

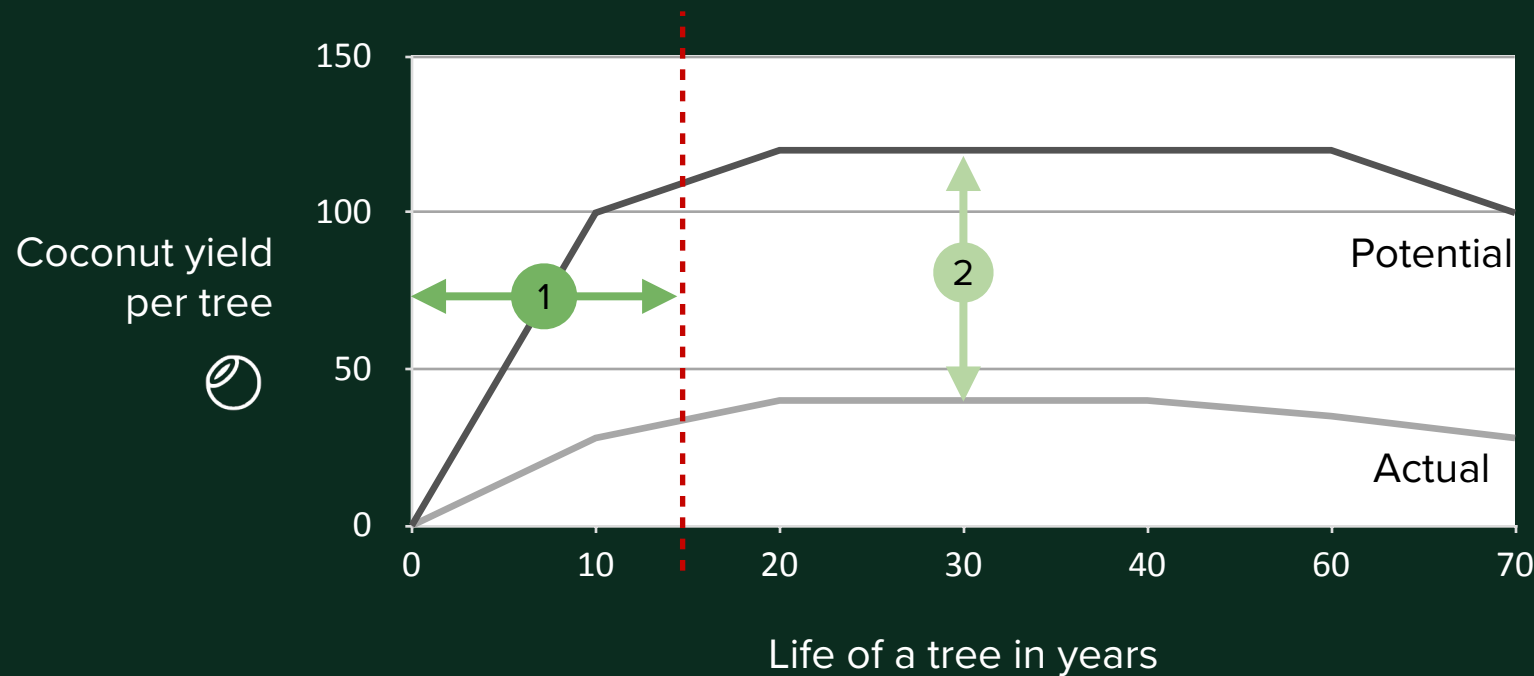


Permia Sensing

Precision Farming for Palm Plantations



Palm Plantations Produce a Third of Their Potential Yield



1

Short-term effects: Risk of losing trees before maturity due to pests like Red Palm Weevil

2

Long-term effects: yield reduction caused by limitation of nutrients and hydration, and presence of pests and diseases

