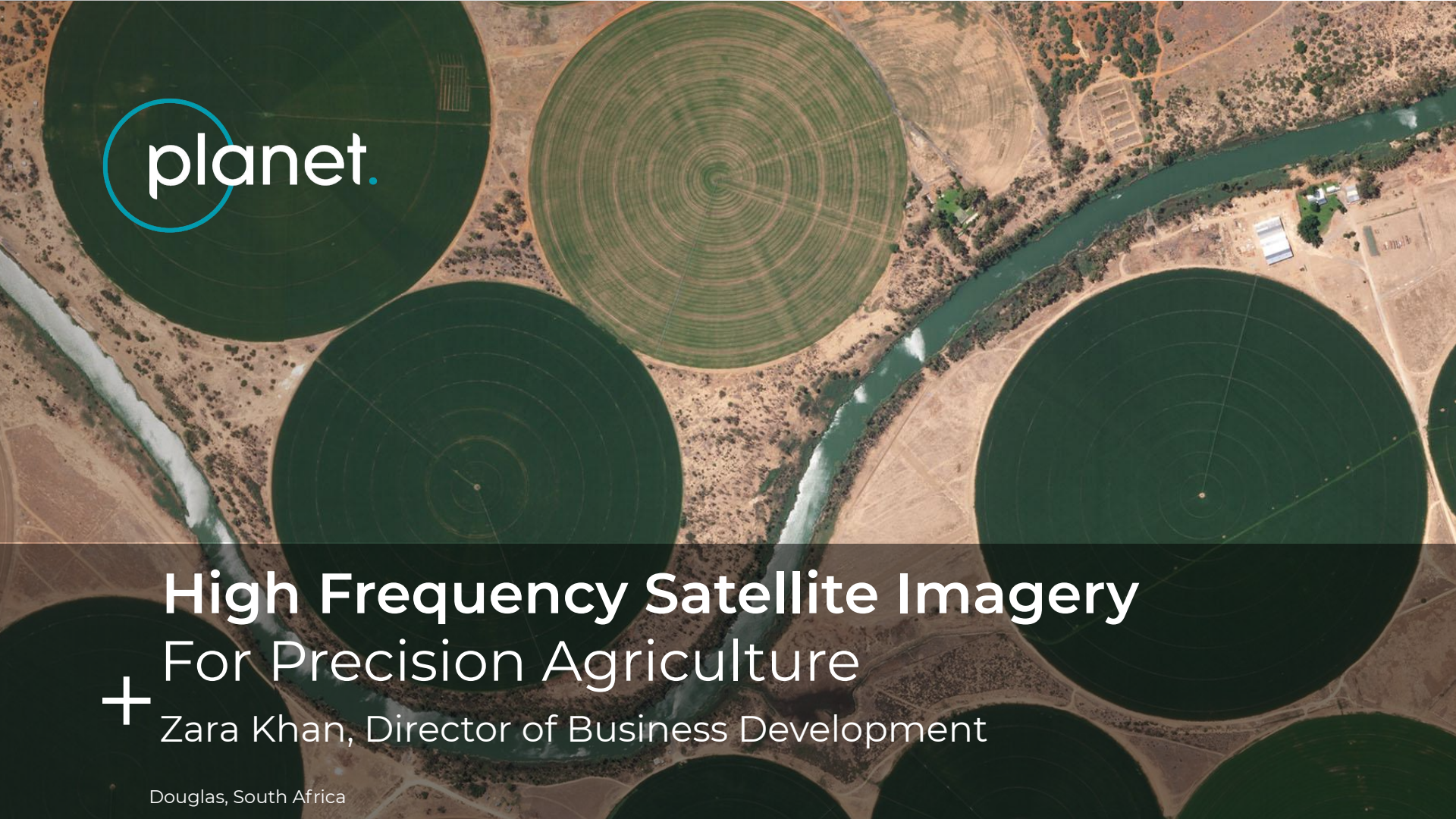


High Frequency Satellite Imagery
For Precision Agriculture

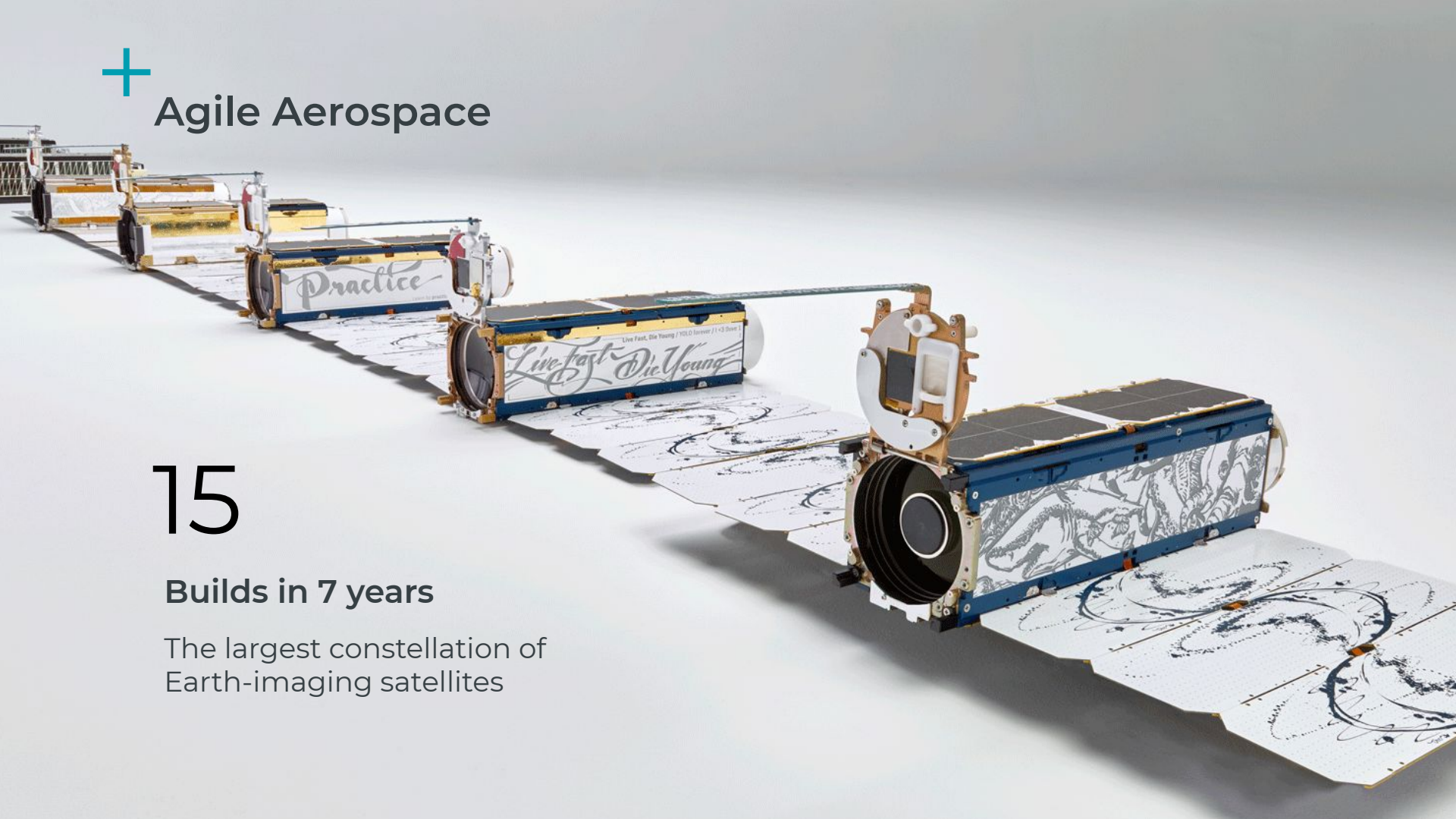
Zara Khan, Director of Business Development

Douglas, South Africa

PLANET'S MISSION

To image the whole world every day, making change **visible, accessible, and actionable**.

