIOCHELATION™ TECHNOLOGY**

+300

CARE4SOIL ANALYSIS DELIVERED ACROSS MULTIPLE EUROPEAN COUNTRIES SUPPORTING FARMERS WITH SCIENCE-BASED RECOMMENDATIONS

STRONG SCIENTIFIC EVIDENCE ABOUT OUR TECHNOLOGIES IMPACTING EVERY FORM OF HEALTH, FROM SOIL AND PLANT TO ANIMAL, HUMAN AND ECOSYSTEMS

COMPREHENSIVE SYSTEM FOR TRACKING NON-CONFORMITIES AND CUSTOMER COMPLAINTS IN PLACE IN 2024



III. PEOPLE, SOCIAL IMPACT & COMMUNITIES

100%

OF PERSONNEL IS **LOCALLY HIRED**

HELLO NATURE CODE OF ETHICS IN PLACE IN **2024**

NEW EDUCATIONAL YOUTUBE CHANNEL LAUNCHED IN **2025** WITH ALMOST **100 VIDEOS POSTED**



TOGETHER FOR THE FUTURE OF OUR PLANET

At Hello Nature, we aim to make a meaningful impact on sustainable agriculture and broader social goals through our biostimulant solutions. Over the years, we have advanced the development and adoption of biostimulants worldwide, supporting farmers, ecosystems, and communities with innovative, science-driven approaches.

While significant progress has been made in promoting sustainable and resilient agricultural practices, there remains immense potential to further enhance productivity, soil health, nutrition, and environmental stewardship.

We are proud to contribute actively to the United Nation's Sustainable Development Goals (SDGs), from ending hunger and promoting well-being, to advancing gender equality, clean water, responsible consumption, climate action, and biodiversity. Hello Nature's products, processes, and initiatives naturally align with these goals, and we are committed to leveraging our expertise, research, and collaborative networks to accelerate progress.



Through targeted programs, partnerships, and certified solutions, we support farmers in adopting sustainable practices, enhance nutritional quality, foster inclusive workplaces, optimize resource use, and promote ecosystem restoration. By continuously investing in innovation, education, and community engagement, Hello Nature strives to combine productivity, environmental stewardship, and social impact for a more sustainable and resilient future.

As an agricultural leader company, we are proud to state our support of the SDGs and do our part to achieve the United Nation's 2030 Agenda for Sustainable Development.

We evidence below the SDGs that more closely align with our activities, goals and aspirations:







FROM NOVAMIN TO HELLO NATURE SUBSIDIARIES

In 2024-2025, as anticipated in last year's report, we have expanded the scope to cover two facilities: Novamin and Hello Nature Park, which also hosts our Innovation Lab, along with selected subsidiaries. In the coming years, we plan to further extend coverage to additional facilities and subsidiaries.

HELLO NATURE INTERNATIONAL



Hello Nature International was established in 2021, following the evolution of Italpollina into Hello Nature, with the objective of strengthening the Group's global commercial presence.

The entity is dedicated to serving international markets, supporting **Hello Nature**'s operations in more than 80 countries worldwide. It coordinates a broad network of agronomic and commercial professionals who assist farmers in their daily activities, delivering tailored solutions adapted to local soil characteristics, climatic conditions, and market requirements.

Co-located at the Group's production facility in Biandrate, **Hello Nature International** represents the core of the Group's global commercial activities. Its positioning enables close integration between production and market deployment, translating the Group's solutions into value for farmers across diverse agricultural contexts.

HELLO NATURE FRANCE



Established in 1989 and headquartered in Valbonne, within the technopole of Sophia Antipolis (South of France), **Hello Nature France** operates as the Group's commercial subsidiary in the French market.

The entity focuses on delivering locally adapted agronomic solutions through strong partnerships with cooperatives and a broad network of agricultural stakeholders. Its activities are fully aligned with the promotion of agroecological transition, supporting the adoption of sustainable practices tailored to local crops, soil conditions, and regulatory frameworks.

Hello Nature France also serves as a key platform for testing and validating innovative solutions in real market conditions. This role enables the subsidiary to generate field-proven results and adapt product performance to the specific needs of South-european agriculture.

In this context, the subsidiary has played a pioneering role in the development and market introduction of the Group's biochelate technology. This solution has been particularly well received in the Champagne vineyard sector, where it addresses crop-specific nutritional and sustainability challenges. In 2025, this innovation was recognized with two awards, highlighting both its technical relevance and its contribution to more sustainable viticulture practices.

HELLO NATURE IBERICA



Hello Nature Ibérica was established in 2022, with headquarters in the agricultural region of Valencia. The subsidiary is responsible for the development of the Spanish and Portuguese markets, both characterized by highly dynamic agricultural sectors and a strong and growing demand for sustainable solutions.

The establishment of a local presence in the Iberian Peninsula reflects the Group's commitment to being closer to farmers and better addressing region-specific agronomic needs. Operating in diverse climatic conditions and crop systems, **Hello Nature Ibérica** focuses on delivering tailored solutions aligned with local practices and productivity challenges.

The subsidiary is supported by a growing team, actively contributing to the expansion of **Hello Nature**'s visibility and market presence across the region. This is achieved through participation in industry fairs, targeted communication initiatives, and digital engagement, fostering awareness and adoption of the Group's solutions among agricultural stakeholders.

HELLO NATURE ARGENTINA

Hello Nature Argentina (APN – Argentina de Productos Naturales)

Hello Nature established its presence in Argentina in 1999 as part of the Group's expansion into South America, led by Nello Bonini. The local subsidiary was structured by Luis Osvaldo Andrade, while Teodoro Rincón supported the early technical development of the business.

In 2004, under the leadership of Luca Bonini, Hello Nature strengthened its commitment to the region with the addition of Javier Andrade, now Regional Manager for South America.

Hello Nature played a pioneering role in introducing innovative and sustainable agricultural technologies, becoming one of the first companies to register beneficial microorganisms such as Trichoderma and mycorrhizae in Argentina and Chile.

Today, **Hello Nature Argentina** is headquartered in Buenos Aires and operates a warehouse and formulation and packaging facility in Los Cardales. Supported by more than 100 commercial partners, the company has built a strong distribution network serving Argentina and Chile, while also supporting the Group's expansion into Peru, Ecuador, Colombia, Uruguay, and Brazil.

With over 25 years of experience, **Hello Nature Argentina** continues to promote sustainable agriculture across South America through innovative solutions tailored to local needs.





FROM NOVAMIN TO HELLO NATURE FACTORIES

NOVAMIN (ITALY)



Novamin:
A Success Story of Innovation and Growth

2011 – Novamin was established near Novara (Italy) after years of research on Vegetal Protein Hydrolysates and their unique biostimulant properties marking the birth of a new generation of natural vegetal-based technologies. The model is a highly automated one, requiring less people on site for the production.

2013 – The launch of TRAINER, Novamin's flagship biostimulant, achieved rapid international success and became a reference for sustainable crop performance.

2014–2015 – Novamin gained global recognition for the quality and efficacy of its biostimulant solutions. A new state-of-the-art facility in Biandate (Italy) was inaugurated enabling industrial-scale production and strengthening R&D capabilities.

2017 – Hello Nature Park in Anderson (Indiana, USA) opened as the company's second production hub.

2018–2022 – Continuous investment in R&D led to new product lines and the expansion of Ecocert certification, reinforcing Novamin's leadership in high-quality, sustainable inputs.

2023 – Ten years after TRAINER's launch, Novamin products obtained the CE mark as official biostimulants in Europe, a strong endorsement of their quality, safety, and efficacy. Growing global demand now drives plans for new production capacity.

2025 – marks the beginning of Novamin's expansion plan, designed to double the production capacity of the facility. The upgraded plant will be fully operational in 2026, further strengthening Hello Nature's industrial leadership.





HELLO NATURE PARK (USA)



Hello Nature Park (Anderson, USA): Expanding and confirming Hello Nature's leadership

2017 – To meet the growing demand in North and Latin America, Hello Nature inaugurated the Hello Nature Park in Anderson, Indiana, the company's first production site outside Europe. Built around an advanced model of Novamin, the facility can produce up to 2 million liters per year of vegetal protein hydrolysates and plant nutrition solutions.

2021 – It is the year of a green revolution in the field of chelated nutrients. After years of dedicated research, the BIOCHELATION™ technology was launched, the first solution based on vegetal peptides capable of chelating nutrients. This innovation is designed and produced exclusively in the Anderson plant.

2022 - Within Hello Nature Park, the Nello Bonini Innovation Hub was inaugurated, becoming the cornerstone of the company's R&D and the very heart of its innovations. Spanning 1,000 sqm, the building hosts laboratories and cutting-edge equipments, where new discoveries and breakthroughs take shape.

2024 - Hello Nature is among the first companies to participate in the **TFI's Certified Biostimulant** initiative and to get the **PSP 5 0 0 formula (Trainer)** certified as a biostimulant in the US.









SAY HI TO A HEALTHIER LIFE

Our new payoff, launched end of 2025, shows our commitment to make the world a healthier place!

Our Positioning: Say Hi to a Healthier Life

Health is a shared global concern, and the quality of the food we consume is a fundamental determinant of human well-being. At Hello Nature, we are guided by a clear conviction: **health begins in the field**.

This perspective extends beyond plant productivity to encompass the health of soils, ecosystems, communities, and ultimately people. It is increasingly supported by internationally recognized frameworks such as One Health, Planetary Health, and Circular Health, which highlight the **interdependence between agricultural systems and human health outcomes**.

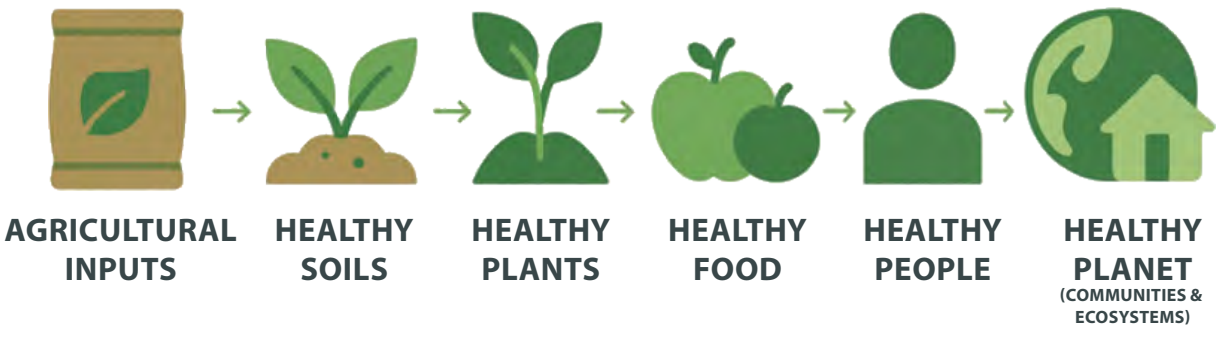
Given that approximately 95% of the food we consume originates from agriculture, agricultural inputs represent the first critical link in the health value chain. Their role is therefore essential in shaping not only crop performance, but also the nutritional quality and sustainability of food systems.

In this context, Hello Nature develops bio-based technologies designed to contribute positively to soil vitality, plant health, ecosystem balance and human wellbeing. These effects are supported by scientific research and field validation, reinforcing the role of our solutions as **enablers of more sustainable and health-oriented agricultural practices**.

Our commitment is to advance research and generate evidence demonstrating how bio-based inputs can act as catalysts for health across the entire agricultural system. Through this approach, we reaffirm a fundamental principle: a healthier future depends on healthier agriculture, and agriculture begins with the right inputs.

This vision guides our research priorities, our partnerships, and our long-term strategy. To clearly express this positioning, we have adopted a new payoff that reflects our ambition and direction:

Hello Nature – Say Hi to a Healthier Life



HELLO NATURE GROUP

MORE THAN 90% RAW MATERIALS FROM RENEWABLE SOURCES OF ANIMAL AND VEGETAL ORIGIN

55+ years of experience

founded in 1971, a family-owned business for 3 generations

12 Subsidiaries & commercial offices

All around the world

6 Manufacturing & Bottling facilities

For the **sustainable** & **circular production** of biostimulants of vegetal origin, beneficial microbials and organic fertilizers.

5% of turnover

invested in R&D

Biostimulants & enhanced Nutrition catalog

More than **80 products**

70 % suitable for organic farming

7 formulas with **CE mark** as biostimulant (EU)