*Depending on tree variety, including date and oil palms

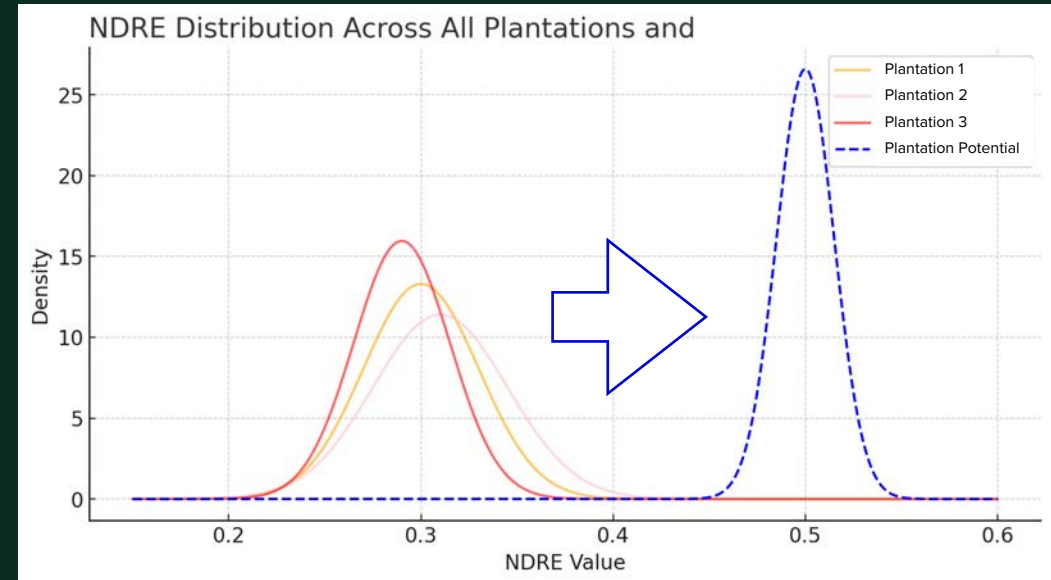
Source: Coconut Research Institute of Sri Lanka, Permia Analysis

Permia Enables Plantation-Level Monitoring Through Image

Permia captures aerial images from client farms to evaluate individual trees using vegetation indices. Proprietary algorithms then identify and cluster underperforming areas within the plantation.



We analyse tree-level vegetation indexes across farms to create tailored agronomy plans that boost underperforming farms. Our tech enables monthly tracking of tree vigour for continuous performance monitoring.



Tree-Level Monitoring Through Image & Sound



Image



Monthly aerial monitoring of thousands of trees



Proprietary algorithms filter down to the trees that need verification



Detect early what's invisible to the human eye, empowering field workers with consistent data



Sound



Tree verification with Permia's bio-acoustic sensor (1 sensor = 1,000 trees)



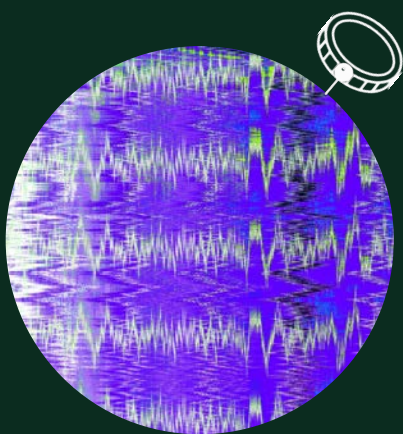
Monitor tree health in real time—like a stethoscope for trees