Agile Aerospace



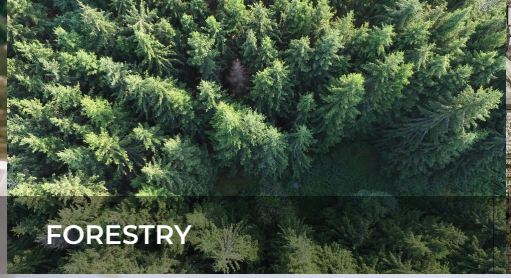
15

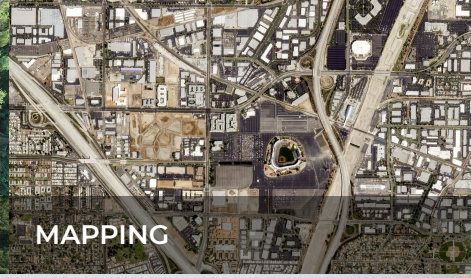
Builds in 7 years

The largest constellation of Earth-imaging satellites

DEFENSE & INTELLIGENCE

EMERGENCY MANAGEMENT

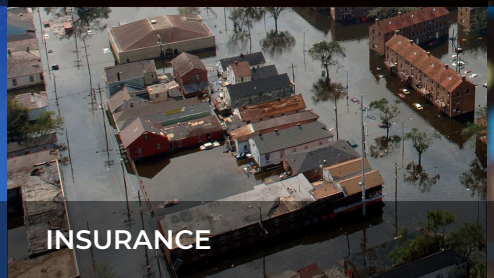

FORESTRY


MAPPING

ENERGY & INFRASTRUCTURE

AGRICULTURE

CIVIL GOVERNMENT


INSURANCE

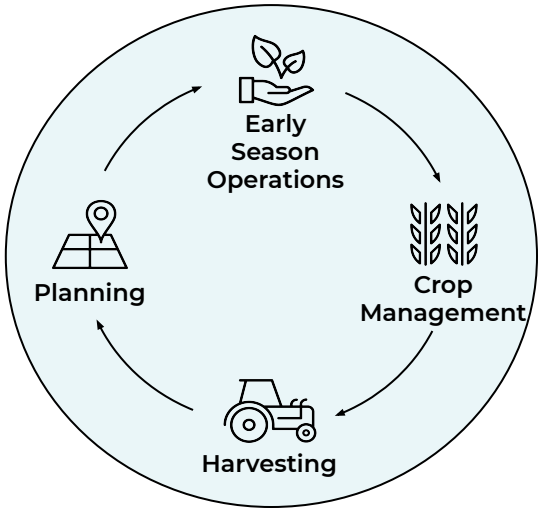
FINANCE & BUSINESS INTELLIGENCE

Over 500 Global Customers & Partners

Precision agriculture use cases throughout the crop cycle

- Soil Preparation
- Selective Seeding

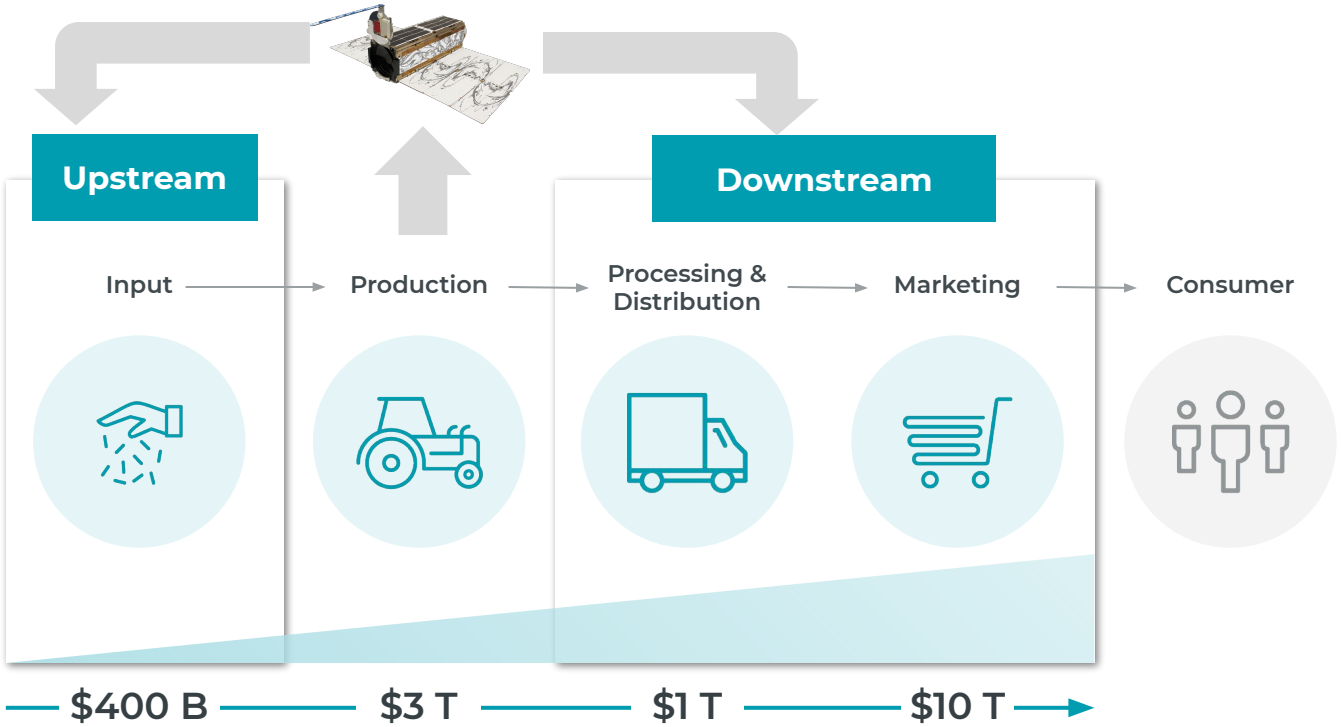
- Productivity Analysis
- Management Zone Delineation



- Crop Health Monitoring
- Issue Detection & Alerting
- Directed Scouting
- Localized Prescription Treatments