Member of

ifa SMART&GREEN

ebic European Biostimulants Industry Council

THE FERTILIZER INSTITUTE

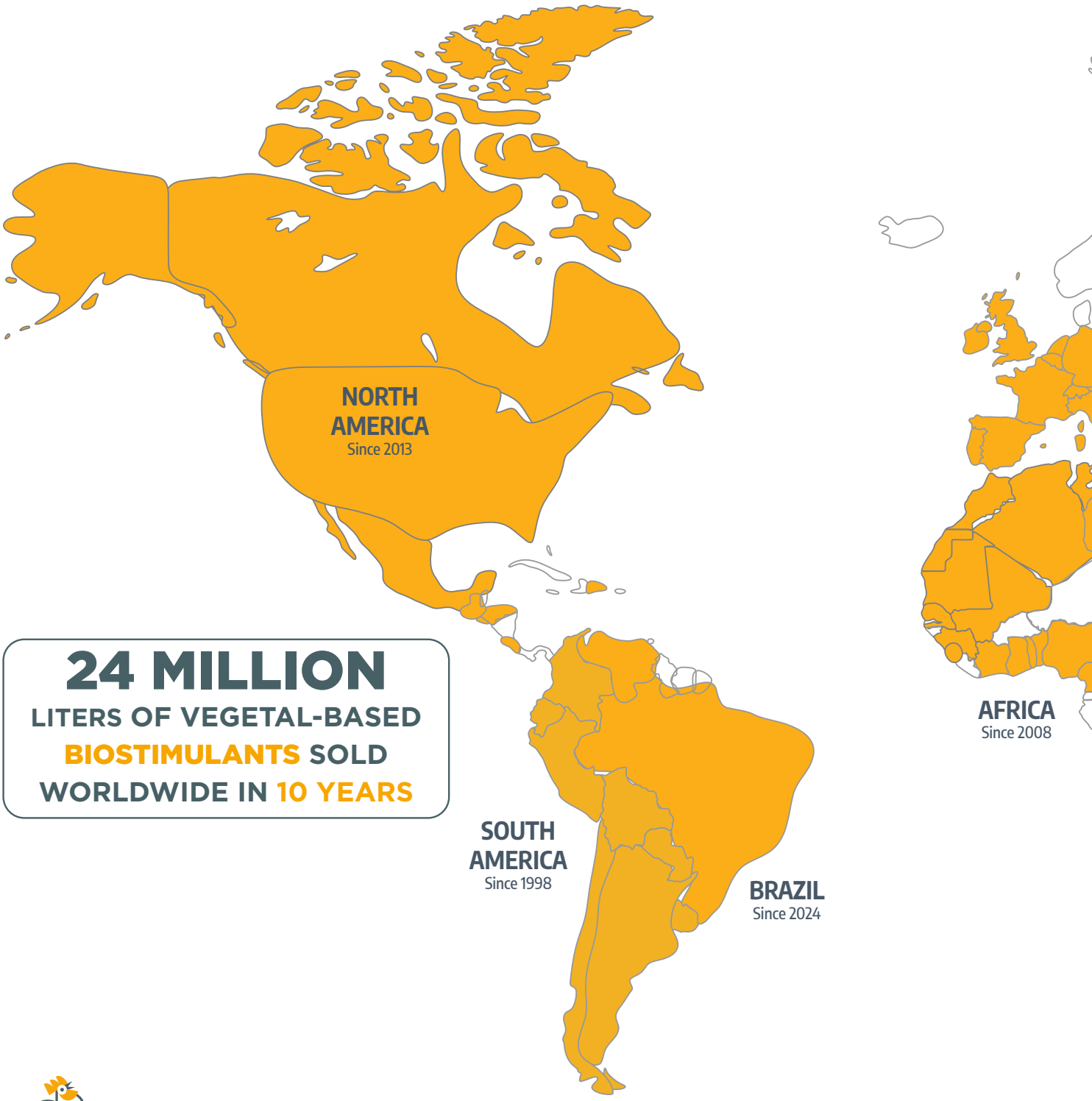
GLOBAL PRESENCE:
More than 80 countries



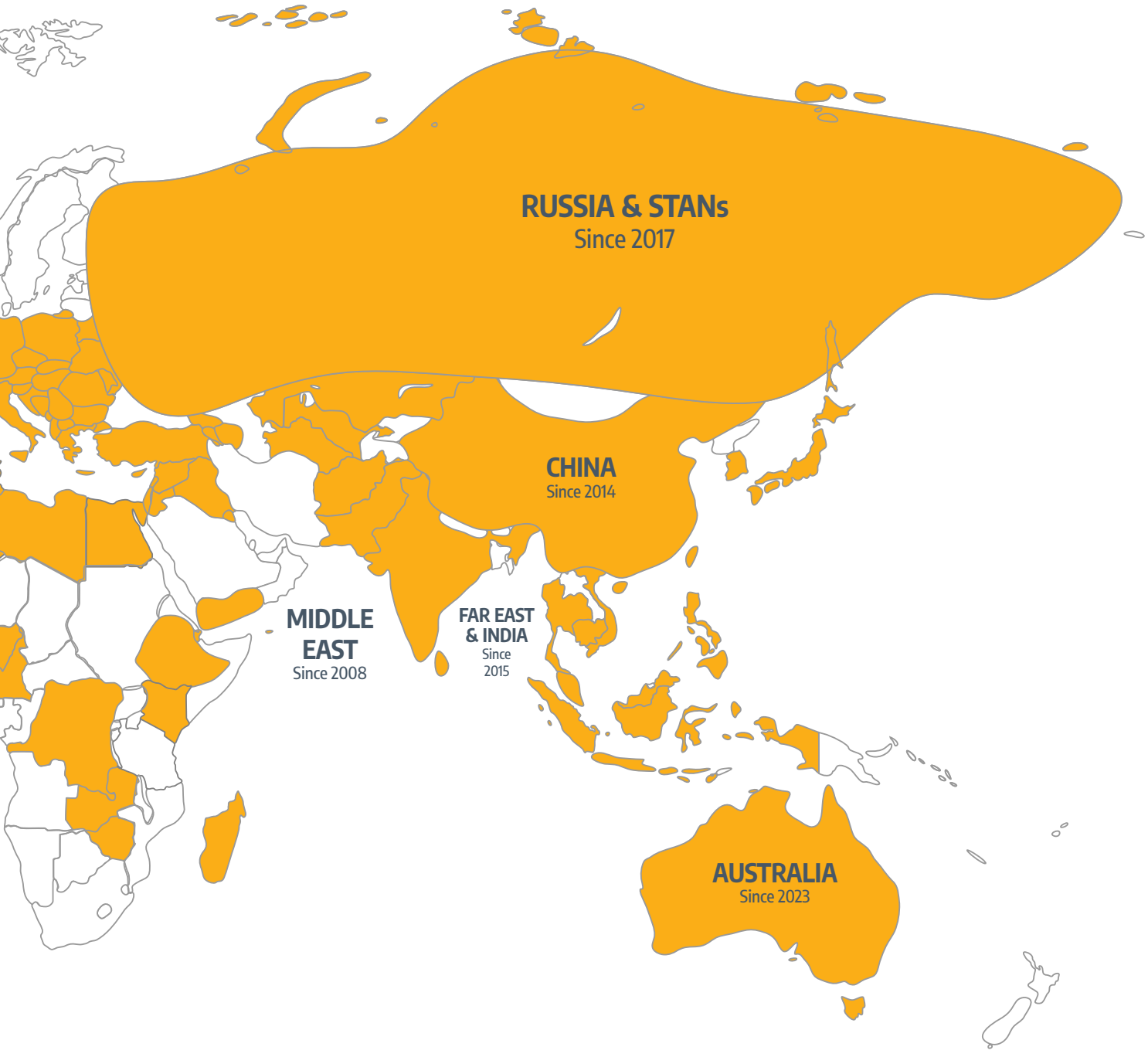
EMPLOYEES:
160

HELLO NATURE'S WORLDWIDE PRESENCE
MORE THAN 80 COUNTRIES

Since the creation of the export division in 2008, nearly **80 new markets** have been opened across the globe. To sustain this expansion, new commercial branches were established:



24 MILLION
LITERS OF VEGETAL-BASED **BIOSTIMULANTS** SOLD WORLDWIDE IN **10 YEARS**


RUSSIA & STANs
Since 2017
CHINA
Since 2014
MIDDLE EAST
Since 2008
FAR EAST & INDIA
Since 2015
AUSTRALIA
Since 2023

OUR MAIN BUSINESS:
BIOSTIMULANTS

Biostimulants are the fourth leg of sustainable agriculture

(Luca Bonini, CEO of Hello Nature)

Biostimulants have been identified in the late 90's as "substances able to promote plant growth". Since then, they have become more and more crucial to modern ways of growing crop, until 2019 when they have been officially defined for the first time in the **(EU) 2019/1009 Fertilizing Product Regulation**. European Institutions decided to define biostimulants by a functional approach with four kind of functions/claims. The harmonized definition of biostimulant is a **product stimulating plant nutrition processes independently of the product's nutrient content with the sole aim of improving one or more of the following characteristics of the plant or the plant rhizosphere**:

- Nutrient use efficiency
- Tolerance to abiotic stress
- Quality traits
- Availability of confined nutrients in soil or rhizosphere

This definition is associated with a clarification that biostimulants are fertilizing products and are not plant protection products.



Discover our complete video!

WHAT ARE BIOSTIMULANTS?

Now that Europe has published an official definition for the BIOSTIMULANTS category, many other countries are looking at it and are starting the discussions to regulate the biostimulant sector (USA, China, India etc...). The regulatory environment in South America is actively evolving: several countries are moving from loose/ad hoc frameworks toward dedicated regulation for biostimulants.

Biostimulants can be of different type and origin: protein hydrolysates (vegetal or animal), seaweed and plant extracts, organic acids, beneficial microbials and more, inclusion of substances also depending on local regulation.

WHY DO BIOSTIMULANTS MATTER FOR THE FUTURE OF AGRICULTURE?

The world needs to produce **more food with fewer resources,** less fertile soil, less water, and under the pressure of climate change. At the same time, society demands **sustainable production** that protects ecosystems and human health. Traditional inputs like **chemical fertilizers and pesticides** alone can't meet these new expectations.

Biostimulants are central to this transformation because they make farming **more efficient, resilient, and sustainable**.

- **Higher yields even under difficult conditions** (heat, drought, salinity).
- **Lower fertilizer and water use**, reducing costs and environmental footprint.
- **Better quality of produce**, which means more market value for farmers.
- **Stronger soils and ecosystems**, which sustain productivity in the long term.

Biostimulants represents a **strategic growth opportunity**, since they align with global priorities such as the **Circular economy and bioeconomy principles, carbon-efficient food systems, healthier and sustainable production, food security**. They reduce dependency on traditional chemicals, support soil and ecosystem health, and strengthen the link between **agricultural productivity and human well-being**.

Supporting biostimulants means investing in the **long-term health and resilience** of both agriculture and the planet driving growth that is beneficial for all the stakeholders.

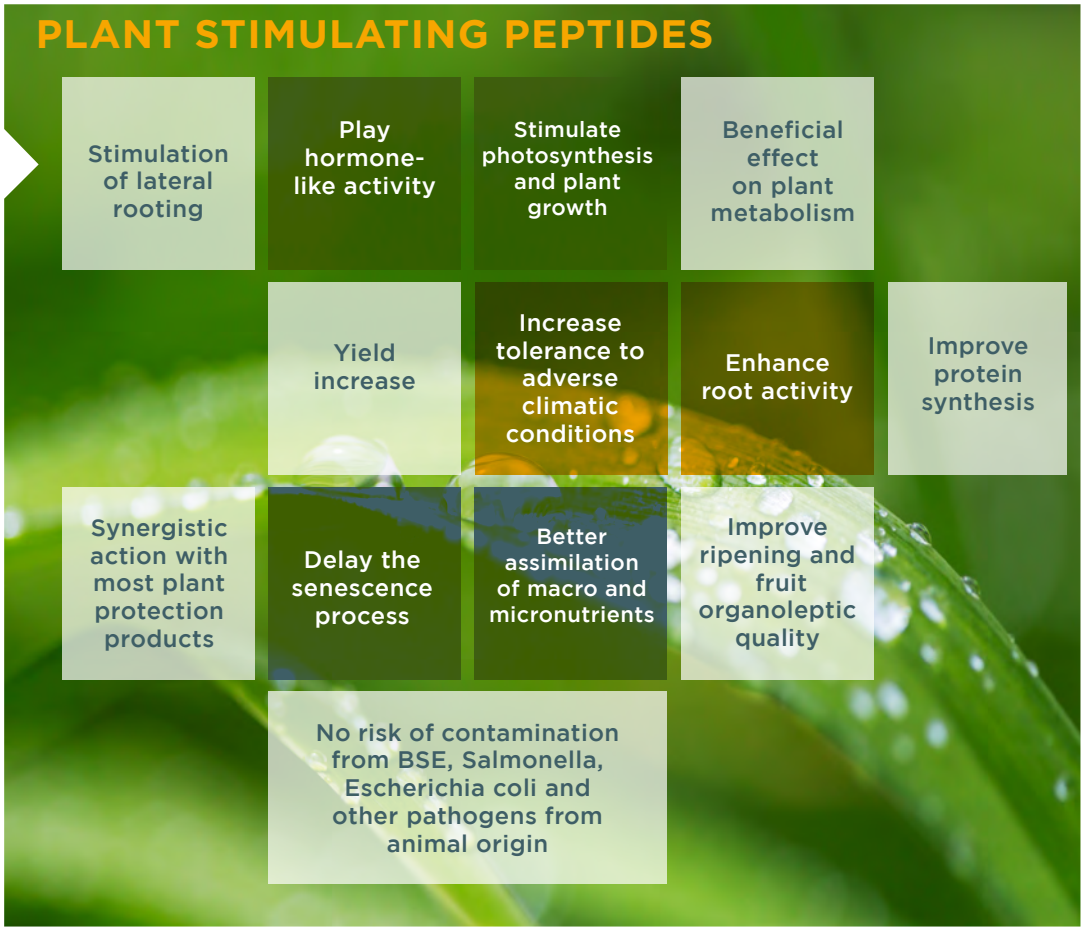


OUR MAIN BUSINESS:
BIOSTIMULANTS

Since 1999, Hello Nature has led innovation in VEGETAL PROTEIN HYDROLYSATES, a specific segment of biostimulants. We have invested in **pioneering research that led to our exclusive production technology**: a process designed to maximize both efficacy and environmental value.

What are vegetal protein hydrolysates (VPH)?
VPH are **natural plant-based compounds** obtained by breaking down plant proteins (from legumes, cereals, or other vegetal sources) into **smaller peptides and amino acids**.
Extensive **scientific research and field trials** have demonstrated that these bioactive molecules act as powerful biostimulants, enhancing plant metabolism, root growth, nutrient absorption, and resilience to stress. We selected the VPH because they contain **bioactive peptides** (short chain of aminoacids) able to modulate important physiological functions of plants, because they bind to the cell receptors that regulate **specific metabolic processes**. We call them **PLANT STIMULATING PEPTIDES.**

Nowadays, thanks to its state-of-the-art facilities, **HELLO NATURE is world's largest producer of biostimulants based on 100% VPH**. Our products are made exclusively from the highest quality, non-GMO vegetal sources and are guaranteed to contain no animal by-products.



Discover our complete video!

THE FUNCTIONING MECHANISM OF PLANT STIMULATING PEPTIDES - PSP

ENZYMATIC VS CHEMICAL HYDROLYSIS

Enzymatic hydrolysis is a **natural and controlled process** that uses specific enzymes, biological catalysts to break down complex proteins into smaller peptides and amino acids. Because enzymes work selectively, they can "cut" proteins at precise points, producing a **consistent mixture of bioactive molecules (peptides)** with targeted biological functions.

This gentle process takes place under mild temperature and pH conditions, preserving the structure and activity of the peptides that make VPH such effective biostimulants.



	ENZYMATIC HYDROLYSIS	CHEMICAL HYDROLYSIS
Process	Uses natural enzymes under controlled, mild conditions	Uses strong acids or alkalis at high temperature and pressure
Precision	Highly selective: produces uniform peptides with predictable activity	Non-specific: breaks proteins randomly, leading to variable results
Bioactivity	Preserves delicate amino acids and functional peptides	Can degrade sensitive amino acids and reduce biological effectiveness
Environmental impact	Low energy consumption, no chemical waste	Generates chemical residues and requires neutralization steps
Product quality	Consistent, high-performance biostimulant	Variable composition, lower reproducibility

Enzymatic hydrolysis combines scientific precision with environmental responsibility. It **ensures a stable, high-quality product that delivers consistent agronomic results** and aligns perfectly with the sustainability standards that modern agriculture increasingly demands.

HELLO NATURE: GROUNDED IN SCIENCE & SUSTAINABILITY

Our **R&D Department**, based in the **Nello Bonini Innovation Hub** (Indiana, USA), employs advanced technologies such as **metabolomics, metagenomics, genomics, and proteomics** to achieve a complete understanding of the biogeochemistry of plants and micro-organisms. This is made possible through strategic collaborations with leading **scientific institutions and international universities**.

Our research focuses on developing innovative and cutting-edge solutions, managing the entire process from production to field application to ensure consistency, performance, and the highest quality standards.

Our objective is to achieve a **high-efficiency production model** that supports both agricultural productivity and environmental sustainability. Guided by the **ECO-EFFICIENCY** principle, our product development process prioritizes the use of renewable resources and the protection of essential natural assets such as water and soil quality.

From the lab to the field
Once innovations are designed and validated in the laboratory, they undergo **field trials across multiple crops, climates, and countries** to confirm their agronomic efficacy and define optimal application methods, dosages, and frequency of use. In the last ten years of experimentation, we estimate having conducted over **500 field** trials about our biostimulant technologies, covering over **30 different crops in more than 50 countries**.

COLLABORATIONS

Università della Tuscia
IRTA Recerca i Tecnologia Agroalimentàries
INRA Institut National de la Recherche Agronomique
Purdue University
Università degli Studi di Napoli Federico II
Institut Sophia Agrobiotech Santé des plantes - Environnement
University of Strathclyde Glasgow
Università di Pisa
ARCADIA

SCIENTIFIC PUBLICATIONS

Almost 100 scientific publications have been published on our technologies.

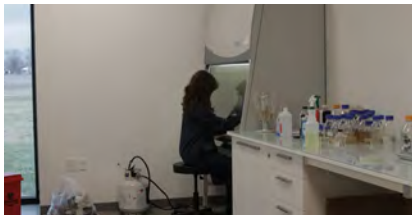
The complete database is online here:



OUR R&D FACILITY







OUR RANGES:
LEADING PRODUCTS

PSP
PLANT STIMULATING PEPTIDES

TRAINER

EFFECTIVE. EFFICIENT. GENUINELY VEGETAL.



TRAINER is our top branded innovative biostimulant for foliar application. It acts energically on plant development, helping also the overcoming of climatic stress situations thanks to the combined presence of organic nitrogen and peptides of 100% vegetal origin. **TRAINER** is rapidly absorbed by leaves and translocated in plant tissues, so that within few hours, it can perform its positive actions.
NUTRIENT USE EFFICIENCY ACTION: it is able to improve the absorption and uptake of nutrients such as nitrogen, phosphorus and potassium, reducing the need for chemical fertilizers application.
BIOSTIMULANT ACTION: promotes the development of the plant and supports it in the most delicate phases without causing deformations or loss of consistency of the fruits.
NUTRITIONAL ACTION: is the ideal complement to traditional fertilization to obtain high production and quality results, thanks to the contribution of numerous biologically active substances that improve photosynthesis and the physiology of the plant.

CE · CERTIFIED BIOSTIMULANT · Approved by ECOCERT INPUTS · products available OMRI LISTED · Vegan · biodynamic · Suitable for organic farming



LISIVEG®

LISIVEG IS THE FORMULA WE PROPOSE FOR THE BTOB BUSINESS.

LISIVEG is a liquid peptide concentrate derived from 100% plant-based proteins.
LISIVEG is formulated with Hello Nature's unique enzymatic process and proprietary filtration system. This innovative process produces a high purity mixture of plant stimulating peptides, a fundamental active ingredient, ensuring high efficacy and performance.
LISIVEG does not contain animal origin sources and is free from heavy metals and pathogens.
Thanks to the superior filtration process it undergoes, it is suitable for formulations that require a clear product without residues or veils.