Water stress

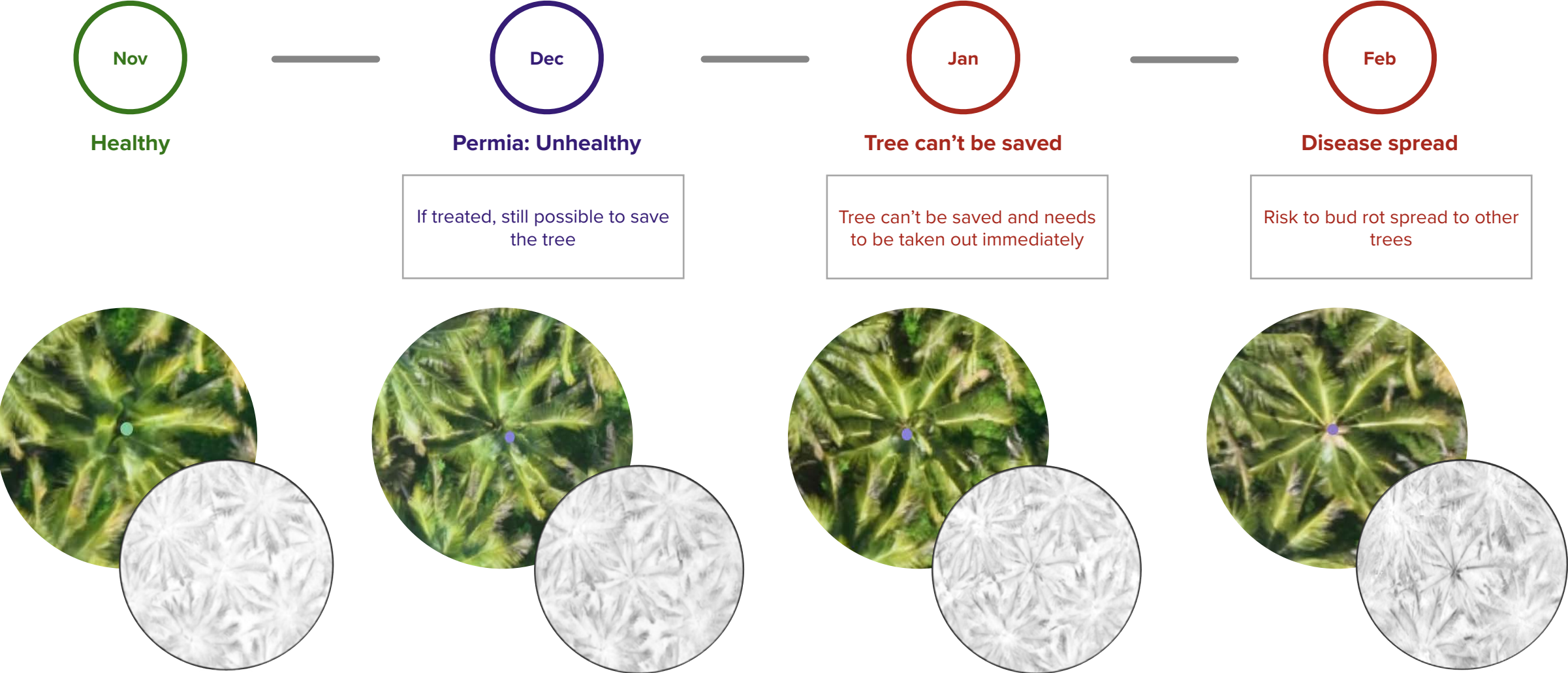


Red Palm Weevil early detection

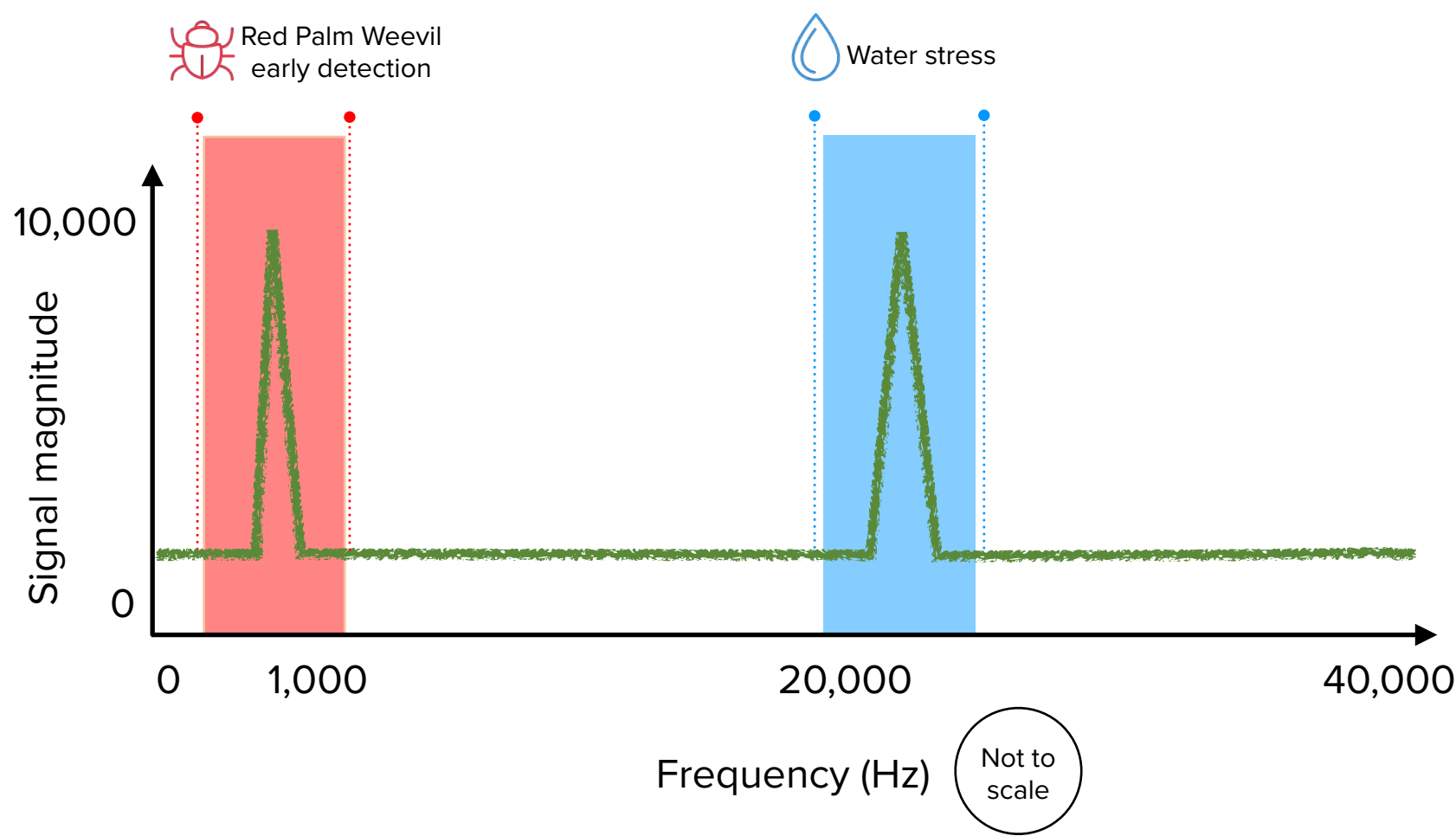


Minimises reliance on soil and leaf