- Harvest Planning and Management

Farm-level data has value across the food value chain



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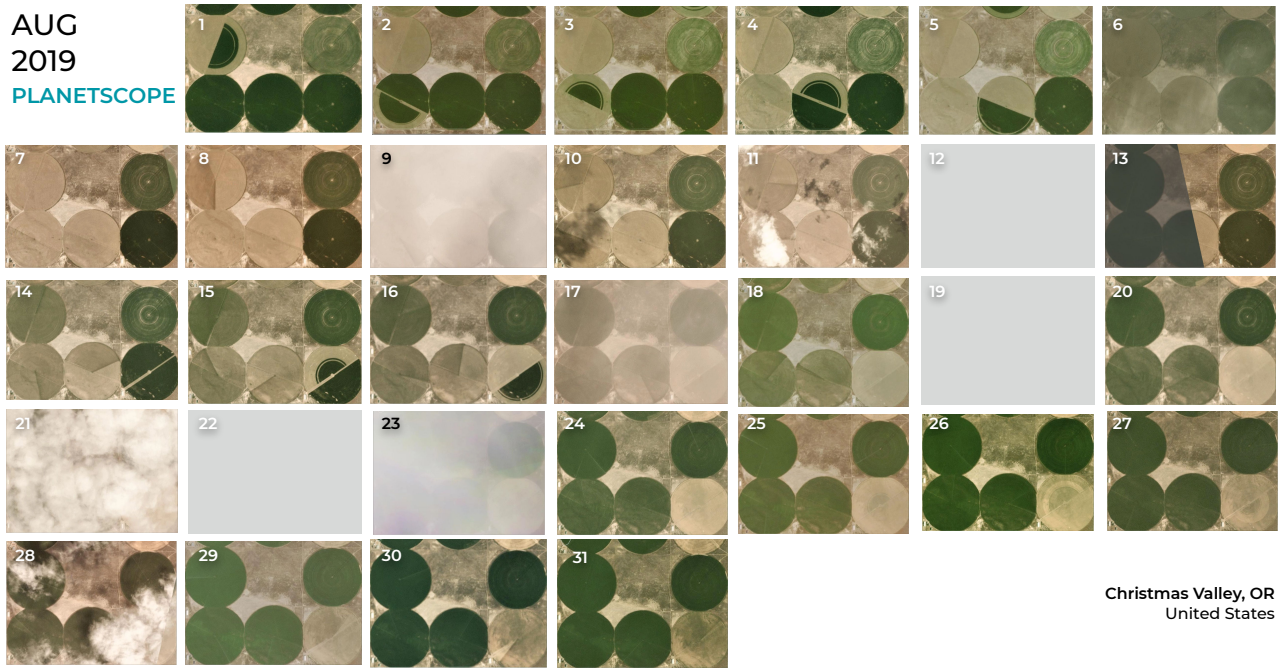
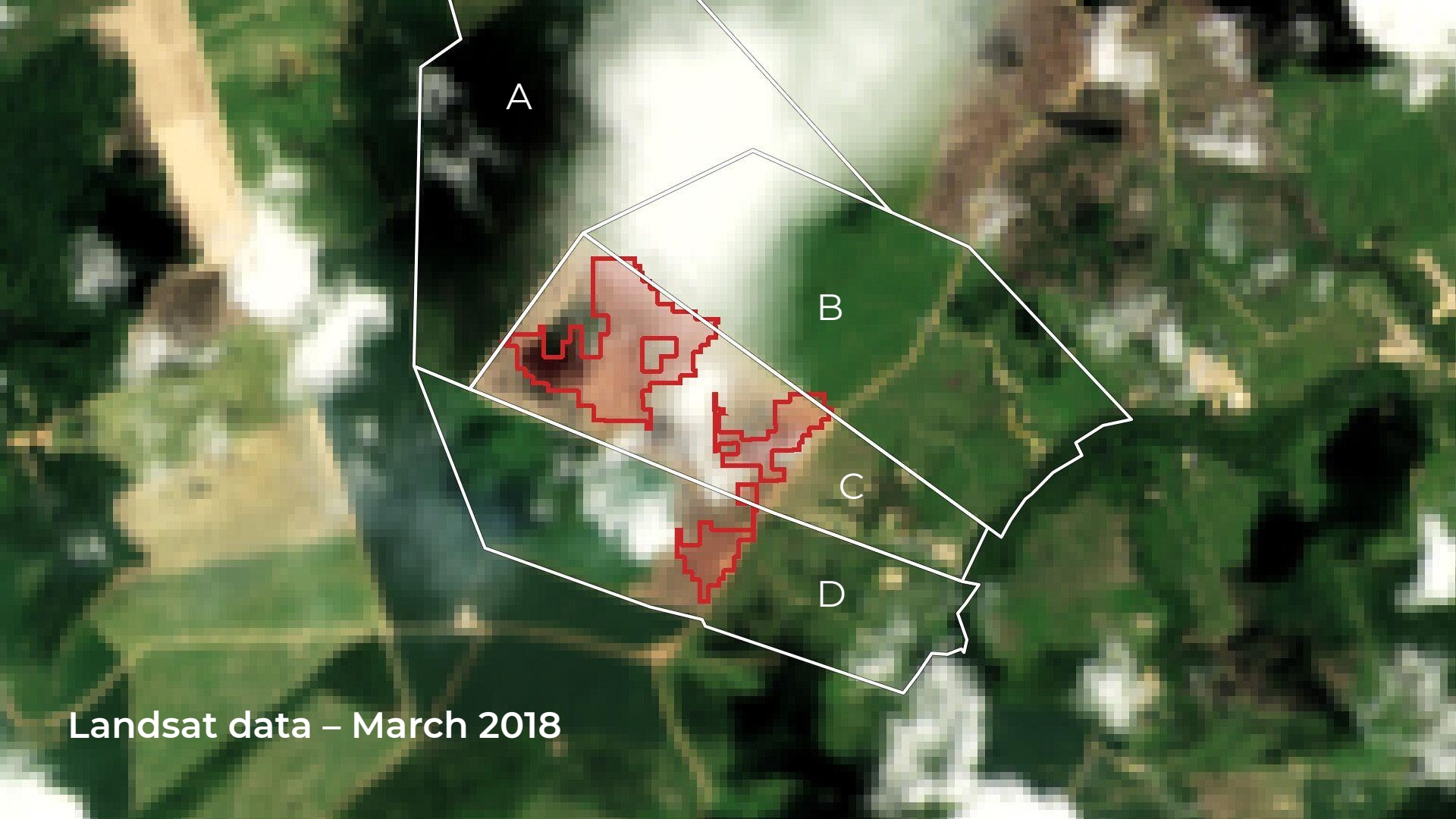