Suitable for organic farming · CE

OUR RANGES:

MANY PRODUCTS FOR SPECIFIC GOALS!

PSP
PLANT STIMULATING PEPTIDES



aquamin

BIOSTIMULANT WITH NUTRIENT USE EFFICIENCY IMPROVEMENT ACTION



Atriva

SYNERGY OF VEGETAL PEPTIDES AND MYCORRHIZAE



SCUDO

BIOSTIMULANT WITH COPPER 9% AND VEGETAL PEPTIDES



GLYSS

THE STRENGTH OF PLANTS COMBINED WITH THE POWER OF BACTERIA



CERBERO GREEN

NPK FERTILIZER IN POWDER FORM ENRICHED WITH PLANT STIMULATING PEPTIDES!



quik link

THE BEST FOR ROOT IMPROVEMENT



HI-Q

HIGH PERFORMANCE.
HIGH TECHNOLOGY.
HIGH QUALITY.



Kyrin

BIOSTIMULANT FOR QUALITY TRAITS IMPROVEMENT



MYR

MYR: THE NUTRIENT ENHANCERS

BioChelation™

SITEVI INNOVATION AWARDS 2025

2025 PRIX A L'INNOVATION

BIOAGRO



KeyLan Fe

THE REVOLUTION OF BIOCHELATION™



KeyLan Zn

THE REVOLUTION OF BIOCHELATION™

CaNOVA

THE REVOLUTION OF BIOCHELATION™: A DOUBLE ACTION CALCIUM



Soilvibe

THE SECRET TO REGENERATE SOILS!



COVERON®

FOR SEED COATING





CORPORATE STRATEGY FOR IMPACT

ROOTS OF CHANGE 2024-2025 is the second Impact Report we release. For this edition, we have chosen to extend our scope and present a comprehensive overview of our actions and progress over two consecutive years. This approach reflects our commitment to providing a more meaningful, long-term perspective on our impact and trajectory.

In continuity with the previous report, the following section provides an update on the progress made against the improvement objectives previously defined. For each commitment, we outline the current status and key achievements to date.

Since we strongly believe in the importance of setting clear objectives to continuously improve our environmental and social footprint, and to contribute positively to the future of agriculture, we are also presenting the objectives set for the upcoming reporting period. Both achievements and future targets are further detailed in the subsequent chapters of this report.

The name **ROOTS OF CHANGE** reflects both the beginning of our journey and the essential role we aim to play in fostering growth and transformation. Just as roots anchor plants, nourish life, and enable sustainable development, we strive to create strong foundations for lasting impact.

As a company committed to developing innovative, vegetal-based biostimulants, our mission and values are inherently aligned with the principles of bioeconomy and regenerative agriculture. Our solutions are designed to enhance plant health, optimize the use of natural resources, and support farmers in adopting practices that restore ecosystems while strengthening the resilience of food systems and guaranteeing them a fair profit for their work.

This report is structured around three key pillars:

I. Environmental Impact & Use of Resources

II. Guarantee for Quality, Safety, and Resilience

III. People, social impact & communities

Together, they represent our holistic approach to reducing our environmental footprint, ensuring the highest standards for our products, and creating positive change in the communities we serve.

ROOTS OF CHANGE symbolizes not only the foundation of our work but also our commitment to growth, transparency, and continuous improvement. By documenting our progress, we embrace the responsibility to nourish both people and the planet while striving for a more sustainable and resilient future.

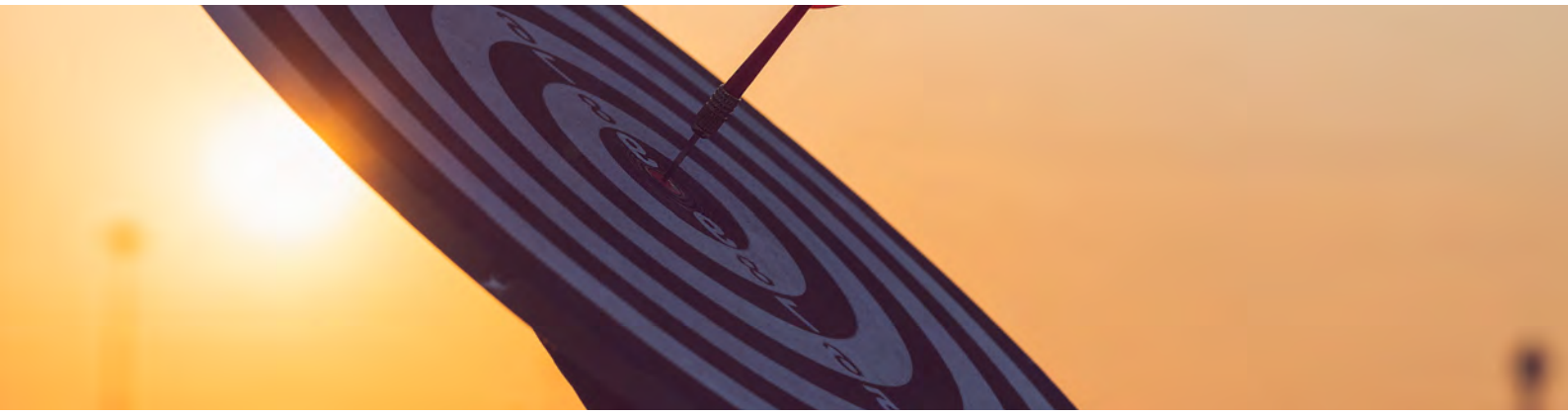


PROGRESS ON 2023 COMMITMENTS

In the 2023 Impact Report focusing on Novamin plant, Novamin outlined a set of commitments a set of commitments across environmental performance, product quality, and social impact. As of 2024–2025, the following progress has been achieved:

Environmental impact & use of resources	Timeline	Status	Key results/Evidence
Reduce non-recycled waste by valorizing liquid by-products as organic fertilizer (CE marked), contributing to soil fertility and biodiversity	**2 years**	**achieved**	**Product developed and placed on the market**
Introduce quantification of Scope 3 emissions		ongoing	Initial assessment in progress
Replace at least 25% of plastic packaging with recycled plastic	5 years	ongoing	Preliminary evaluation underway
Increase the share of recycled paper used	5 years	ongoing	Progressive increase implemented
Guarantee for quality, safety and sustainability			
Register an additional CE-marked biostimulant to expand product compliance	**2024**	**achieved**	**CE mark obtained for SOILVIBE**
Complete CE registration for the entire plant (Module D1)	2 years	ongoing	Process underway
Obtain biodynamic (Demeter) and Vegan certifications for Trainer	**2024**	**achieved**	**Demeter certification obtained**
Achieve ISO 9001 certification (Quality Management System)	3 years	ongoing	Assessment phase has been initiated
Implement a structured, customer-focused quality management system	**2024**	**achieved**	**System established**
Strengthen scientific evidence supporting products' role in regenerative agriculture (with focus on soil)	3 years	ongoing	Additional data generation in progress
People, social impact & community			
Strengthen partnerships with universities through site visits, training, and research support	-	ongoing	Plant visits conducted; collaborations initiated
Contribute to local biodiversity and reduce CO_2 emissions through tree planting around the site	-	ongoing	Tree planting activities implemented
Support charitable organizations through product donations, expertise, and training	-	ongoing	Some projects ongoing

For the objectives not yet achieved, activities remain ongoing.
We reaffirm our commitment to these goals at group level and will continue to monitor progress and report on developments in future editions of this report.





ROADMAP FOR FUTURE COMMITMENTS

Building on the progress achieved and the broader reporting scope introduced in this edition, our next priority is to **translate the insights gained into more structured, measurable objectives at Group level.**

The introduction of our new payoff, "Say Hi to a Healthier Life," marks a significant milestone in the evolution of Hello Nature's positioning and long-term vision. More than a statement of purpose, it reflects our conviction that agriculture plays a fundamental role in the interconnected health of soils, plants, animals, ecosystems and people. By recognizing agricultural inputs as one of the first links in this health chain, **we reaffirm our responsibility to develop innovative solutions that contribute not only to agricultural productivity, but also to healthier and more resilient food systems.**

This vision will guide our future innovation strategy and the definition of our impact objectives. A central priority will be to **strengthen the scientific evidence demonstrating how our technologies contribute to soil health, plant resilience, efficient resource use and food quality**. Through continued investment in research, field validation and scientific partnerships, **we aim to translate our One Health commitment into tangible, measurable benefits for agriculture and society**.

At the same time, the 2024–2025 Impact Report provides an **important baseline for assessing our environmental performance, resource efficiency and social impact**. In the next reporting period, we aim to strengthen our data collection and monitoring processes, enabling more consistent comparisons over time and a clearer evaluation of the progress achieved.

In particular, we will focus on expanding our greenhouse gas assessment to include Scope 3 emissions, increasing the share of materials sourced from recycled content, and identifying further opportunities to optimize energy and water consumption and strengthen circularity across our production facilities.

Our ambition for the next Impact Report is not simply to present more data, but to demonstrate how the commitments we make today translate into concrete actions, measurable progress and lasting value for agriculture, society and the environment.

Priority	Commitment for the next report 2026-2027
Climate	Extend GHG assessment to Scope 3
Circularity	Increase recycled-source materials and strengthen resource recovery
Environmental performance	Improve monitoring and establish comparable performance indicators
One Health & Innovation	Expand scientific evidence supporting the health-related benefits of our solutions
Social Impact & Local Communities	Strengthen engagement with local communities through social initiatives, partnerships and activities that generate positive, tangible impact

I. ENVIRONMENTAL IMPACT & USE OF RESOURCES

As a manufacturing company, Hello Nature recognizes that its activities depend on natural resources and generate environmental impacts that must be carefully understood and managed. Measuring these impacts is an essential step in identifying priorities, improving resource efficiency and defining actions capable of reducing our environmental footprint over time.

For the 2024–2025 reporting period, we consolidated environmental data across our operations to establish a clearer picture of our use of energy, water and materials, as well as waste generation and emissions. As the available data cover the two-year period cumulatively, they are presented as an aggregated baseline rather than as a year-on-year comparison. This baseline will help strengthen our environmental monitoring and provide a foundation for measuring progress in future reporting periods.

At the same time, our approach goes beyond measurement. From the use of renewable energy and responsible water management to waste recovery, circular production processes and the selection of bio-based raw materials, we continuously seek opportunities to use resources more efficiently and reduce the environmental impact associated with our operations.

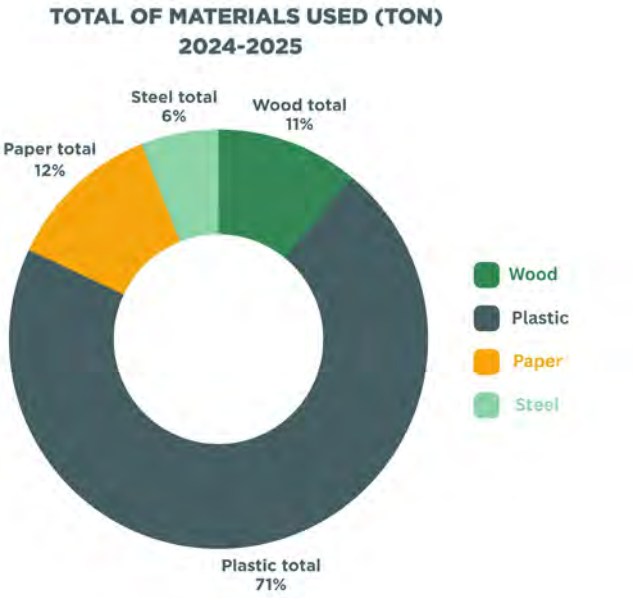
1. MATERIALS AND PACKAGING: PROMOTING CIRCULARITY

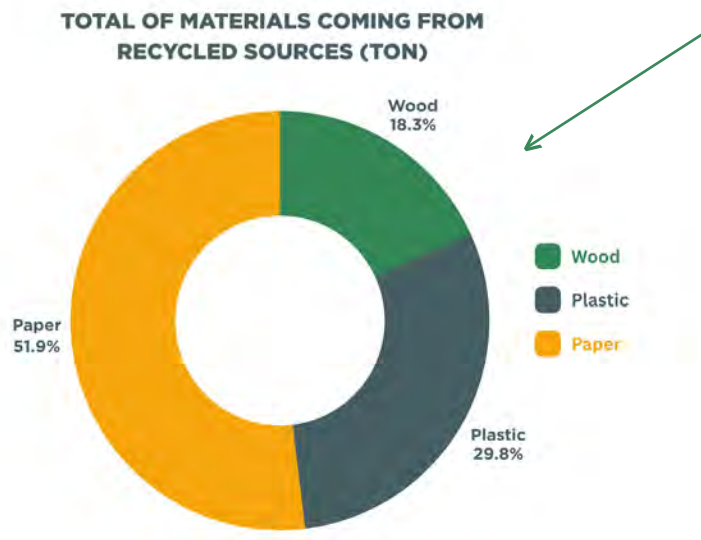
Packaging represents an important part of the materials used across Hello Nature's operations. Our approach focuses on reducing the use of virgin materials, extending the life of packaging wherever possible and promoting reuse and recycling throughout our operations.

During the 2024–2025 reporting period, **30% of the materials used were from recycled sources**, reflecting our efforts to integrate circularity principles into material and packaging choices. At the same time, we prioritize reusable and returnable packaging solutions and seek to extend the useful life of materials through reuse and repurposing whenever possible.

By combining the use of recycled materials with practices that reduce the need for new packaging and limit waste generation, we aim to improve resource efficiency across our operations.

Looking ahead, we aim to progressively increase the share of materials coming from recycled sources over the next two-four years, further strengthening our approach to circularity and responsible resource use.



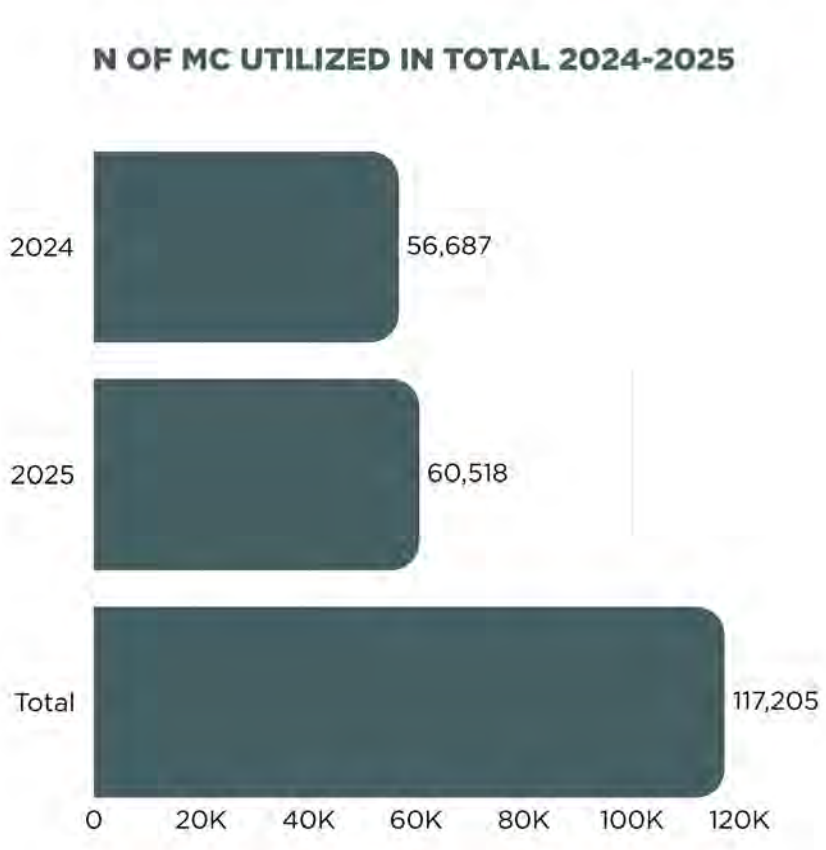


Of this total, we use 30% of materials coming from recycled sources.

2. WATER STEWARDSHIP

Water is an essential resource for our manufacturing operations, and its responsible management is a key element of our approach to resource efficiency. Across our facilities, we strive to optimize water use by reducing unnecessary consumption, maximizing reuse within production processes and ensuring the appropriate treatment of water that cannot be recovered.