tests—saving time, cutting costs, and enabling faster intervention to protect trees

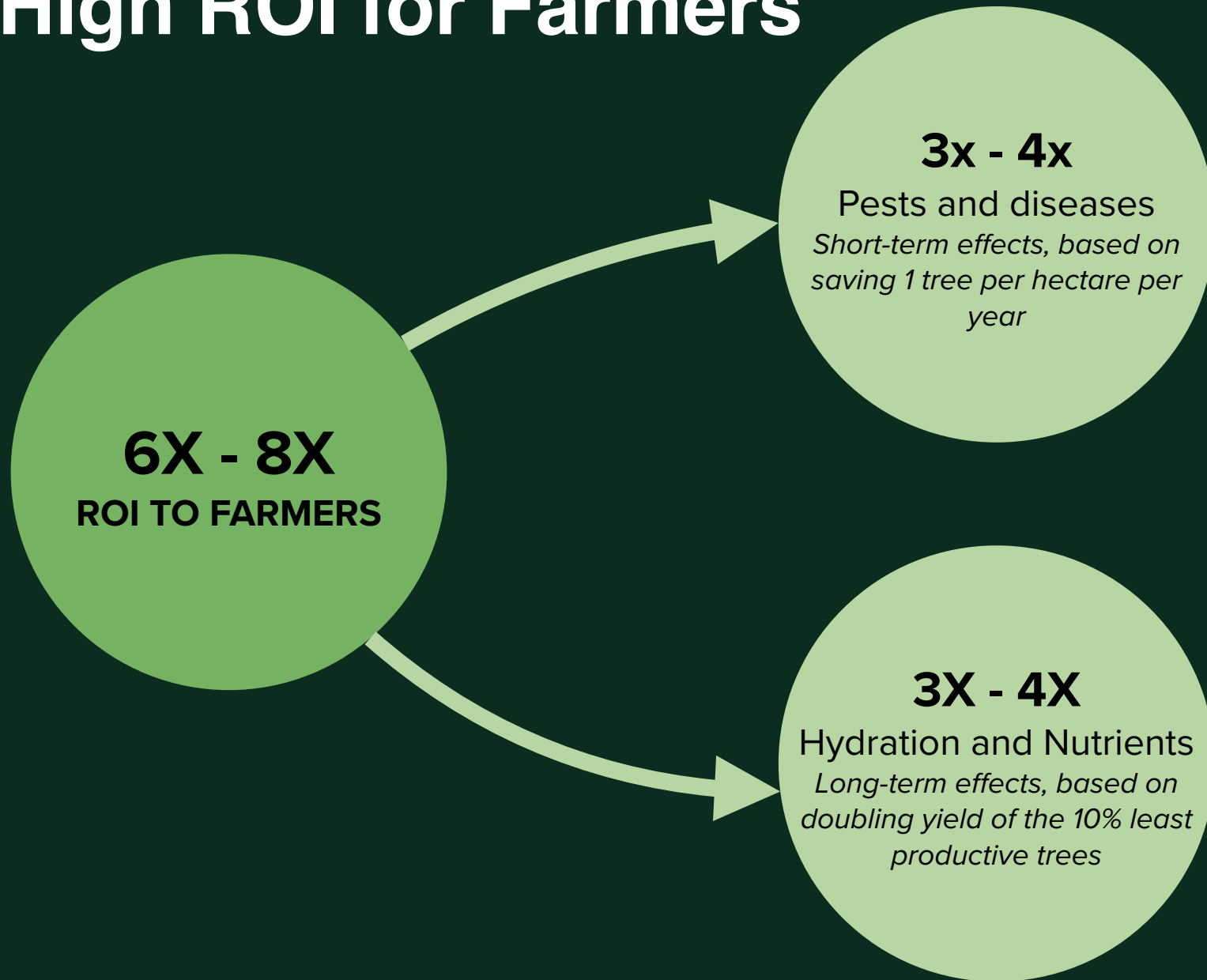
Early Disease Detection Ahead of Visual Symptoms