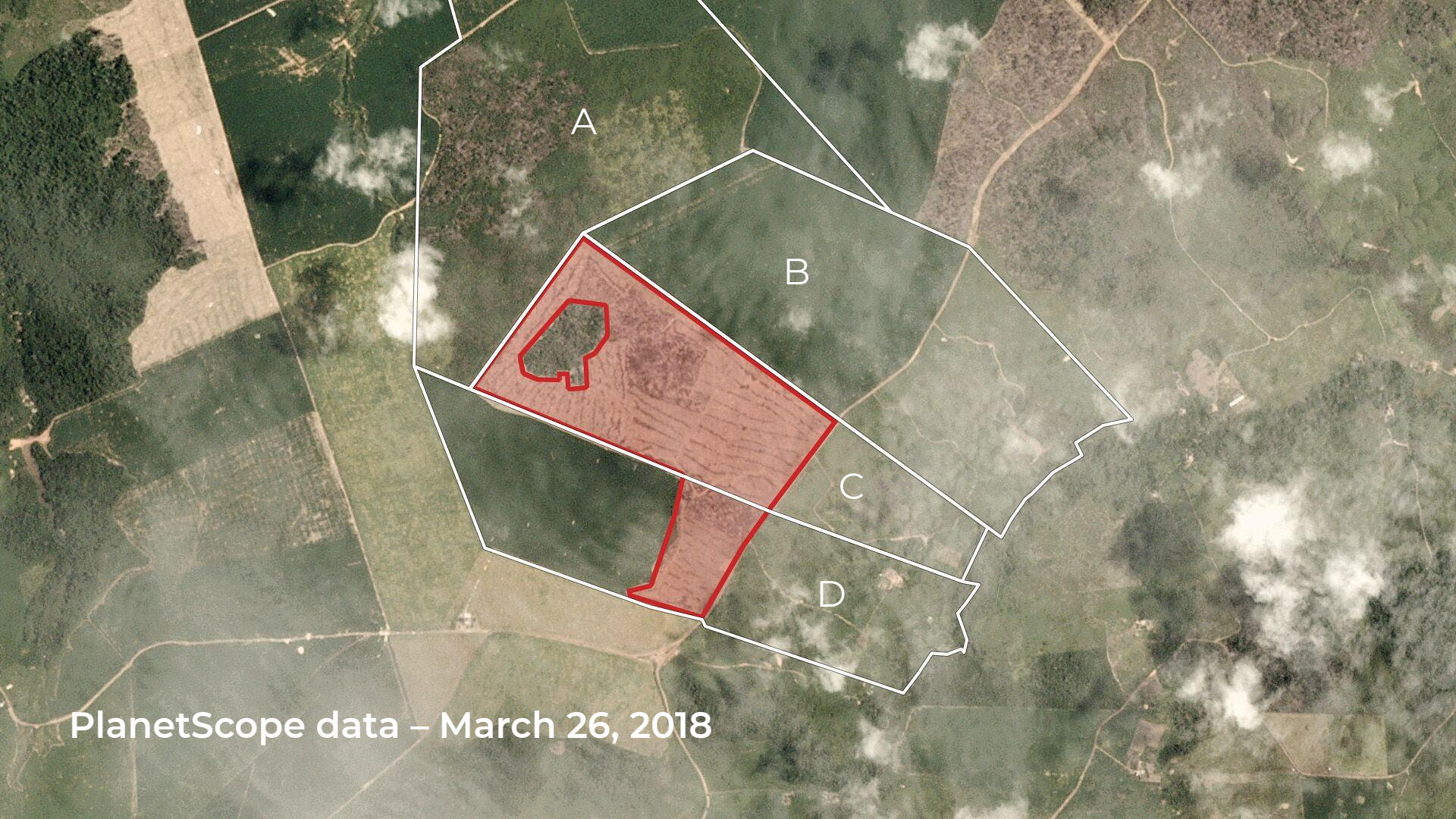
Planet offers best chance of getting the image you need