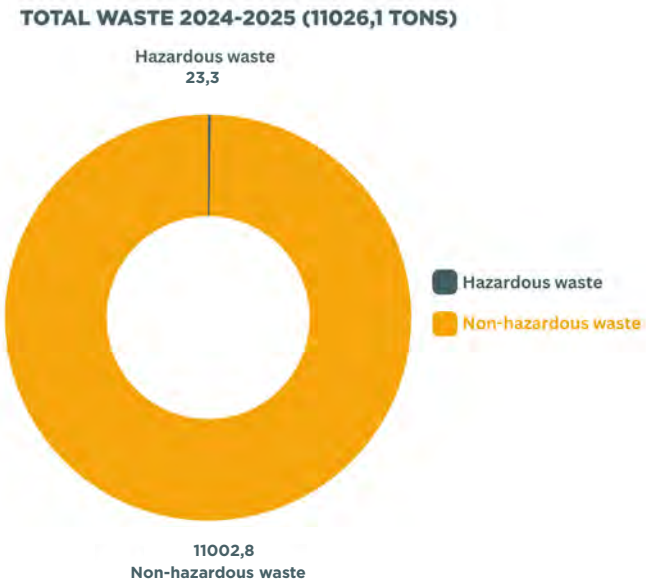
One example of this approach is the cleaning process at our Novamin facility. Hot water is used to ensure effective cleaning between production batches while minimizing water consumption, and whenever possible, the resulting process water is reused in the production of the same fertilizer. Water that cannot be reused is collected and directed to the purification system, ensuring responsible management throughout the process. Together with air filtration systems, the controlled collection of non-recoverable washing water contributes to a closed production cycle, designed to prevent releases from the production process into the environment surrounding the facility. This integrated approach combines resource efficiency, water reuse and pollution prevention as part of the site's environmental management practices.



3. WASTE MANAGEMENT: TURNING WASTE INTO RESOURCES

Responsible waste management is an integral part of our approach to reducing the environmental impact of our production activities. Our priority is not only to minimize waste generation, but also to keep materials in productive use for as long as possible, promoting recovery, reuse and recycling wherever feasible.

During the 2024–2025 reporting period, Hello Nature generated **11 026,1 tons of waste, 83% of which was recycled or recovered**. Hazardous waste accounted for just **0.2% of the total**, with the vast majority of waste generated by our operations classified as non-hazardous.





Across our production facilities, waste streams are treated as resources whenever possible. Nutrient and organic-matter-rich solid residues generated during production are recovered and either **reintroduced into our production processes to enrich other plant nutrition solutions or used for biogas production**. In this way, valuable components remain in productive use rather than becoming waste requiring final disposal.



Liquid residues from production are also valorized in Novamin plant: after a dedicated refining process, they are transformed into **SOILVIBE, a fertilizer designed to support soil health and vitality**. Presented in greater detail later in this report, SOILVIBE demonstrates how a production residue can be given a new agronomic purpose.

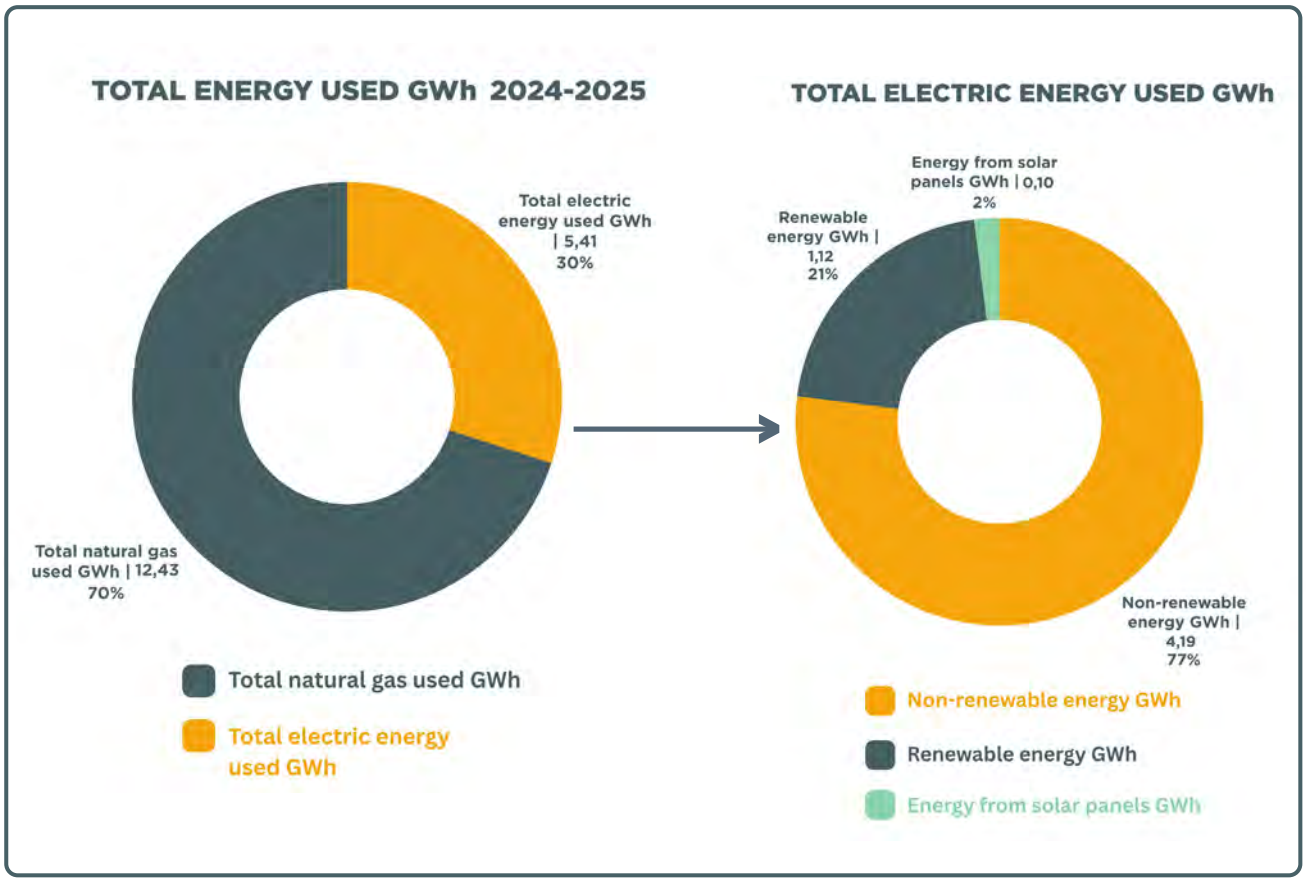
By recovering production residues and transforming them into resources for agriculture or energy generation, we reduce the amount of waste requiring final disposal while keeping valuable nutrients and organic matter in circulation.

4. ENERGY MANAGEMENT

Energy is a key resource for our production activities and an important component of our environmental footprint. During the 2024–2025 reporting period, our production facilities consumed a total of approximately 17,8 GWh of energy, including electricity and natural gas. Understanding the composition of our energy consumption provides an important basis for monitoring the associated greenhouse gas emissions and identifying opportunities to improve energy efficiency and increase the use of renewable sources.

Renewable energy is currently integrated into the energy mix at our Novamin facility. The site combines electricity from renewable sources with on-site generation through solar panels installed on the roof of the production plant. Across the overall 2024–2025 electricity consumption of our two production facilities, approximately 22,5% came from renewable sources, including both purchased renewable electricity and solar energy generated on site.

Increasing energy efficiency and progressively strengthening the role of renewable energy will remain important areas of attention as we continue to monitor and manage the environmental impact of our operations.

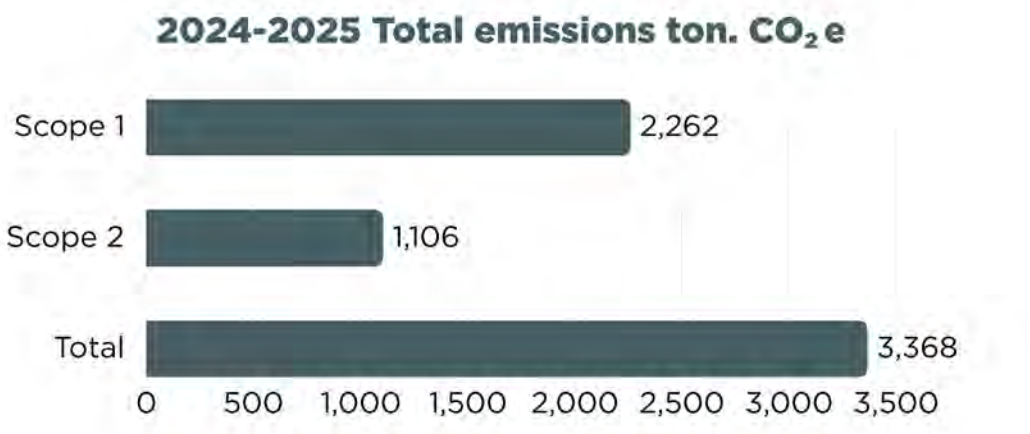


5. OUR CARBON FOOTPRINT: SCOPE 1 & SCOPE 2 EMISSIONS

The use of natural gas and electricity across our production facilities generates both direct and indirect greenhouse gas emissions. Direct emissions, primarily associated with the combustion of natural gas, are accounted for under Scope 1, while indirect emissions associated with purchased electricity are accounted for under Scope 2. Monitoring our energy consumption enables us to estimate and better understand these emissions and provides a baseline for their future management and reduction.

Expanding our carbon footprint assessment

We are currently working to extend our greenhouse gas inventory to Scope 3 emissions, covering relevant indirect emissions across our value chain. We expect to integrate at least part of Scope 3 into our environmental reporting in the next Impact Report, providing a more comprehensive picture of our overall carbon footprint.



Estimated based on 2024–2025 aggregated energy consumption. Emission factors applied: 0.182 kg CO_2e/kWh for natural gas and 0.264 kg CO_2 e/kWh for non-renewable electricity. Renewable electricity was considered zero-emission for this estimate.

CONCLUSION

The 2024–2025 reporting period represents an important step forward in our understanding of the environmental footprint of our production activities. By consolidating data on energy and water consumption, materials, waste and greenhouse gas emissions, we have established a broader baseline that will allow us to monitor our performance more systematically and identify the areas where our actions can have the greatest impact.

Measurement is only the starting point. The practices already implemented across our facilities, from the recovery and valorization of production residues to water reuse, renewable energy and the integration of recycled materials, provide a foundation on which to build. In the coming years, our focus will be on strengthening data collection, increasing resource efficiency and circularity, expanding our greenhouse gas assessment to Scope 3 emissions, and progressively translating this baseline into measurable environmental objectives and progress.

II. GUARANTEE FOR QUALITY, SAFETY AND RESILIENCE

Guaranteeing the quality, safety, and effectiveness of our solutions is fundamental to building trust with farmers and supporting the transition towards more resilient agri-food ecosystems.

At **Hello Nature**, quality goes beyond manufacturing excellence: it begins with scientific research, continues through rigorous product development and quality control processes, and is reinforced by independent certifications, regulatory compliance, and continuous innovation.

This chapter presents the key elements that underpin the reliability of our products and technologies. From scientific validation and product certifications to traceability, quality management, and innovation, we continuously invest in ensuring that our solutions meet the highest standards while delivering measurable value to agriculture.

As our vision evolves towards **“Say Hi to a Healthier Life”**, we are also strengthening the scientific evidence supporting the broader contribution of our technologies to soil, plant, ecosystem, and ultimately human health. At the same time, through products and services designed to support regenerative agriculture, we continue to translate research and innovation into practical solutions for farmers around the world.

1. SCIENCE AS THE FOUNDATION OF TRUST

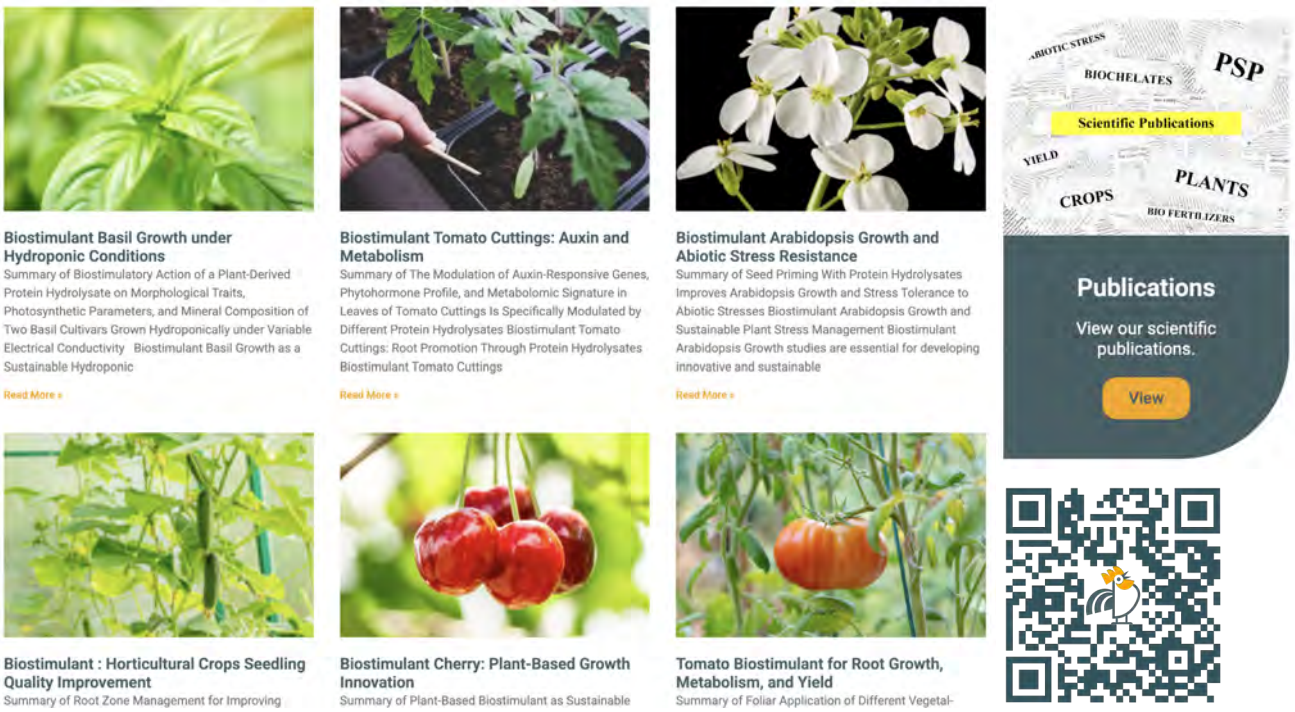
Science has always been at the heart of Hello Nature's innovation.

Every solution we develop is based on a rigorous scientific approach that combines laboratory research, field trials and collaboration with universities and research institutes. This commitment enables us to understand how our technologies work, validate their effectiveness under real agricultural conditions and continuously improve their performance. By generating robust scientific evidence, we provide farmers and partners with reliable, transparent and measurable solutions.

Scientific evidence is not only used to develop new technologies but also to make knowledge accessible. Over the years, in collaboration with universities and research institutes around the world, we have built a comprehensive collection of around 100 scientific publications demonstrating the efficacy and mechanisms of action of our bio-based solutions. To promote transparency and facilitate access to this evidence, these publications have been made freely available through an online scientific database, where users can explore the studies by product, crop, topic, or scientific area.

While this body of scientific evidence initially focused on demonstrating agronomic performance, it has progressively revealed something broader. Increasingly, research shows that bio-based agricultural inputs can positively influence not only crop productivity, but also soil health, food quality, resource efficiency and ecosystem resilience. These findings have progressively shaped Hello Nature's vision of agriculture as the first link in the health chain.

By linking bio-based innovation to health as a whole, Hello Nature opens a new dialogue with food producers, retailers, policymakers, and consumers all seeking sustainable solutions that connect agriculture, nutrition, and health.



A glimpse of our scientific database of articles. To know more ***scan the QR code.***

2. OUR TECHNOLOGIES PRODUCED IN NOVAMIN AND HELLO NATURE PARK AND THEIR IMPACT ON HEALTH



PSP

Our vegetal-derived biostimulants improve the nutritional value of crops by enhancing nutrient density, biofortification, and beneficial phytochemicals.

They also support hygienic and sanitary quality, contributing to safer produce. In addition, they reinforce resilience to abiotic stress and optimize nutrient-use efficiency, essential for healthy plants and sustainable production.