Real-Time Tree Health Monitoring with Permia's Bio-Acoustic Sensor

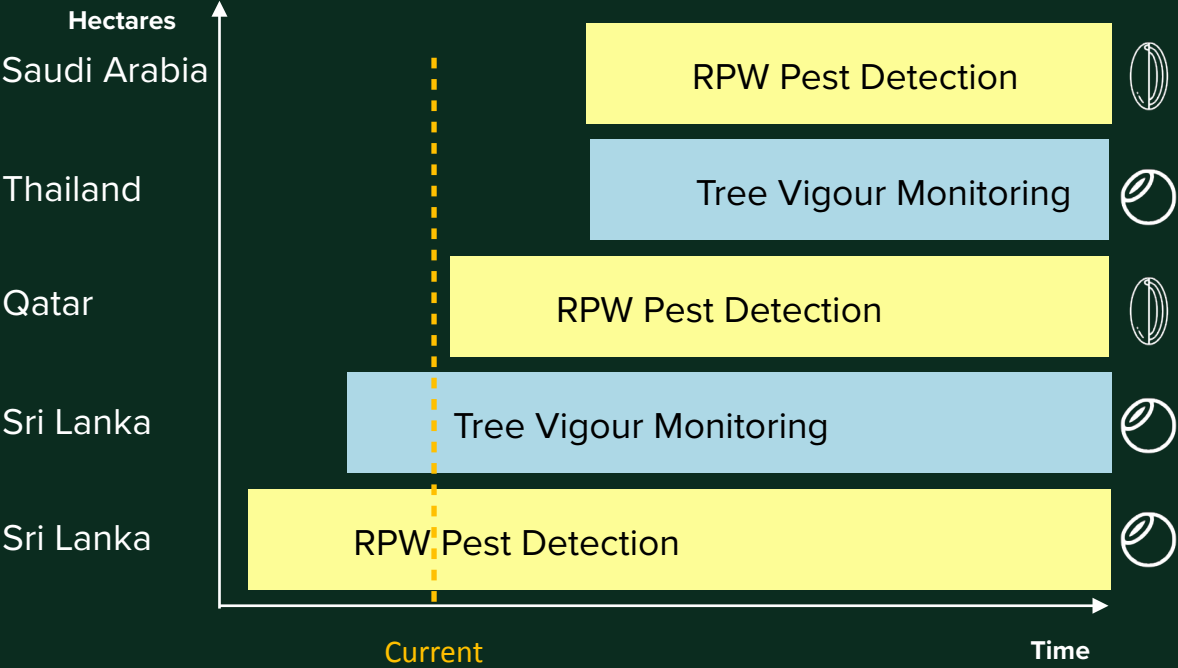


Proven, High ROI for Farmers

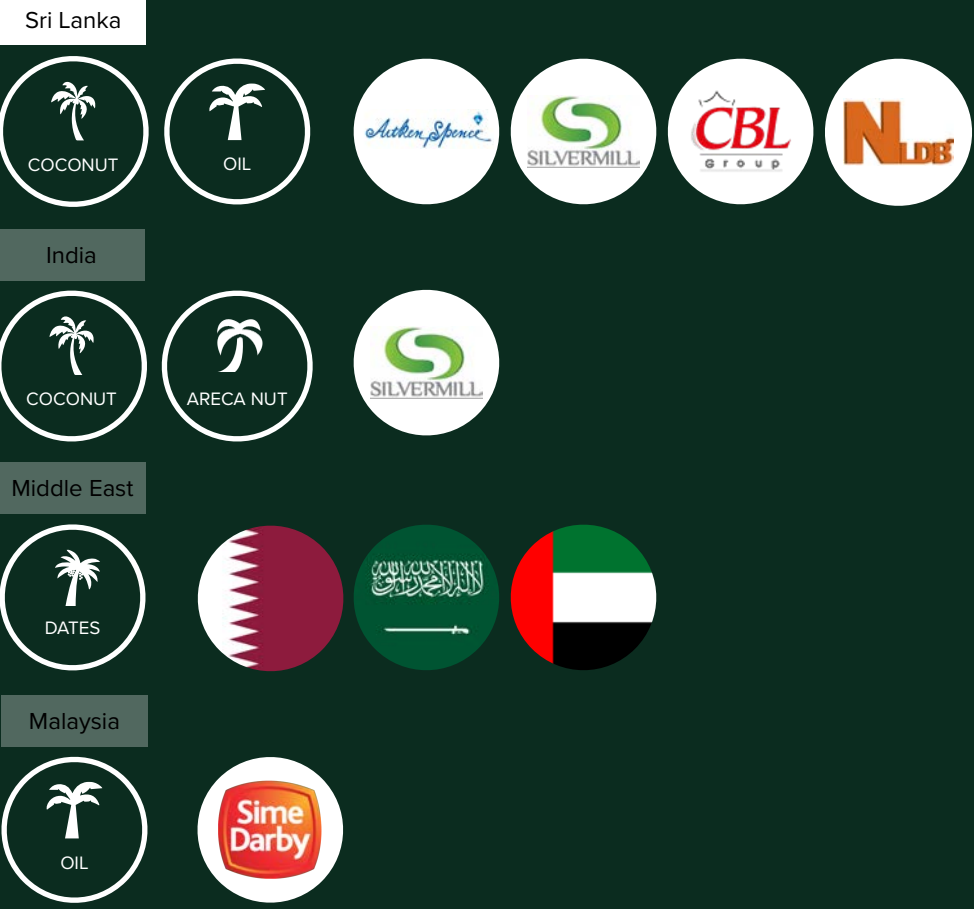


