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Joining us today is Dr. Chris Richards the CEO of Plant Health Care that trades on our OTCQB Venture Market under the ticker PLHCF. Plant Health Care is one of the leading providers of natural yield-enhancing plant products. To the agricultural and horticultural industries, Plant Health Care's technologies have been actively developed in response to the increasing global demand for improved agricultural efficiency and greater environmental care. Chris thanks so much for joining us today.

Chris Richards

Good to be with you Cecilia.

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So Chris to begin give our audience some background about your global professional experience and how you got involved with Plant Health Care.

Chris Richards

Sure I started off life as an ecologist I have a PhD in ecology some years ago and then I got involved in the agrichemical industry and I spent 20 years with a company which today is called Syngenta including living in Latin America and in Japan then in 2003 I was headhunted to become CEO of a company called Arista Life Science based in Tokyo Japan and I was associated with Arista for the following twelve years where we turned that company around. We built it into a fairly decent force in the Global agrochemical industry. Um, we sold it in 2008 to private equity and then again to platform specialty in 2015? Um, when I stepped down as CEO of Arista um I looked around and thought about what I might do. Next and I was approached by Plant Health Care and I'd heard something about the harpin technology which is the core of Plant Health Care and really was very excited about the technology but felt that something wasn't quite right? So I was enticed into getting involved with the company initially as chairman. Um, in order to turn the company around reboot the company um in and I started in 2013 so here we are eight years later it's taken a while to get Plant Health Care right? But today I'm really excited about where Plant Health Care is going and happy to tell you a little bit more about that today Cecilia. So.

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So yeah, so talk about your mission and strategy as a key player in the global food supply ecosystem.

## Podcast

Chris Richards

Well Plant Health Care is into cost-effective biological products to support the drive towards sustainable agriculture and our focus as I mentioned earlier is on harpinder derived products which are systemic protein. Derived compounds which act as biopesticides and um bio stimulants they have a remarkable um, ah profile and very benign environmental profile in particular so we could. Targeting just the organic market but my strong belief is that sustainable agriculture is something that applies to all of agriculture organic food production is only about 2% of global food production I'm interested in making the 98% more sustainable. So. Ah, we believe very much in science-based products. We're very proud of our science. We take evaluation of our products very seriously. Our products are proven before they reach market and they've also got to be highly cost. Effective. We are delivering significant returns on investment. Ah for growers and I'll tell you a bit more about that in a minute and finally we have built a really outstanding management team in the us in Brazil in Mexico and in Europe and. I've always believed in bringing in great people in many ways outsized for Plant Health Care because that's the way to drive the performance of the company in the midterm.

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And what new trends are you seeing in the global agricultural market?

Chris Richards

Well, very much in terms of more sustainability. The world needs more and better food. But with climate change soil degradation deforestation all these things we've got to do it differently. And I firmly believe and you know I spent many years selling conventional agrochemicals they work really well. But we need to move towards more sustainable ways of growing crops and I think the broad sector of biological products has a huge contribution to make. But they're often more complicated to use. Um and that gives challenges in terms of growers getting the best use out of them and getting product adoption. But we're gradually learning how to do that. Um, frankly within this sector there are a huge number of products being trialed these days and a very large number of startups and to be honest I don't think all of them will succeed if that probably rather few will succeed and in in Plant Health Care. We're very unusual in the sense that we have. Proven products which are being sold at reasonable scale already and I do think the sector will consolidate more over the coming years and that's something that we're keeping a very close eye on.

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So what milestones do you anticipate for Plant Health Care and 2021 and

Chris Richards

Well I think the most important thing about Plant Health Care right now is that I'd like you to think about the company in 2 halves a commercial half where we'd still relatively modest sales but we are now ebid now positive in cash generative. We focus on a handful of large markets each of which have the potential to deliver us 5 to \$ 10000000 of sales over the medium term. They're us corn us specialty crops Brazilian cane and some niches also in in Europe we're gaining real traction. And those markets each of those markets. We're now selling more than \$1000000 a year and we see product adoption growing very strongly with doubling sales in most of those markets every year and we do that in partnership with very large distributors for example with Wilbur Ellis ah in the US and with agri in the UK and Northern Europe and agri is the largest distributor in in Europe and many of you will know. Wilberrelles is probably the Fourth Largest distributor in the us and those partnerships work really well for us so in that sense the milestone is to drive. Ah, sales and give ourselves to cash positive as a company on the other hand though we're really excited about our new technology. We've invested more than \$24000000 in pre-tek over the last eight years we call these vaccines for plants because. This is really exciting technology. You applied to the seed or to the leaf of the plant and the whole plant changes the way in which it behaves it makes it more resistant to disease. It makes it more resistant to drought. Um and produces more yield and better quality products now. Um. Pretake is not just a product. It's a platform. We have many products. We're currently working on 6 lead products and we plan a major launch every year from now on so this year we have our first launch in Brazil in soy. The product name is saluri. And here we're trying to help Brazilian soy farmers grow soy and use less fungicide. It's a sea treatment which makes the plant healthier and able to resist disease. So we're really excited about that launch for which we're about to announce a really important distribution. Ah, partnership and then next year and 2022 we anticipate launching our first product in the us which very likely will be into specialty crops through Wil Burrelles so I guess that set sadar milestones launching Souri in Brazil This year delivering revenue ahead of market expectations.

Chris Richards

Launching a new vaccine for plants product every year 2022, 23 and beyond and getting to cash positive within our own resources.

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Plant Health Care began trading on the OTCQB Venture Market recently and is



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also traded on the London Stock Exchange. How does cross trading on the OTCQB market enhance your investor strategy here in the US?

Chris Richards

I.

Chris Richards

Well Plant Health Care is actually a US company. Our headquarters are in Raleigh, North Carolina our research is in Seattle Washington um, our listing on AIM which has worked very well for us is essentially an accident of history. Um. Currently 30% of our shares are held by US investors. But it's a little tricky for US investors to deal through the AIM market in London so the benefit for us of OTCQB is to make it easier for US investors to trade in Plant Health Care. Um, we plan to reach out much more to the deep pool of sophisticated US investors interested in Ag and I believe as we get our story out to more us investors we will. We will gradually build our shareholder register through the OTCQB listing.

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So well, it's been a pleasure talking with you Chris thanks so much for your time today.

Chris Richards

Thank you, you Cecilia and just for everybody do check out our website <http://planthealthcare.com> we're out there on Twitter we're out there on LinkedIn. We'd love to interact with investors over the future. And look forward to having further conversations with you all.

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Plant Health Care trades under the symbol PLHCF on our OTCQB Venture Market.



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*\*This is an autogenerated transcript and may contain typos.*