Health impact:

- Higher nutrient content
- Cleaner, safer produce
- Stronger plants under stress
- Reduction of nitrates and undesirable compounds



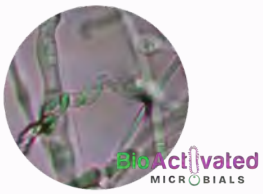
Biochelates

Biochelates ensure precise, efficient micronutrient delivery with minimal losses and lower environmental inpact.

They support biofortification and ensure greater commercial and sanitary quality of the produce.

Health impact:

- Improved micronutrient density
- Enhanced food quality: biofortification, shelf-life
- Reduction of undesirable compounds such as heavy metals
- Environmental health benefit



Bio-Activated Microbials

Our microbial technologies restore soil biodiversity, activate nutrient cycling, and enhance root–soil interactions.

They help crops access nutrients more naturally while supporting beneficial microorganisms for an enhanced soil health.

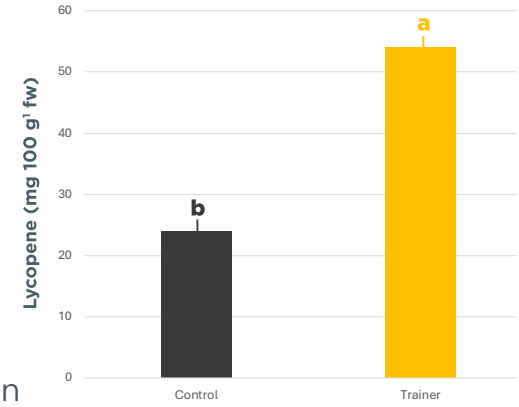
Health impact:

- Stronger soil ecosystems
- Improved soil health
- Better nutrient uptake
- Foundations for long-term food quality and safety

3. SOME EXAMPLES FOCUSING ON IMPACTS ON HUMAN HEALTH

Scientific trial:

In this trial on tomato, the application of VPH (Trainer) has more than doubled the content of lycopene, a carotenoid pigment known for its strong antioxidant properties that help protect against oxidative stress, support heart health, and reduce the risk of certain chronic diseases.



Numerous scientific publications have shown that the application of VPH (Trainer)is able to increase the percentage of nutrient concentration in the leaves/fruits on different crops. Here is a table resuming results:

Crop	% of increase of nutrient concentration in the leaves/fruits (Trainer vs control)			
	P	K	Ca	Mg
Tomato (greenhouse)	+36%	+13%	=	+43%
Tomato (field trial)	+22%	+8%	=	+22%
Spinach (test 1)	=	+36%	=	+25%
Spinach (test 2)	+13%	=	+13%	+10%

Trials to evaluate the potential of VPH (Trainer) in reducing heavy metal uptake have also been conducted. Results are very promising and published in a scientific article. In this case the crop selected was strawberry.

Treatment	Cadmium (mg/total plant fruits)	Lead (mg/total plant fruits)
Control	1.20	2.95
Trainer	1.01 (-16%)	0.80 (-73%)

Preliminary data already published suggest that VPH (Trainer) may reduce the presence of pathogens (e.g., E. coli) in the leaves area. In this case the crop tested was lettuce. If confirmed by further experiments, it could represent a major breakthrough in the natural improvement of food security.

Treatments	Total aerobic bacteria (CFU/g biomass[1])		
	17 DAS	20 DAS	27 DAS
Control	$1.4 \pm 0.6*10^2$ a	$1.4 \pm 0.3*10^2$ -	$1.3 \pm 0.4*10^2$
Trainer	$1.4 \pm 0.6*10^2$ a	$5.5 \pm 0.2*10^2$ +	$3.1 \pm 0.5*10^2$ +
Significance	ns	**	*

Treatments	*E. Coli* (CFU/g biomass[1])		
	17 DAS	20 DAS	27 DAS
Control	$4.0 \pm 0.3*10^4$ a	63.1 ± 2.3 a	22.8 ± a
Trainer	$4.0 \pm 0.3*10^4$ a	0.0 -	0.0 -
Significance	ns	**	**

4. QUALITY MANAGEMENT

While scientific evidence demonstrates the effectiveness of our technologies and their impact on health, maintaining this performance requires equally rigorous quality standards. Through robust quality management systems, traceability and independent certifications, Hello Nature ensures that every solution consistently meets the highest standards of quality, safety and reliability.

Traceability, spanning from raw materials to the final product, is a cornerstone of modern business operations. This transparency builds trust along the supply-chain, in particular distributor and consumer trust. Moreover, traceability also enables swift and precise responses to recalls or quality concerns, minimizing potential damage to a company's reputation and ensuring consumer safety. Additionally, by identifying inefficiencies or risks in the supply chain, traceability supports sustainable and ethical sourcing practices, reinforcing corporate responsibility.

Hello Nature's building blocks for traceability are:

Raw Material Identification: Capturing details about the origin, type, and source of raw materials, including certifications or standards compliance.

Careful selection of suppliers: Hello Nature's suppliers selection ensures the alignment with stringent quality standards, promoting compliance with ethical and sustainable sourcing practices and facilitating stronger partnerships.

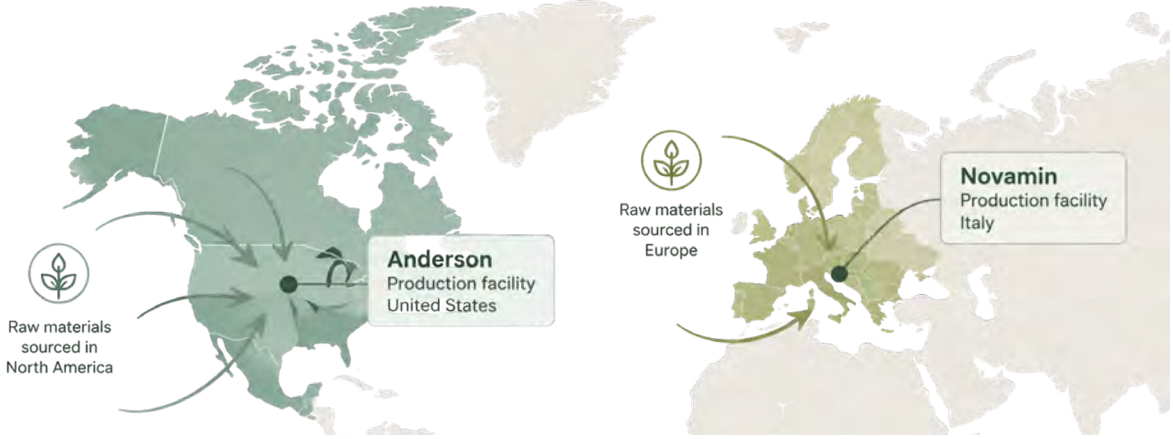
Production Tracking: Monitoring the transformation of raw materials into intermediate and final products, ensuring all inputs are logged and processes are documented.

Sourcing Closer to Our Production Facilities

At Hello Nature, the origin of our raw materials is an important consideration in our sourcing strategy. The vast majority of our raw materials are sourced regionally, primarily from Europe for our Novamin facility in Italy and North America for our Hello Nature Park facility in the United States.

- Prioritizing regional suppliers helps us
- Strengthen supply chain reliability
- Improve traceability
- Reduce transportation distances, limiting the environmental impact associated with logistics

It also supports regional economies and enables closer relationships with our suppliers, contributing to **greater transparency and quality control** throughout our production processes.



Batch tracking: 100% of our products are labelled and marked with a specific batch number, that allows us to know exactly when the product has been produced and the formula it corresponds, in order to ensure higher transparency and a quicker answer in case of quality issues.

Analysis: Each batch is analyzed to check quality and uniformity of the composition.

Packaging and Labeling: we make sure that accurate product information is included on packaging, such as ingredients, mode of use, disposal instructions.

To further strengthen our quality management system and in line with the goal expressed in 2023 Impact Report, in 2024 Hello Nature implemented a comprehensive system for tracking non-conformities and customer complaints. By systematically collecting and analyzing quality issues across the Group, this system enables us to identify recurring trends, assess their root causes and criticality, implement targeted corrective actions, and monitor their effectiveness over time.

This structured approach supports informed decision-making, strengthens product quality and contributes to the continuous improvement of our quality management system, also increasing customers trust.

Regarding Novamin, for example, in 2024, a large proportion of the complaints concerned product labelling and damaged packaging. We have then taken some actions to improve these aspects for 2025. In the following table we report the actions and the assessment.

Issues	Actions	Assessment
Damaged Packaging	For Leaks, the caps on the cans have been changed (approved for air and sea transport). For damaged labels, it has been decided to switch from these paper labels to plastic labels.	In 2024, complaints about leaks concerned approximately 2,000 1-liter containers. In 2025, we had some complaints representing 13 containers (-99,3%), which is significantly lower than in 2024.
Labelling	New label management procedure, with a dedicated shared folder and a restriction on the storage of files on computers, to ensure that we have the latest version in force.	We have not received any new complaints to date.







5. CERTIFICATIONS & REGULATORY RECOGNITION

While robust internal quality management systems ensure continuous improvement throughout our operations, independent certifications and regulatory recognitions provide external validation of the quality, safety and performance of our products.

The **CE mark** ensures that fertilizing products comply with the **EU Fertilising Products Regulation (FPR)** (Regulation (EU) 2019/1009), which came into effect in July 2022. This regulation is oriented on products' function and establishes clear, harmonized rules for the **production, labelling, and marketing of fertilizing products, including biostimulants**. It sets criteria for:

- **Product safety** (limits on contaminants and harmful residues chemical safety).
- **Efficacy** (content in in nutrients, demonstrated positive effects on plant health or growth).

In the text of the regulation there are definitions for which component material can be used (and only these) to produce biostimulants like "Plants, plant parts or plant extracts" or "Micro-organisms". These categories of materials are called "Component Material Categories" (CMC). Fifteen (15) CMC are defined in the Regulation. In order to ensure the compliance with all the Regulation requests, standards have been developed prior the full application of the Regulation. (FOR BIOSTIMULANTS STANDARDIZATION: CEN/TC 455).

By obtaining the CE mark, a company demonstrates that its products meet these stringent requirements, allowing legal distribution and sale across all EU member states without additional national approvals. The CE mark is a symbol of quality and compliance recognized by farmers, distributors, and regulators throughout Europe. For biostimulant manufacturers, it enhances credibility by providing assurance that the product is safe for users, consumers, and the environment and also that it delivers proven results in line with its intended claims.

The CE mark is a vital credential for biostimulant products in Europe. It signifies compliance with strict EU regulations, facilitates market access, builds trust, and aligns with Europe's sustainability objectives. For manufacturers, obtaining this certification is a strategic investment in market growth and long-term success.

In 2024, Hello Nature obtained one additional CE mark as a non-microbial biostimulant for the formula SOILVIBE, which is the liquid by-product resulting from the production process of VPH.

We also extended the claims for the CE marks already existing on the products TRAINER, LISIVEG and AQUAMIN.

The CERTIFIED BIOSTIMULANT program by TFI, the first certification in the USA.

In April 2024, Hello Nature's formula based on the PSP technology became one of the first biostimulants to obtain the Certified Biostimulant certification from The Fertilizer Institute (TFI) in the United States. While Europe has established a dedicated regulatory framework for biostimulants, the U.S. market is still progressing towards a harmonized approach.

In this context, the TFI Certified Biostimulant Program provides an independent benchmark for product quality, efficacy and safety, based on the United States Biostimulant Industry Recommended Guidelines.

The certification gives distributors, retailers and farmers greater confidence in the performance and composition of certified products, supporting informed product selection and reinforcing transparency across the biostimulant value chain.

Other certifications

Since the beginning of the activity, Hello Nature recognized the importance of delivering safe, guaranteed and certified products to farmers all around the word. This is why we have obtained the most important independent-body certifications of the sector such as **ECOCERT, OMRI, CDFA** for our solutions for organic farming.

In 2024 Hello Nature obtained the following additional certifications for the product Trainer:

Product appropriate for use under the Standard for the certification of Demeter / Biodynamic.

Biodynamic agriculture is a holistic approach to farming that considers the farm as an interconnected living system, where soil, plants, animals and biodiversity work together. Building on organic farming principles, it focuses on enhancing soil fertility, biodiversity and natural ecological processes, while limiting reliance on external inputs and using specific biodynamic preparations and farming practices.

The Demeter certification is the international standard for biodynamic agriculture, recognizing products that comply with strict requirements for raw material sourcing, processing methods and environmental stewardship. It provides farmers with the assurance that certified products are compatible with biodynamic farming principles.



At the same time, Trainer has also been certified according to the **Biocyclic Vegan Standard**, one of the most rigorous certification schemes for plant-based agricultural inputs. The certification guarantees that the product is entirely free from animal-derived ingredients and has been developed in accordance with strict environmental, ethical and sustainability criteria. It provides farmers with an independently verified solution suitable for vegan, organic and biocyclic vegan farming systems.

6. RECOGNIZING INNOVATION

While certifications demonstrate compliance with recognized standards of quality, safety and performance, **innovation awards** acknowledge our ability to develop technologies that push the boundaries of sustainable agriculture. Through continuous investment in research and product development, Hello Nature strives not only to meet industry requirements, but also to deliver innovative solutions that create tangible value for farmers.

2025 marked a significant milestone for Hello Nature's Biochelation® technology and its flagship product, Keylan Fe. Their innovative contribution to advancing agriculture was recognized with two prestigious industry awards, highlighting the technology's ability to deliver effective and innovative solutions for modern crop nutrition.

In October 2025, Hello Nature received the VITeff Innovation Award as "Lauréate" in the Sustainable Viticulture category for its Biochelation® technology and Keylan Fe. VITeff is one of the leading international trade exhibitions dedicated to sparkling wine production, bringing together experts and innovators from the viticulture sector. The award recognizes innovations that provide tangible benefits to grape growers by improving crop nutrition and supporting more efficient vineyard management. This recognition confirms the value of Hello Nature's research and its ability to translate scientific innovation into practical solutions for the wine industry.

In November 2025, Hello Nature was also recognised at the SITEVI Innovation Awards, receiving the Bronze Medal for its Biochelation® technology and Keylan Fe. SITEVI is one of the leading international exhibitions dedicated to the wine, olive and fruit sectors, with its Innovation Awards recognising technologies that bring significant advances to professional agriculture. This award acknowledges Hello Nature's ability to develop innovative solutions that address the evolving challenges of crop nutrition while delivering practical value to growers.

7. SUPPORTING REGENERATIVE AGRICULTURE

What is Regenerative agriculture?

Regenerative agriculture is an innovative, holistic approach to farming that prioritizes the restoration and enhancement of the soil, biodiversity, and ecosystems. Unlike conventional farming, which often depletes natural resources, regenerative practices aim to create a self-sustaining agricultural system that improves the environment over time. It is a different concept from organic farming. To resume, organic farming focuses on what is avoided (e.g. synthetic inputs), while regenerative agriculture focuses on what is restored (e.g. soil health, biodiversity, and climate impact). The two approaches can complement each other, but regenerative agriculture extends beyond organic farming by emphasizing ecological restoration and resilience. Regenerative agriculture's principles resonate with **Hello Nature's** ones and perfectly align with the advantages of our products.

This farming philosophy is centered on core principles such as improving soil health, increasing water retention, sequestering carbon, and fostering biodiversity. By prioritizing these goals, **regenerative agriculture offers a pathway to mitigate climate change, enhance food security, and promote ecological balance.**

The growing adoption of regenerative agriculture stems from the pressing need to address environmental challenges associated with traditional farming, such as soil degradation, water scarcity, and greenhouse gas emissions. Over one-third of the world's soils are degraded, with conventional farming practices like intensive tillage, monocropping, and excessive chemical inputs contributing to the problem. Regenerative agriculture responds to these challenges by employing techniques such as crop rotation, cover cropping, no-till farming, and the integration of livestock. **These practices not only restore degraded ecosystems but also create a resilient agricultural system capable of withstanding climate shocks.**

Biostimulant solutions produced in **Hello Nature** have emerged as a critical tool in achieving the goals of regenerative agriculture. Here is how they align with regenerative agriculture principles:

- **Improving soil health**
- **Enhancing plant resilience**
- **Increasing carbon sequestration**
- **Reducing the need for synthetic inputs**
- **Boosting crop yields sustainably**
- **Protecting and restoring biodiversity**

The integration of biostimulants into regenerative agriculture practices exemplifies the synergy between innovation and nature-based solutions. By enhancing soil health, improving plant performance, and reducing environmental footprints, biostimulants serve as a practical, scalable tool to transition toward more sustainable food systems. **As the world moves toward greener farming practices, combining regenerative principles with biostimulant technologies provides a viable pathway to not only restore the planet's degraded ecosystems but also ensure long-term agricultural productivity and food security.**

7.1 THE CARE4SOIL PROJECT

Launched in early 2024, CARE4SOIL is an innovative decision-support service developed by Hello Nature to help farmers better understand the biological health of their soils through advanced metabolomics analyses carried out in partnership with an independent laboratory. By translating complex scientific data into practical agronomic recommendations, the service enables growers to make more informed decisions on soil management and input use. Repeated analyses over successive crop cycles also allow farmers to monitor the evolution of soil health, evaluate the impact of their practices and continuously adapt their management strategies. In this way, CARE4SOIL supports the transition towards regenerative agriculture by promoting healthier soils, more resilient crops and more efficient use of resources.