Traction

Sales and Trials



Pipeline



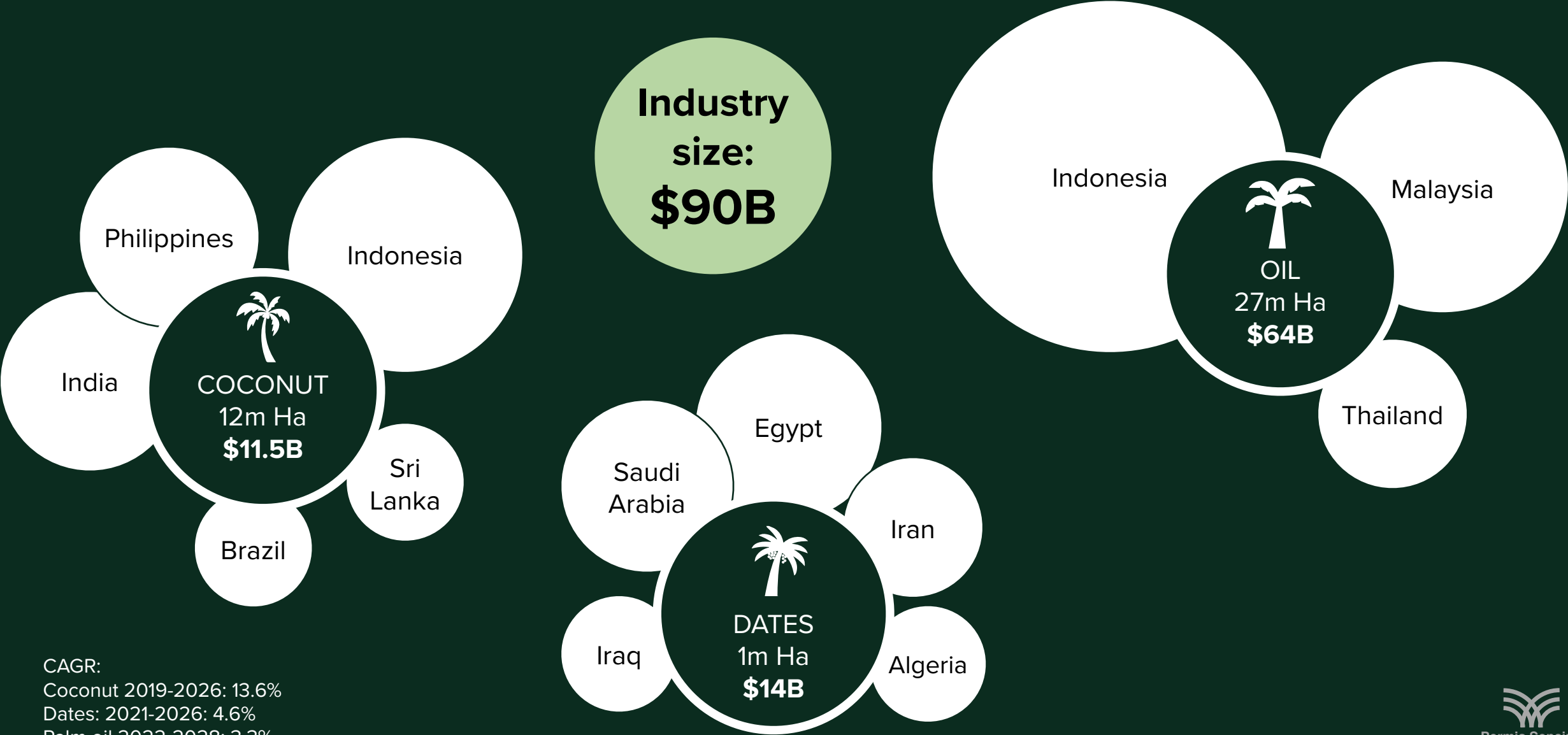
Sri Lanka
2.5% of coconut land
under Permia's
management;
54% of palm oil land under
Permia's management