A
B
C
D
Landsat data – March 2018


A
B
C
D
PlanetScope data – March 26, 2018

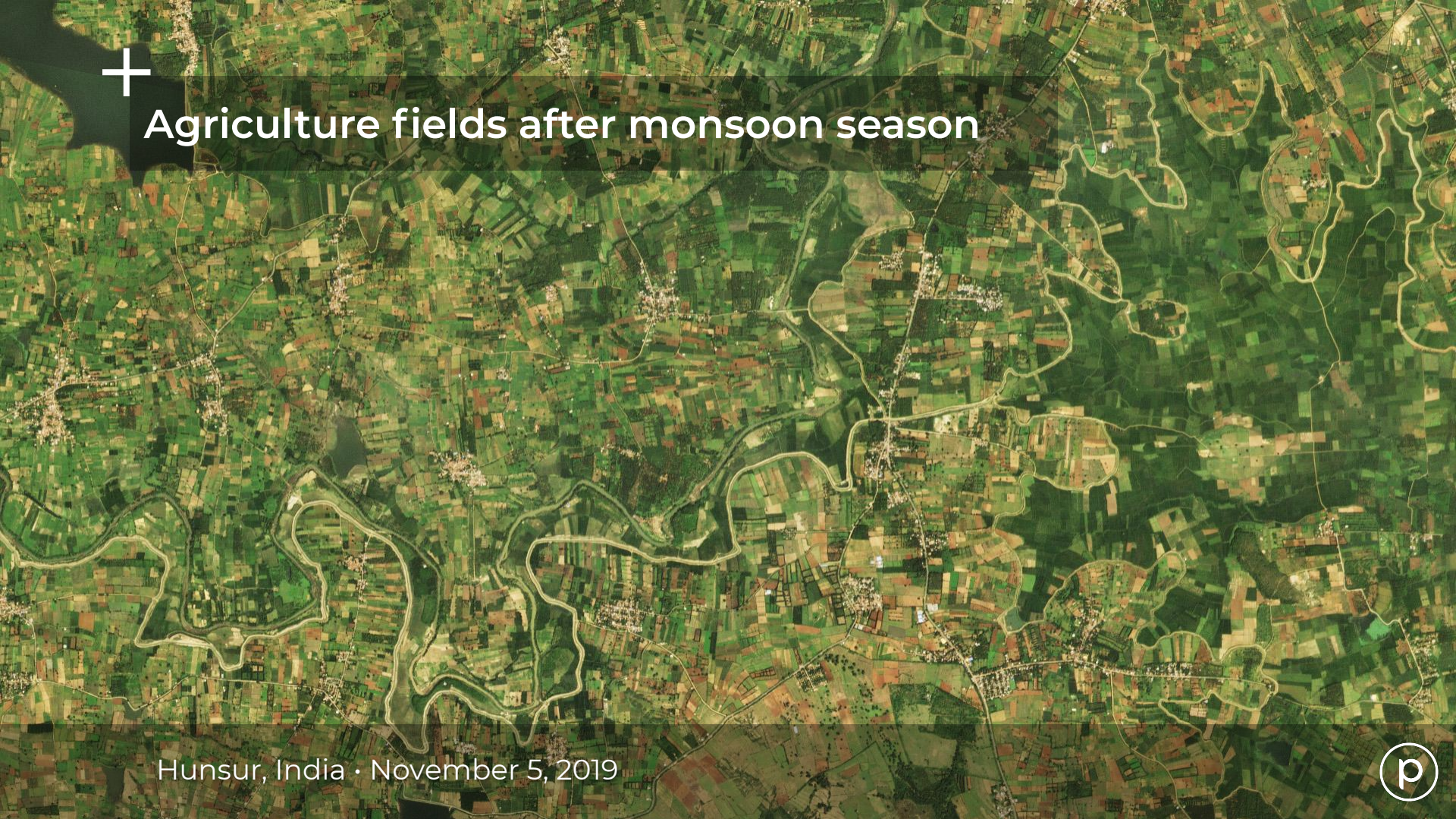
Imagery for both commercial and smallholder agriculture