A concrete example of supporting farmers: CARE4SOIL

CARE4SOIL

HOW DOES IT WORK?

1. The farmer receives the kit
2. They collect soil samples and send them to the laboratory
3. They receive the results through a Hello Nature representative: analysis report + interpretation of the results + recommendations to improve soil health and optimize crop yield
4. The analysis is repeated over several crop cycles to monitor improvements and track evolving needs

We provide a certain number of analyses free of charge per country and per partner client.

BENEFITS FOR THE FARMER

- Prevent potential risks related to the presence of pathogens
- Increase farm profitability and profits by optimizing soil and input management
- Predict yield levels thanks to specific metabolites

BENEFITS FOR THE SOIL AND CROPS

- Provide a tailored amount of nutrients that meets the crop's actual needs
- Increase soil fertility by adding organic matter and carbon
- Improve soil life and biodiversity by supplying nutrients to microorganisms
- Enhance nutrient use efficiency in crops: biofortification

BENEFITS FOR THE ENVIRONMENT

- Reduction of soil, water, and air pollution
- Reduction in the use of chemical and synthetic inputs
- Protection and enhancement of biodiversity
- Reduction of GHG emissions and fossil energy use
- Contribution to the fight against climate change

BENEFITS FOR HUMAN AND ANIMAL HEALTH

- Improvement of the nutritional profile of food (minerals and biofortification)
- Resilience of food systems
- Reduction of risks related to air and water pollution
- Disease regulation

In its first two years, CARE4SOIL delivered over 300 soil health analyses across multiple European countries, supporting farmers with science-based recommendations for soil management.

7.2 SOILVIBE LAUNCH

In 2024, Hello Nature launched **SOILVIBE**, a new generation CE-marked biostimulant **specifically developed to restore soil biological activity and promote healthier, more resilient soils**. As presented earlier in this chapter, the CE marking confirms that **SOILVIBE** complies with the requirements of the European Fertilising Products Regulation, providing farmers with an independently validated biostimulant solution.

SOILVIBE is based on a unique combination of organic matter, organic acids, vegetal extracts and prebiotic molecules that nourish beneficial soil micro-organisms and stimulate their activity. By enhancing the quantity and activity of microbial and rhizospheric biomass, the product improves **nutrient cycling and rhizosphere exchanges, leading to increased soil fertility, improved soil structure and the formation of stable humus**. These biological processes also contribute to stronger root systems, greater nutrient availability and improved crop resilience under stress conditions.

Beyond its agronomic benefits, **SOILVIBE** contributes to the restoration of soil biodiversity and the delivery of essential ecosystem services. Healthier microbial communities improve soil porosity and aggregation, reducing erosion and increasing the soil's capacity to withstand climatic stresses such as drought and intense rainfall. By creating a more biologically active and balanced soil environment, **SOILVIBE** also supports more efficient use of agricultural inputs and provides an ideal environment for the establishment of beneficial micro-organisms when used in combination with microbial-based products.



A SCIENTIFIC TRIAL CONFIRMING SOILVIBE ACTION

Goal: to demonstrate the ability of SoilVibe to improve rhizosphere/microbial biomass and activity.

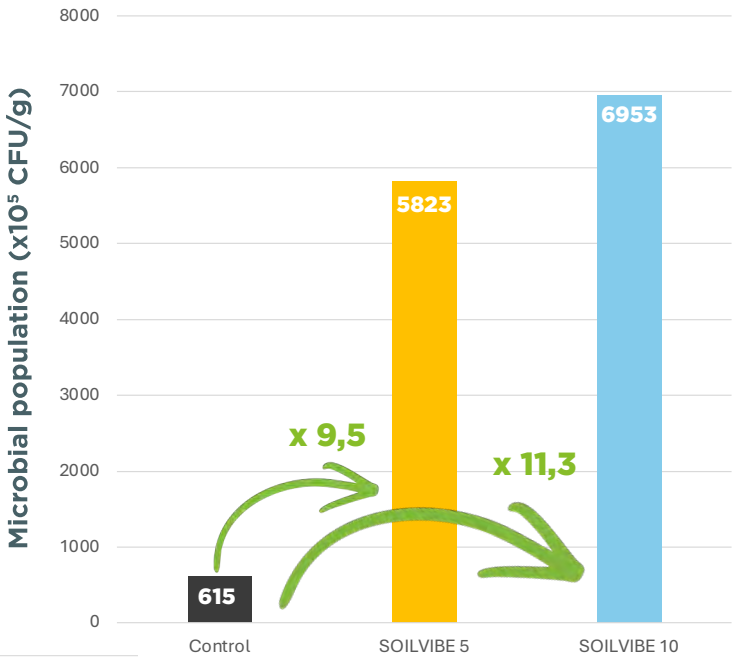
Scientific Trial

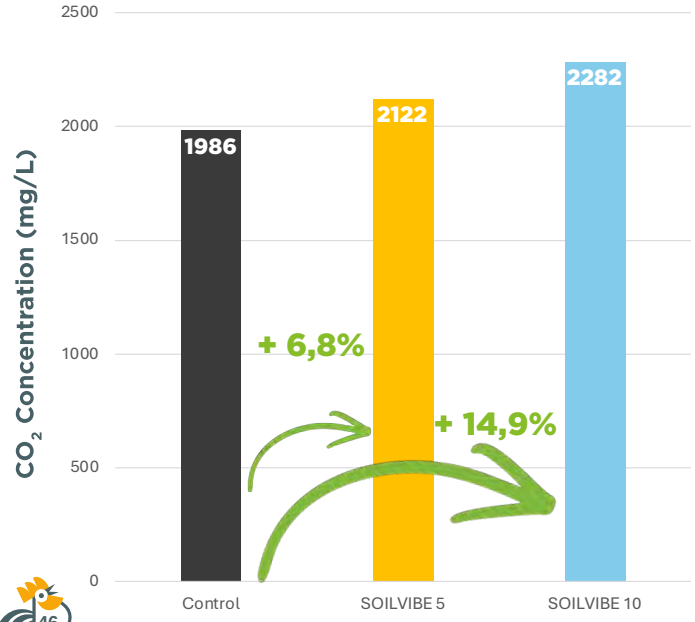
Location: Viterbo (Italy)
Material: 5.5cm diameter plastic jar in 2 litres glass jar
Replicates: 4
Control: Water
SOILVIBE 5: 5 l/ha applied on soil surface
SOILVIBE 10: 10 l/ha applied on soil surface
SOILVIBE was tested on 6 different types of soil.
Assessment:

- CO_2 accumulated inside each glass jar
- Count of the bacteria in the soil

Average of the 6 trials

SOILVIBE increases the number of micro-organisms and the respiration rate in every type of soil.





UNIVERSITÀ DEGLI STUDI DELLA Tuscia



III. PEOPLE, SOCIAL IMPACT & COMMUNITIES

At Hello Nature, creating positive impact extends far beyond developing innovative bio-based solutions. We believe that the transition towards more resilient and regenerative agricultural systems can only be achieved through collaboration, the exchange of knowledge and a shared commitment to continuous improvement.

For this reason, we actively engage with a wide range of stakeholders, including universities, research institutes, industry associations, institutions, farmers, dealers and distributors, local communities and future generations, to advance scientific knowledge, promote education and contribute to the development of a more advanced agri-food ecosystem.

These collaborations allow us not only to share expertise but also to help shape the future of our sector through research, standardization, transparency and open dialogue. At the same time, we remain committed to supporting the communities in which we operate by investing in local initiatives that generate social value and strengthen our connection with the territories around us.

None of these achievements would be possible without the people behind Hello Nature.
Their expertise, passion and commitment are the driving force that enables us to innovate, build trusted relationships and create lasting value for society. The initiatives presented in this chapter illustrate how we strive to make a positive contribution both beyond and within our organization, demonstrating that people are at the heart of everything we do.

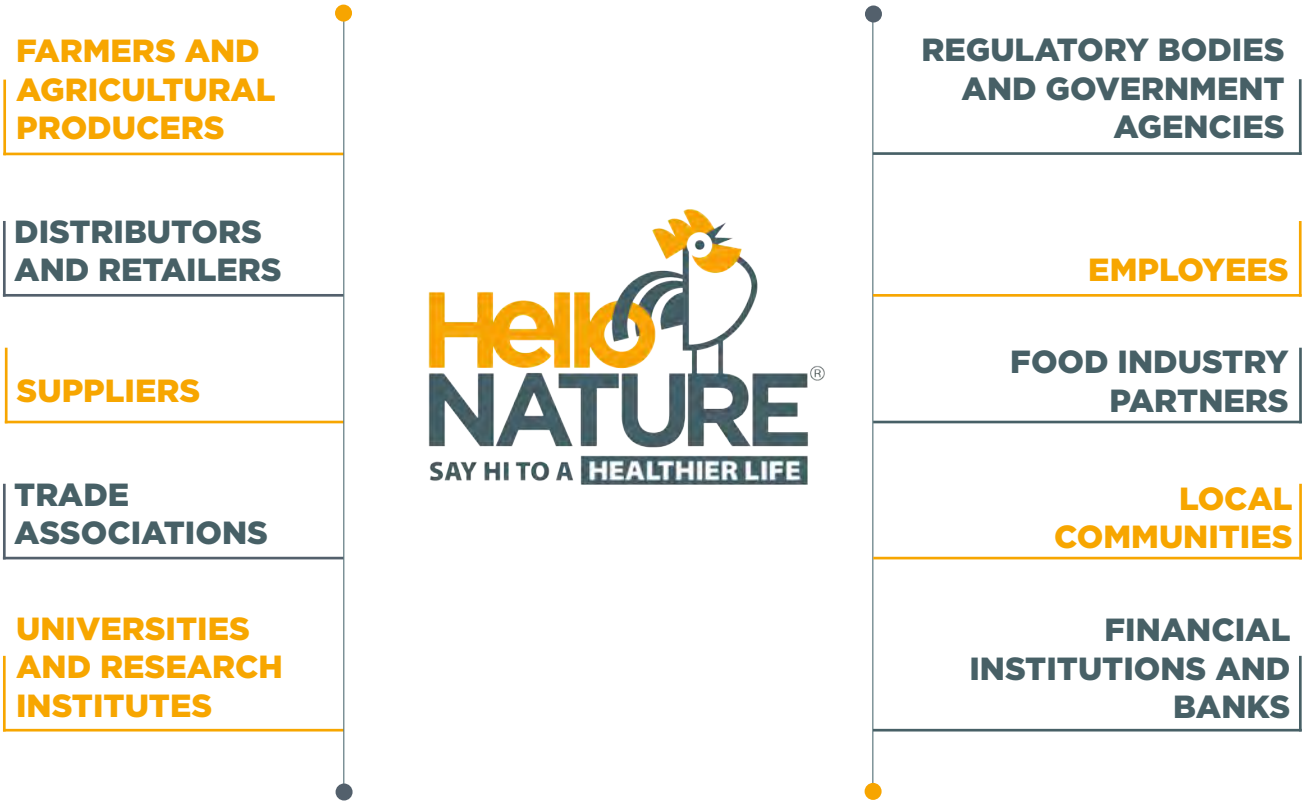
1. OUR STAKEHOLDERS

As a company operating primarily in a B2B environment, our customers are naturally at the center of our business. At the same time, we recognize that our success depends on a broader ecosystem of stakeholders, each contributing in different ways to our mission.

From researchers and universities driving scientific progress, to institutions shaping policy, industry associations fostering collaboration, and local communities strengthening our social impact, each stakeholder group plays a unique role in supporting the development of more resilient agricultural systems.

Here a scheme of the main stakeholders we have identified.

The following sections highlight some of the initiatives through which we create value for society and strengthen these relationships.



2. ADVANCING KNOWLEDGE AND INNOVATION

Scientific progress is driven by collaboration. At Hello Nature, we believe that innovation must be continuously supported by research, knowledge sharing and open dialogue with the scientific community. Through long-standing partnerships with universities, educational initiatives and platforms dedicated to scientific dissemination, we actively contribute to advancing knowledge while making it accessible to farmers, researchers and the wider agricultural sector.

For more than 25 years, Hello Nature has maintained a strategic partnership with the University of Tuscia, one of Europe's leading research institutions in plant nutrition and biostimulants. This long-standing collaboration has played a fundamental role in the development and scientific validation of our technologies.

Working alongside the University's researchers, we continuously evaluate the efficacy, optimal application rates and mechanisms of action of our products across our different technology platforms. The partnership combines laboratory studies, greenhouse experiments and field trials to generate robust scientific evidence supporting product development and continuous improvement.

Beyond validating existing solutions, this collaboration has also contributed to the discovery of new technologies, the development of innovative products and, more recently, the scientific foundation of Hello Nature's One Health approach.

The University of Tuscia has also been instrumental in producing the scientific publications that support our technologies, strengthening their credibility within both the scientific community and the agricultural sector.

University of Tuscia: A 25+ Year Scientific Partnership

Partnership duration	25+ years
Research projects (2024–2025)	15
Research activities	Laboratory research, greenhouse experiments and field trials
Research focus	Product efficacy • Application rates • Mechanisms of action • Abiotic stress • Nutrient use efficiency • Soil health • Crop quality and nutrient density
Scientific outcomes	Peer-reviewed publications • PhD research • New technology development • Scientific validation of Hello Nature's solutions
Strategic contribution	Development of innovative technologies and support for Hello Nature's One Health approach

Building on our long-standing collaboration with the University of Tuscia, in 2025 Hello Nature established a partnership with Arcadia, the University's spin-off company specializing in advanced phenotyping and precision agriculture. This collaboration further strengthens our research capabilities by combining scientific expertise with innovative digital tools for product validation and agronomic decision support.

Arcadia contributes to the validation of CARE4SOIL recommendations, helping ensure that farmers receive reliable, science-based guidance for improving soil health. In parallel, the partnership supports the evaluation of new formulations through advanced phenotyping technologies, allowing rapid and objective assessment of plant responses under different growing conditions. Arcadia also conducts dedicated experimental trials, generating additional scientific evidence to support the development and optimization of Hello Nature's technologies.

2.1. EDUCATION

Advancing science is only one part of our mission. Equally important is ensuring that scientific knowledge reaches those who can put it into practice. Through dedicated educational initiatives, Hello Nature promotes the dissemination of reliable, science-based information, empowering farmers, students, researchers and actors of the agri-food chain to make informed decisions and contribute to more resilient agricultural systems.

Scientific knowledge can only generate meaningful impact when it is accessible. Guided by this principle, Hello Nature founded and supported biostimulant.com in 2019, with the ambition of creating a **freely accessible, science-based platform dedicated to raise awareness about biostimulants**. Unlike a conventional corporate website, biostimulant.com was designed as an **independent educational resource**, bringing together scientific publications, technical articles, webinars, infographics and videos developed with the contribution of leading researchers and experts.

biostimulant.com
WE ARE BIOSTIMULANT! TM

By translating complex scientific concepts into practical and reliable information, the platform helps farmers, distributors, advisors, students and researchers better understand the role of biostimulants in modern agriculture. The platform also serves as a bridge between scientific research and agricultural practice. It makes the latest advances in plant physiology, soil health, nutrient use efficiency and abiotic stress management accessible to a broad audience, encouraging evidence-based decision making across the agricultural value chain. In doing so, biostimulant.com contributes to raising awareness of regenerative agriculture and reinforces Hello Nature's commitment to sharing knowledge beyond its own products and commercial activities.