“Permia’s technology enables us to make fast decisions and minimise response time on treatment and other precautionary actions.”

Coconut Growers Association Member

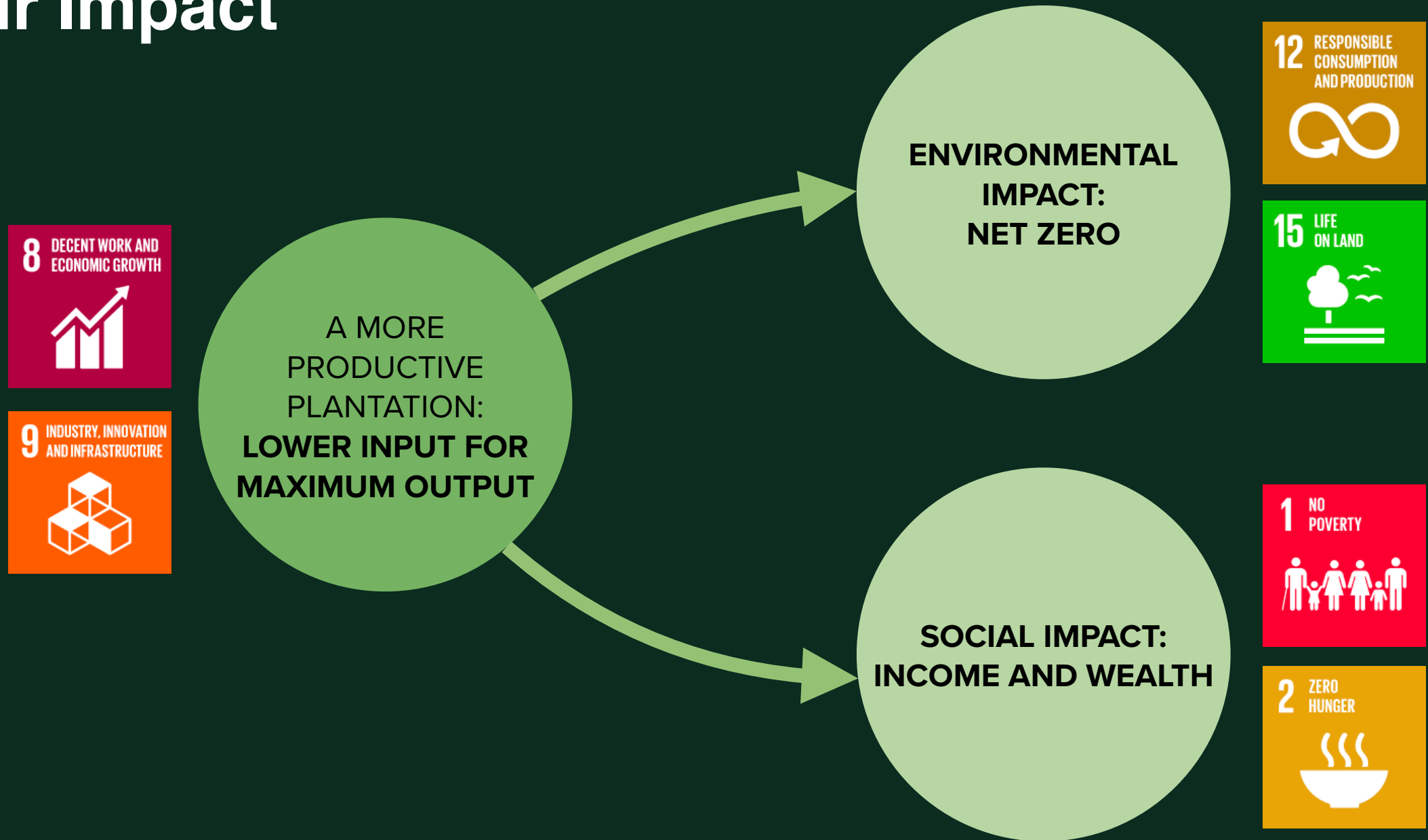


Industry Size and Total Addressable Market



CAGR:
Coconut 2019-2026: 13.6%
Dates: 2021-2026: 4.6%
Palm oil 2022-2028: 3.3%

Our Impact



Team

Hands-on experience of palm plantations combined with deep technical expertise and a track record of venture development – including one AgTech IPO.

London, UK



Efrem de Paiva
CEO



Dr. Hasitha Wegiriya
CTO



Robyn Andrews
CFO

Additional team members:

- AI Developer
- Electronics Engineer
- Business Development

Colombo, Sri Lanka



Jonathan Rowell
Delivery Manager



Kasun Neranjana
Senior Agronomist

Additional team members:

- 2 Drone Operators
- 2 Data Analysts
- 2 Agronomists
- 2 Technicians

Bangkok, Thailand - in development

Set up team:

- Country Manager
- Senior Agronomist
- 2 Drone Operators
- 2 Data Analysts
- 2 Agronomists