The platform deliberately maintains an educational rather than commercial approach, guaranteed by its Scientific Committee.
Its objective is not to promote Hello Nature products, but to **increase understanding of biostimulants and foster evidence-based discussions within the agricultural community**.
Scan the QR code to access biostimulant.com

biostimulant.com at a glance	
Launched	2019
Mission	Free scientific education on biostimulants
Scientific validation guaranteed by	University Professors
Resources available	Blogs, webinars, videos, infographics, scientific articles, podcasts
Generic content	What are biostimulants, type of technologies, Ask the experts (Q&A), regulation worldwide.
Target audiences	Farmers • Distributors • Advisors • Students • Researchers • Industry professionals
Access	Completely free
Reach	International platform: users from everywhere in the world
Some metrics (2019-2025)	
Scientific articles	35
Blog contents of which:	46
Videos	4
Infographics	14
Webinars	20
Podcasts	4
Website visits (2025)	900K
E-mail Database	1500+ subscribers
LinkedIn Followers	3 275
YouTube subscribers	1 390
YouTube views	80000+

2.2. YOUTUBE CHANNEL

Launched in May 2025, the Hello Nature international YouTube channel has become a new gateway for sharing the company's vision, technologies and agronomic expertise with a global audience. Combining corporate storytelling with practical technical content, the channel features product presentations, technology explainers, agronomic recommendations, interviews and multilingual training videos, helping farmers, distributors and technical advisors better understand both Hello Nature's solutions and the people behind them.

Within its first year, the channel published nearly **100 videos and generated more than 92,000 views**, confirming video as an increasingly important tool for technical communication and international outreach.

Among its flagship initiatives is the At Your Side series, which gives a voice to farmers from around the world. By sharing their experiences directly from the field, these testimonials highlight how Hello Nature's solutions **help address real agronomic challenges** while promoting the exchange of practical knowledge between growers.





• **In Serbia, Aleksandar, from the Đorđević family's greenhouses** demonstrates how Quik-Link, Trainer, and Auxym each support root development, balance, and recovery from stress (thanks to our partner HOYA).

• **In France, Laurent Pinson from the Agora** cooperative highlights the reliable performance of our Trainer Technology (PSP) across a range of row crops.





In India, Yuvraj Patil, from Sangli, Maharashtra, with the support of our partner Aditya Speciality Agro Nutrition LLP, explains how Trainer helped his soybean fields recover after severe flooding.

• **In Argentina, a grower from Colonia Tres de Abril**, supported by our local technical advisor, shares how Scudo delivered tangible improvements in his crop production.



Youtube channel metrics (2025)

«At Your Side» among the three most-viewed playlists

- 98 videos published
- 92,414 views
- 1,783 hours watched

2.3. INSPIRING THE NEXT GENERATION OF AGRICULTURAL PROFESSIONALS

At Hello Nature, we believe that advancing agriculture also means **investing in the people who will shape its future**. By engaging with students, young professionals and future decision-makers, we contribute to building the knowledge and skills needed to address the agricultural, environmental and food challenges of tomorrow.

To bridge the gap between **academic education and industry, Hello Nature regularly welcomes university and high school students to its production facilities**, offering them the opportunity to discover how bio-based agricultural inputs are developed and manufactured, while gaining first-hand insight into innovation, research and sustainable production. The company also participates in career days and educational events, helping students explore career opportunities within the agricultural sector and fostering dialogue between academia and industry.

In 2024, Hello Nature also contributed to the **first edition of the Master's Degree in "Management of Crop Nutrition through the Rational Use of Fertilizers and Biostimulants"**, organized by the Sant'Anna School of Advanced Studies in Pisa, Italy. Through lectures delivered by company experts, Hello Nature shared its expertise in plant nutrition and biostimulants, supporting the program's objective of training a **new generation of professionals capable of managing crop nutrition efficiently** while balancing agronomic performance, environmental responsibility and compliance with evolving regulatory frameworks.



Visit of University of Insubria to Novamin plant in 2024



Career day for ITIS Institute in Vercelli (Italy) May 2024



Master's Program Inauguration Poster

3. ENGAGING SOCIETY AND BUILDING TRUST

Hello Nature believes that advancing agriculture requires collaboration beyond the boundaries of the company. By actively participating in professional associations, industry organizations and multi-stakeholder initiatives, we contribute to shaping the future of the agricultural input sector, supporting science-based policies, promoting innovation and sharing expertise with institutions, researchers and industry peers. Our commitment goes beyond membership: Hello Nature **actively contributes to the governance and strategic direction of several organizations** through leadership roles and technical participation.

LEADING INDUSTRY COLLABORATION THROUGH ASSOCIATIONS

Hello Nature has long played an active role within national and international industry associations, helping promote innovation, science-based regulation and the responsible development of bio-based agricultural solutions. Through leadership positions, technical working groups and collaborative projects, our colleagues contribute with their expertise while strengthening dialogue across the agricultural value chain.

- **European Biostimulants Industry Council (EBIC)**

EBIC is the voice of the European biostimulant industry, representing companies involved in the research, development and commercialization of plant biostimulants. The association works closely with European institutions to promote science-based regulation, foster innovation and support the sustainable development of agriculture.

Hello Nature has been actively involved in EBIC since its creation, as one of its founding members. Our commitment extends well beyond membership. CEO **Luca Bonini** served as **President of EBIC from 2018 to 2022**, contributing to the recognition and development of the European biostimulant sector during a key period that culminated in the implementation of the EU Fertilising Products Regulation.



Since **2023, Alice Toderi**, Chief Marketing Officer, has served on the **EBIC Board of Directors**, and was re-elected in 2025 for a second mandate running until **2027**. In addition, several Hello Nature colleagues actively contribute to EBIC's project teams and technical working groups as working or consultative members, helping shape the industry's priorities and regulatory initiatives.

- **Association Française des Fabricants d'Amendements, Fertilisants, Biostimulants et Supports de Culture (AFAÏA)**

AFAÏA represents manufacturers of fertilizers, soil improvers, biostimulants and growing media in France. The association promotes innovation, supports the development of sustainable agricultural practices and represents the interests of the sector before national authorities and stakeholders.

Hello Nature has maintained a long-standing commitment to AFAÏA through successive leadership roles. **Benoît Planques**, Chief Compliance Officer, previously served as **President of the association**, and since **2021**, **Laetitia Fourié**, Regulatory Manager, has held the position of President, with a mandate running until **2027**. This continuity reflects Hello Nature's long-term commitment to supporting the French agricultural sector and contributing to constructive dialogue between industry, public authorities and the wider agricultural community.



3.1. CONTRIBUTING TO EUROPEAN STANDARDIZATION

Standards play a fundamental role in ensuring that innovative agricultural products are safe, effective and consistently evaluated across Europe. By providing harmonized technical methods and common definitions, they support the implementation of European legislation while creating a level playing field for manufacturers, authorities and farmers alike.



Within this framework, **Benoît Planques, Chief Compliance Officer at Hello Nature, serves as President of CEN/TC 455**, the European Committee for Standardization's Technical Committee responsible for developing harmonized standards for fertilizers, liming materials, growing media, soil improvers, inhibitors and plant biostimulants.

CEN/TC 455 develops the technical standards that support the implementation of the **EU Fertilising Products Regulation (EU) 2019/1009**, defining common methods for product characterization, sampling, analysis, efficacy assessment and conformity evaluation. These standards are **essential for ensuring the quality, safety and free movement of CE-marked fertilising products across the European Union**.

Under Benoît Planques' leadership, the committee has contributed to the development of a comprehensive set of 33 harmonized standards that provide manufacturers, laboratories and notified bodies with a common technical framework for implementing the Regulation.

Through this leadership role, Hello Nature actively contributes to strengthening the scientific and technical foundations of the European fertilizing products sector, helping to support innovation while ensuring transparency, consistency and confidence across the market.



3.2. RAISING AWARENESS THROUGH INTERNATIONAL EVENTS

Hello Nature actively participates in international conferences, trade fairs and public events to promote a greater understanding of bio-based agricultural inputs and their role in building more resilient and sustainable agrifood systems. These events provide valuable opportunities to engage with farmers, policymakers, researchers, industry stakeholders and the wider public, **fostering dialogue around innovation, plant nutrition and the future of agriculture.**

A milestone in 2025 was Hello Nature's participation in the **first FAO (Food and Agriculture Organization) Global Exhibition – From Seeds to Foods**, held in Rome during FAO's 80th anniversary celebrations. Selected alongside exhibitors from all around the world, Hello Nature showcased its bio-based solutions to an international audience of agrifood stakeholders, institutional representatives, NGOs, students and consumers, highlighting the contribution of agricultural innovation to healthier and more sustainable food systems.

The exhibition attracted **nearly 10,000 visitors**, featured **around 200 exhibitors from more than 145 countries, and showcased over 500 agricultural products and 25 innovative technologies and practices**, making it one of the largest public initiatives ever organized by FAO to connect citizens with the global agrifood system.

Participation in events such as the FAO Global Exhibition reflects Hello Nature's commitment to making agricultural innovation more visible and accessible, while fostering greater awareness of the essential role that **bio-based inputs play as the first link in the health chain.**







3.3. OPENING OUR DOORS TO STAKEHOLDERS

At Hello Nature, **transparency begins with openness**. We regularly welcome customers, distributors, institutional representatives, students, researchers and industry stakeholders to our production sites and innovation centers, providing first-hand insight into our technologies, manufacturing processes and research activities. These visits strengthen trust, encourage dialogue and offer a tangible understanding of how bio-based agricultural solutions are developed, tested and produced.

A notable example took place in **August 2025**, when Hello Nature welcomed **Congressman Jim Baird**, representatives of **The Fertilizer Institute (TFI)**, local authorities and other stakeholders to its **Hello Nature Park and Innovation Hub in Anderson, Indiana (USA)**. Organized in conjunction with the **TFI Agronomy Conference & Expo**, the visit showcased the company's research laboratories, production facilities and innovation capabilities while providing an opportunity to discuss the development of the U.S. biostimulant sector and the proposed **U.S. Biostimulant Act of 2025**. The event highlighted the importance of constructive dialogue between industry, policymakers and scientific experts in supporting innovation and establishing an enabling regulatory framework for bio-based agricultural solutions.





4. SUPPORTING LOCAL COMMUNITIES

Local communities are an integral part of the fabric of Hello Nature and play a key role in the success of our mission. As neighbors to our operations, partners in local agricultural ecosystems and contributors to our shared future, they are essential stakeholders in creating long-term value and fostering sustainable development.

We are committed to building strong and lasting relationships with the communities in which we operate by supporting initiatives that promote social inclusion, education, culture, health and environmental stewardship. Through partnerships with local organizations, schools, charities and community groups, we strive to create a positive impact that extends beyond our business, contributing t**o stronger, more resilient communities while remaining attentive to their specific social, cultural and environmental needs.**

Local Partnership Initiatives

Throughout 2024 and 2025, Hello Nature continued to support a range of local initiatives across the countries where it operates. From sponsoring local sports clubs and cultural associations to contributing to charitable organizations, these partnerships reflect our commitment to strengthening the social fabric of our communities and improving quality of life at the local level.



Orti solidali

In Italy, Hello Nature supported the **R.O.S.A. (Rete Orti Solidali Amici) Network**, a community initiative coordinated by Caritas that promotes urban solidarity gardens for people experiencing economic hardship or social isolation. By providing bio-based fertilizers for the 2025 growing season, the company contributed to the cultivation of organic vegetables that support participating families while also supplying local charitable organizations and solidarity food networks. Beyond food production, the project creates opportunities for social inclusion, education and community engagement, bringing together volunteers, schools, universities and local institutions around a shared vision of solidarity.

Hello Nature also supported the **Rio Terà dei Pensieri Social Cooperative** in Venice by donating bio-based products for the vegetable gardens cultivated within the women's prison on Giudecca Island. The cooperative provides training and employment opportunities for incarcerated women, helping them acquire agricultural skills and facilitating their social and professional reintegration after their release. By supporting the fertility of the gardens, Hello Nature contributes to a project where agriculture becomes a powerful tool for dignity, inclusion and second chances.

In the United States, Hello Nature continued its commitment to local communities through donations to charitable and cultural organizations, while also maintaining its long-standing support for local sports initiatives that encourage participation, inclusion and healthy lifestyles.

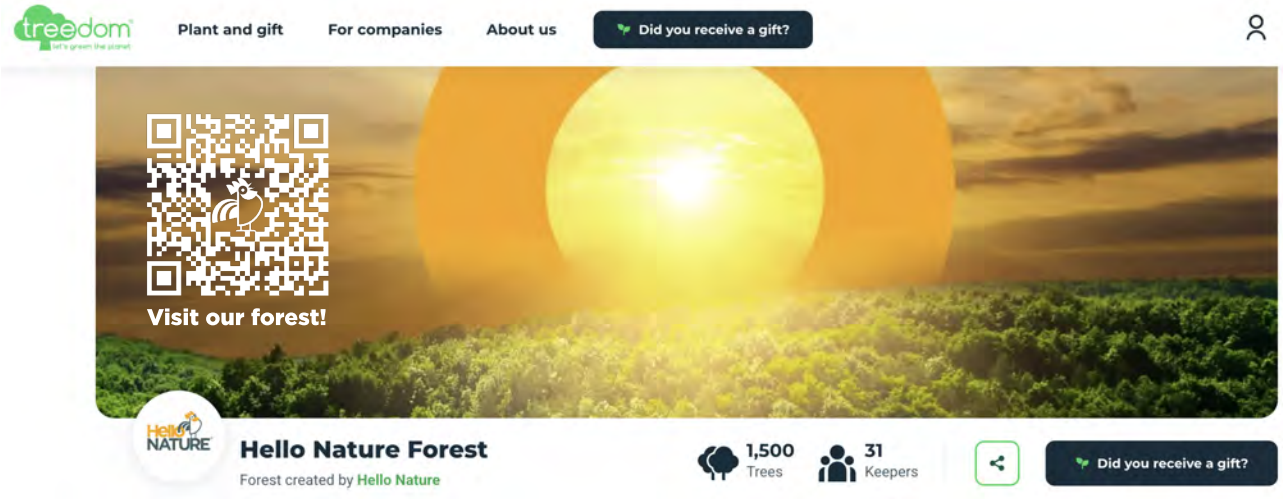
5. GROWING TOGETHER WITH NATURE

The Hello Nature Forest

In **2020**, Hello Nature launched the **Hello Nature Forest** in partnership with Treedom with the ambition of planting **1,500 trees over three years**. More than a reforestation initiative, the project was conceived as a long-term commitment to creating environmental, social and economic value by supporting the restoration of ecosystems while improving the livelihoods of the communities that care for them.

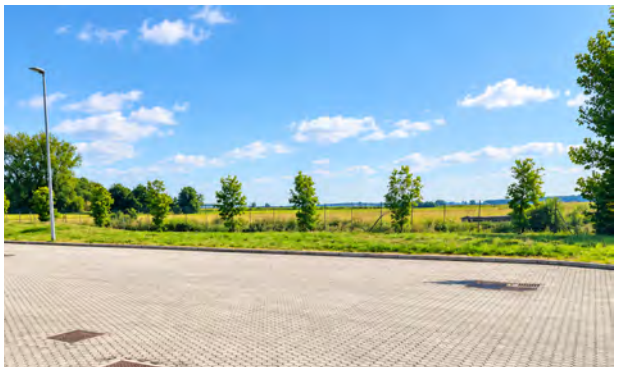
Developed in collaboration with **NGOs and local farming communities**, the project follows a simple principle: the **right tree, in the right place, for the right purpose**. Every tree is planted where it can generate the greatest long-term impact, not only by restoring biodiversity and absorbing carbon dioxide, but also by creating opportunities for local people through sustainable agriculture, training and alternative sources of income. Rather than simply planting trees, the project focuses on helping them grow and become part of resilient local ecosystems.

Today, the Hello Nature Forest includes **1,500 trees across eight countries**, Cameroon, Colombia, Guatemala, Haiti, Kenya, Madagascar, Nepal and Tanzania, and is expected to absorb approximately **268.5 tonnes of CO_2** over its lifetime. Each tree is geolocated, photographed and traceable online, allowing employees, customers and partners to follow its growth and the story of the community project it supports.



Growing Green at Our Facilities

Our commitment to nature also begins at home. At the **Novamin** production site, we have launched in 2025 a long-term tree planting initiative in the green area surrounding the facility, transforming unused land into a natural space that will continue to grow year after year. By planting new trees annually, we aim to enhance biodiversity, increase carbon sequestration and create additional environmental value for both the site and the





6. OUR PEOPLE

We consider our people as the driving force behind our innovation, growth and long-term success. Their expertise, integrity and commitment enable us to transform scientific knowledge into solutions that create value for agriculture, society and the environment. We are committed to providing a safe, inclusive and respectful workplace where every employee has the opportunity to grow professionally while contributing to a shared purpose. Guided by strong ethical principles and a culture of continuous learning, we strive to create an environment where people feel valued, empowered and inspired to make a difference.

The Code of Ethics

In 2024, Hello Nature adopted its first **Group Code of Ethics**, establishing a common framework of principles and expected behaviours for all employees, collaborators and business partners. The Code reflects the values that guide our daily activities and reinforces our commitment to conducting business with integrity, transparency and accountability.

The Code promotes respect for people, equal opportunities, professional responsibility, transparency, the prevention of conflicts of interest and corruption, the protection of health and safety, environmental stewardship and compliance with applicable laws in every country where we operate. It also reinforces our commitment to fair relationships with customers, suppliers, public institutions and local communities, ensuring that ethical conduct remains at the heart of every decision we make.

Integrity

We conduct business honestly, ethically and in compliance with applicable laws and regulations.

Transparency

We promote openness, accountability and fair relationships with employees, customers, suppliers and institutions.

Respect

We value diversity, equal opportunities and dignity, creating an inclusive workplace where everyone is treated fairly.

Responsibility

We take responsibility for our actions, avoid conflicts of interest and act in the long-term interest of the company and its stakeholders.

Health & Safety

We protect the health, safety and well-being of our people by promoting safe working practices and a prevention-oriented culture.

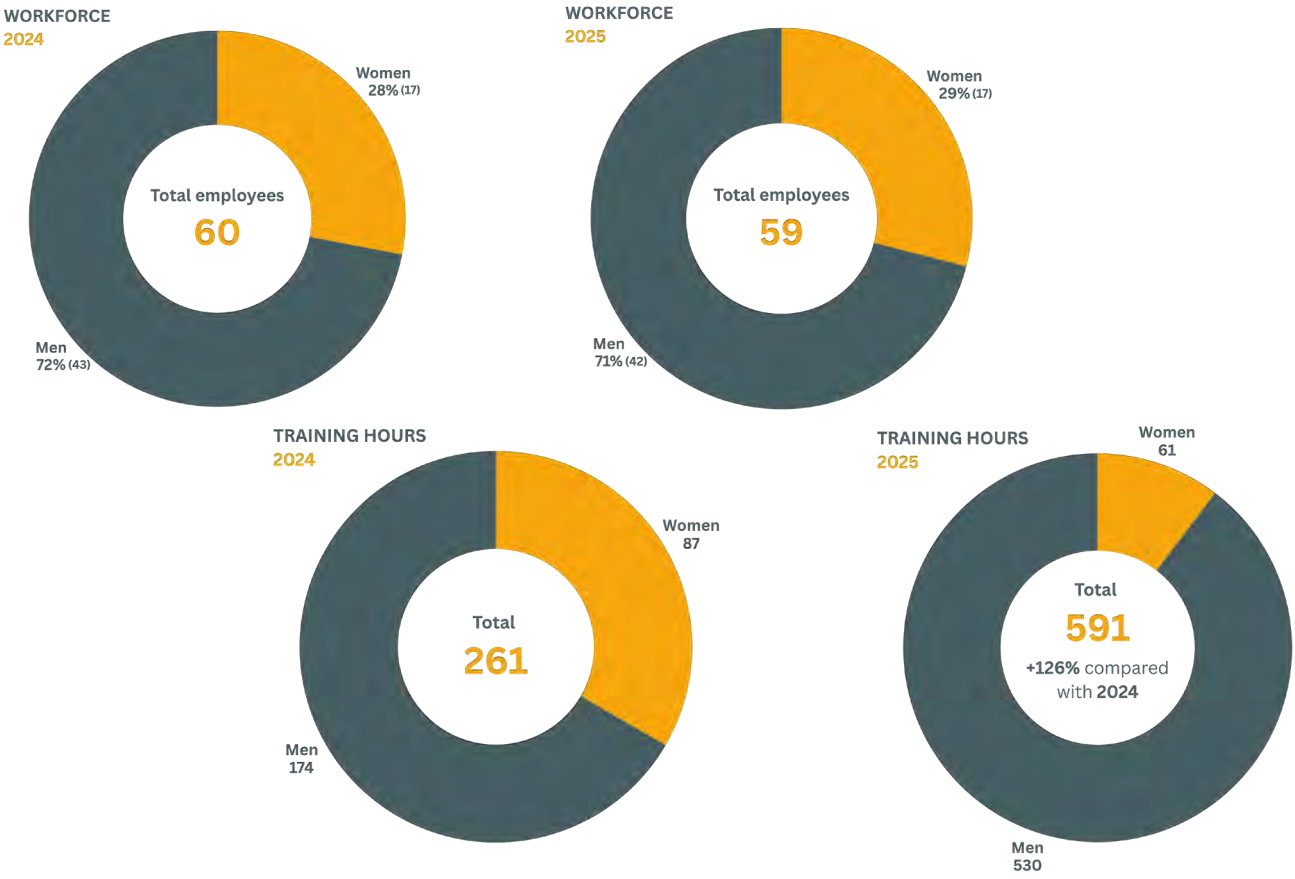
Environmental Stewardship

We are committed to minimizing our environmental impact and developing solutions that contribute to healthier soils, ecosystems and communities.

6.1. INVESTING IN OUR TALENTS

We believe that continuous learning is essential to individual development and organizational success. Throughout 2025, **Hello Nature significantly strengthened its investment in employee training, more than doubling the total number of training hours compared with the previous year**. Training activities covered technical competencies, regulatory developments, health and safety and professional development, ensuring our teams remain at the forefront of innovation and industry best practices.

An Inclusive and Stable Workplace



Stable Employment

100% of employees are employed under permanent contracts, reflecting our commitment to providing long-term employment opportunities and fostering mutual trust.

Local Talent

100% of our workforce is locally hired, strengthening the connection between Hello Nature and the communities in which we operate while creating skilled employment opportunities in our local territories.

Collective Representation

100% of employees are covered by collective employment agreements, ensuring fair working conditions, social dialogue and the protection of workers' rights.

Health and Safety First

Zero Workplace injuries since the start of operations.

Protecting the health and safety of our people is a fundamental priority. We continuously invest in safe working practices, employee awareness and preventive measures to ensure that every colleague can work in a secure environment.

The employees considered, for this analysis are only the ones working for the entities covered by this report.

6.2. THE HELLO NATURE CULTURE

As Hello Nature has grown into an international organization, bringing together people from different countries, cultures and professional backgrounds, nurturing a shared company culture has become increasingly important. We believe that a **strong organizational culture is built through transparency, communication and a common understanding of our purpose, achievements and future direction.**

To strengthen this sense of belonging, Hello Nature publishes a biannual company magazine that connects colleagues across the Group. More than an internal publication, the magazine serves as a platform to share the company's strategy, major projects, scientific and technological innovations, business achievements and the stories of the people behind them. By giving visibility to teams, subsidiaries and colleagues from different countries, the magazine helps create a **shared identity across the organization**. It encourages dialogue, celebrates collective achievements and reinforces the values that unite Hello Nature worldwide, ensuring that every employee can understand not only what the company is doing, but also why it is doing it.





HELLO NATURE MAGAZINE IN A GLANCE

Connecting people. Sharing knowledge. Building one culture.

- **2 issues published every year (July/December)**
- **16 in total published so far**
- **Distributed across the entire Hello Nature Group**
- **Shares strategic projects, scientific innovation, business milestones and employee stories**
- **Connects teams across countries, functions and business units**
- **Reinforces a common vision and sense of belonging**

The impact Hello Nature creates extends far beyond the solutions we develop. It is built through the people who drive our innovation, the partnerships that strengthen our expertise, the institutions and associations we help shape, the communities we support and the relationships of trust we cultivate every day.

By fostering knowledge, acting with integrity and remaining closely connected to our stakeholders, we continue to build a stronger, more resilient company, one that **creates value not only for agriculture, but also for society and future generations.**

7. ECONOMIC DISTRIBUTION

Economic value creation goes beyond financial performance. Through its activities, Hello Nature contributes to the economy by supporting employment, maintaining relationships with suppliers and financial partners, fulfilling its fiscal responsibilities and investing in local communities.

During 2024 and 2025, the Group continued to distribute economic resources among its key stakeholders, reflecting the role of its operations in generating economic opportunities and supporting the wider value chain.

EMPLOYEES

Our employees are at the heart of Hello Nature's development and long-term success. In 2024, the Group allocated **€ 4.56 million** to employee compensation and benefits, increasing to **€ 6.13 million** in 2025. This investment reflects the importance of our people and our commitment to providing fair employment conditions, supporting professional development and fostering a safe and inclusive working environment.

PUBLIC ADMINISTRATION

Through taxes, levies and contributions, Hello Nature supports the public institutions and services of the countries in which it operates. Payments to public administration amounted to **€ 794 223 in 2024** and **€ 653 211 in 2025**, reflecting the Group's contribution to public finances and its commitment to fulfilling its fiscal responsibilities.

FINANCIERS

Maintaining solid relationships with financial partners is essential to supporting the Group's operations, investments and future development. In 2024, Hello Nature allocated **€ 992 306** to financiers, followed by € **1.12 million in 2025**, primarily through interest payments and other financing costs.

SUPPLIERS

Our suppliers play an essential role in ensuring the quality, continuity and reliability of our production activities. With **€ 18.69 million allocated in 2024** and **€ 16.77 million in 2025**, suppliers represent the largest category of economic distribution. These expenditures reflect the importance of our supply chain and our commitment to building long-term relationships based on quality, reliability and mutual trust.

COMMUNITY

Beyond its business activities, Hello Nature contributes to local communities through initiatives that support social well-being, education and community engagement. Direct financial contributions recorded under this category amounted to € **2350 in 2024** and € **1000 in 2025**.

However, these figures do not reflect the full extent of our community involvement. **A significant part of Hello Nature's support takes the form of in-kind contributions, particularly donations of agricultural products** to local organizations and social initiatives. These contributions are not included in the monetary amounts reported above. Further examples of our engagement with local communities are presented in the People, Social Impact and Communities chapter.

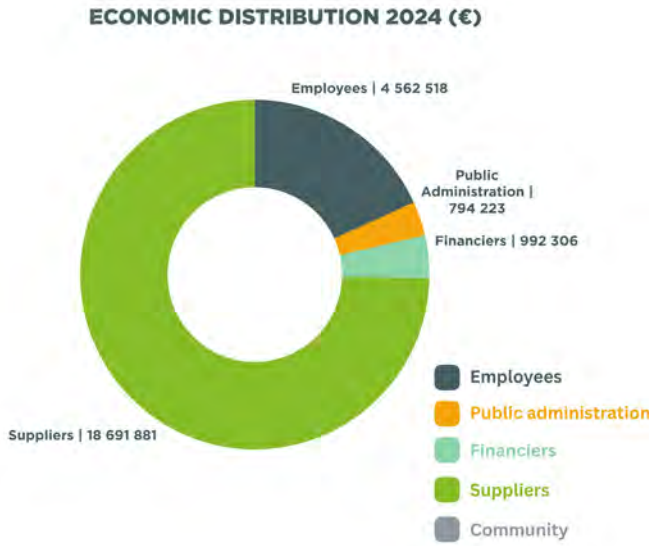
CREATING VALUE THROUGH OUR ACTIVITIES

The distribution of economic resources across the Group demonstrates how Hello Nature's activities contribute to a broader network of stakeholders. From supporting employment and regional supply chains to fulfilling financial and fiscal responsibilities, our economic impact extends beyond our direct operations.

Looking ahead, we aim to continue creating long-term value through responsible business practices, strong stakeholder relationships and investments that support the resilience and development of our Group and the communities in which we operate.

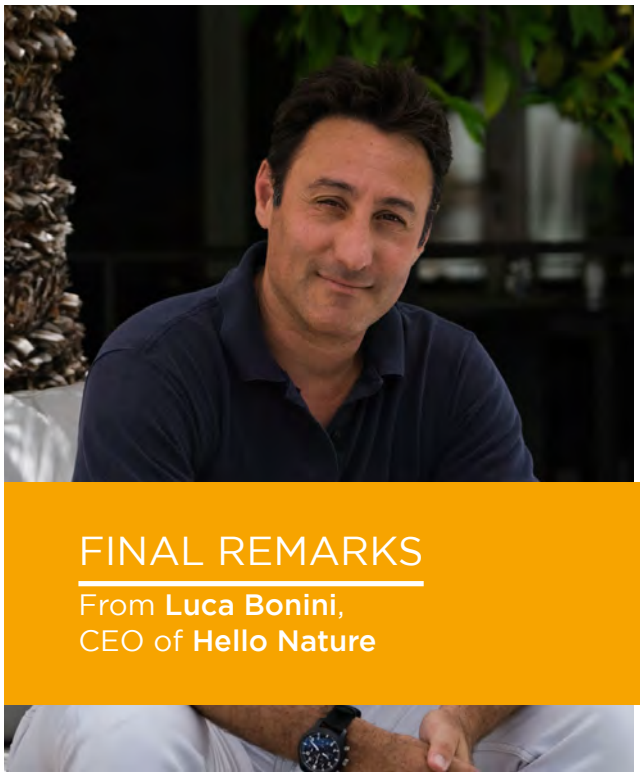
2024	TOTAL
Employees	4 562 518
Public Administration	794 223
Financiers	992 306
Suppliers	18 691 881
Community	2 350

2025	TOTAL
Employees	6 129 722
Public Administration	653 211
Financiers	1 116 472
Suppliers	16 774 122
Community	1 000





Figures represent the consolidated economic distribution of the entities of the Hello Nature group covered by this report for 2024 and 2025, with intra-Group transactions eliminated. Amounts are rounded to the nearest euro.



FINAL REMARKS

From **Luca Bonini**,
CEO of **Hello Nature**

Looking Ahead: Innovating for a Healthier Future

At Hello Nature, we have always believed that innovation is the driving force behind progress. Since our foundation in 1971, this conviction has guided our evolution, our investments and our ambition to develop solutions that respond to the changing needs of agriculture. Today, in a world facing increasingly complex environmental, economic and social challenges, innovation is no longer simply an opportunity to grow. It is a responsibility.

Agriculture is at the center of some of the most important challenges of our time: feeding a growing population, preserving natural resources, adapting to climate change and protecting the health of our ecosystems. We believe that the agricultural inputs we develop have an essential role to play in addressing these challenges.

Through scientific research, technological development and collaboration with our partners, we work to provide farmers with solutions that improve productivity and resilience while contributing to healthier soils, plants and food systems.

This vision is reflected in our commitment: “Say Hi to a Healthier Life.” More than a corporate payoff, it expresses our belief that health begins in the field. The choices we make in agriculture influence not only crop performance, but also the health of our environment, our communities and ultimately ourselves. This is why the One Health approach has become a central pillar of our strategy, inspiring us to look beyond the immediate benefits of our products and consider their broader contribution to society.

But ambition must be supported by evidence, and progress must be measured. This Impact Report is an essential tool in that process. It gives us the opportunity to examine our activities with transparency, recognize our achievements and, equally importantly, identify where we can do better. By extending our reporting across our production facilities and international operations, we are building a more comprehensive understanding of our environmental, social and economic impact.

We know that this is a continuous journey. Some of the indicators presented in this report establish a baseline from which we will be able to measure our progress in the coming years. Others highlight areas where we need to strengthen our monitoring, improve our processes and set increasingly ambitious, measurable objectives. For us, reporting is not an end in itself: it is a way to turn knowledge into action and commitments into concrete improvements.

Looking ahead, we will continue to invest in research, develop new technologies, strengthen our partnerships and empower our people. We will also continue to challenge ourselves, because innovation means never considering what we have achieved as the final destination.

I would like to thank all our employees, partners, customers and stakeholders who contribute every day to making this vision a reality. Our progress is the result of a collective effort, built on shared values, expertise and the determination to make a positive difference.

Our ambition remains clear: to continue shaping the future of agriculture through innovation, responsibility and collaboration. Because we believe that a healthier future for all starts in the field.



Hello Nature Team - Evian 2025





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