Riyadh, Saudi Arabia - in development

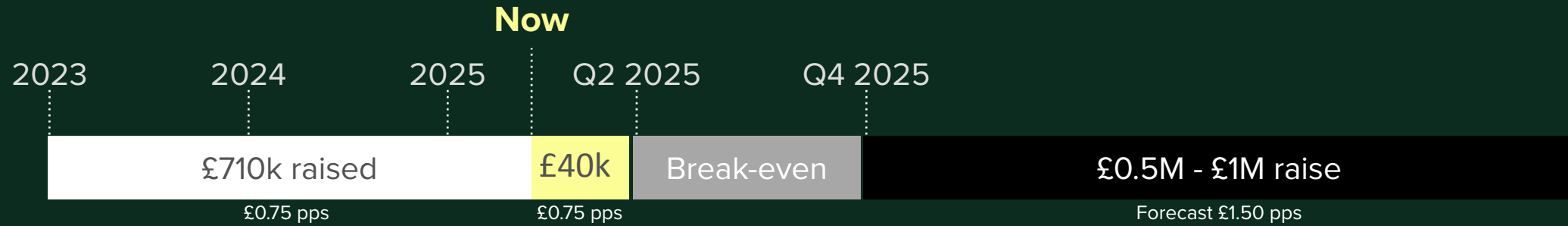
Set up team:

- Country Manager
- Senior Agronomist
- 2 Drone Operators
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Permia Funding

PRE-PROFIT VALUATION

POST-PROFIT VALUATION



Milestones

- 25 paying customers
- c16k hectares under management.
- £170k ARR in commercial proposals sent.
- 2 Innovate UK grants
- Demonstrated ROI for farmers 6-8x per year.
- Profitable operations at just £5,000/month.

Milestones

- Growth and scalability
- Expansion to new territories:
 - India
 - Qatar
 - Saudi Arabia
 - Thailand

Exit Strategy: 13x on investment

PLAN A: MULTINATIONALS

- Sold for £30M
- Sell whole company to one multinational



Possible acquirers

PLAN B: AGRONOMY GROUPS

- Sold for 3x £10M
- Sell the rights to the IP to three regional acquirers



Possible regional acquirers

Contact

Efrem de Paiva

CEO

efremdepaiva@permiasensing.com

+44 7479 777909



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