Large-scale commercial farms

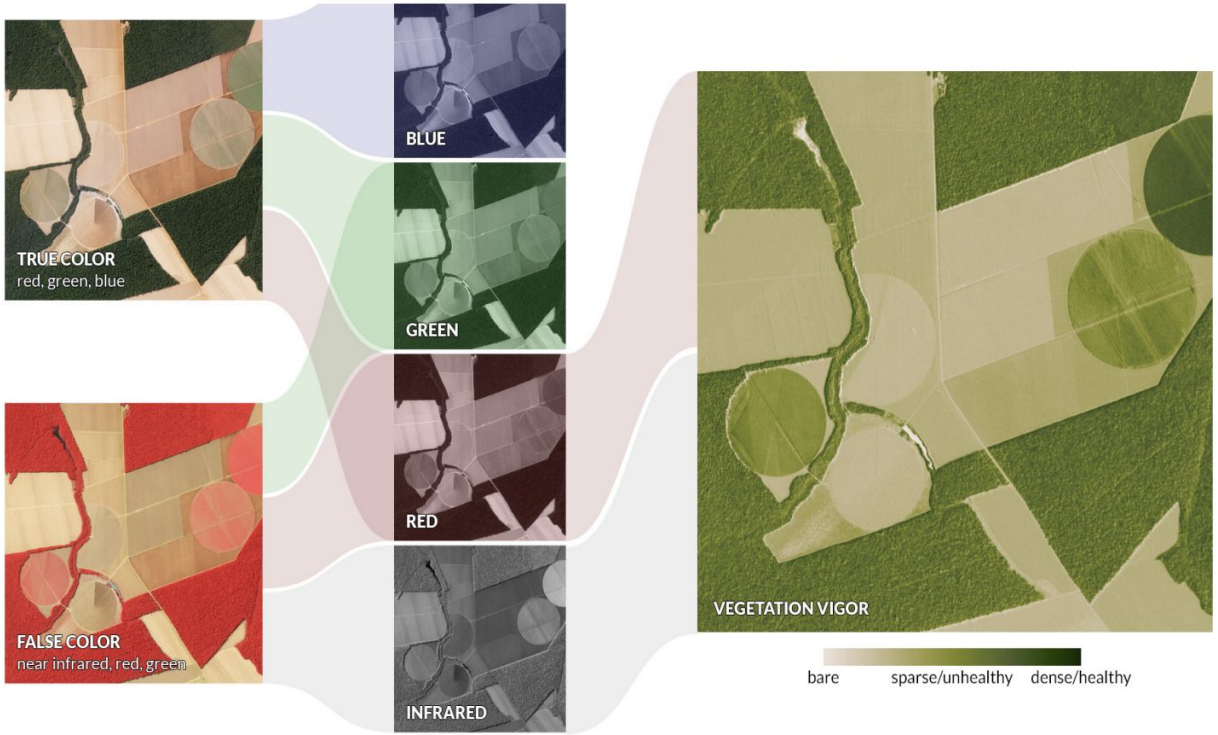
Smallholder farms <5 hectares

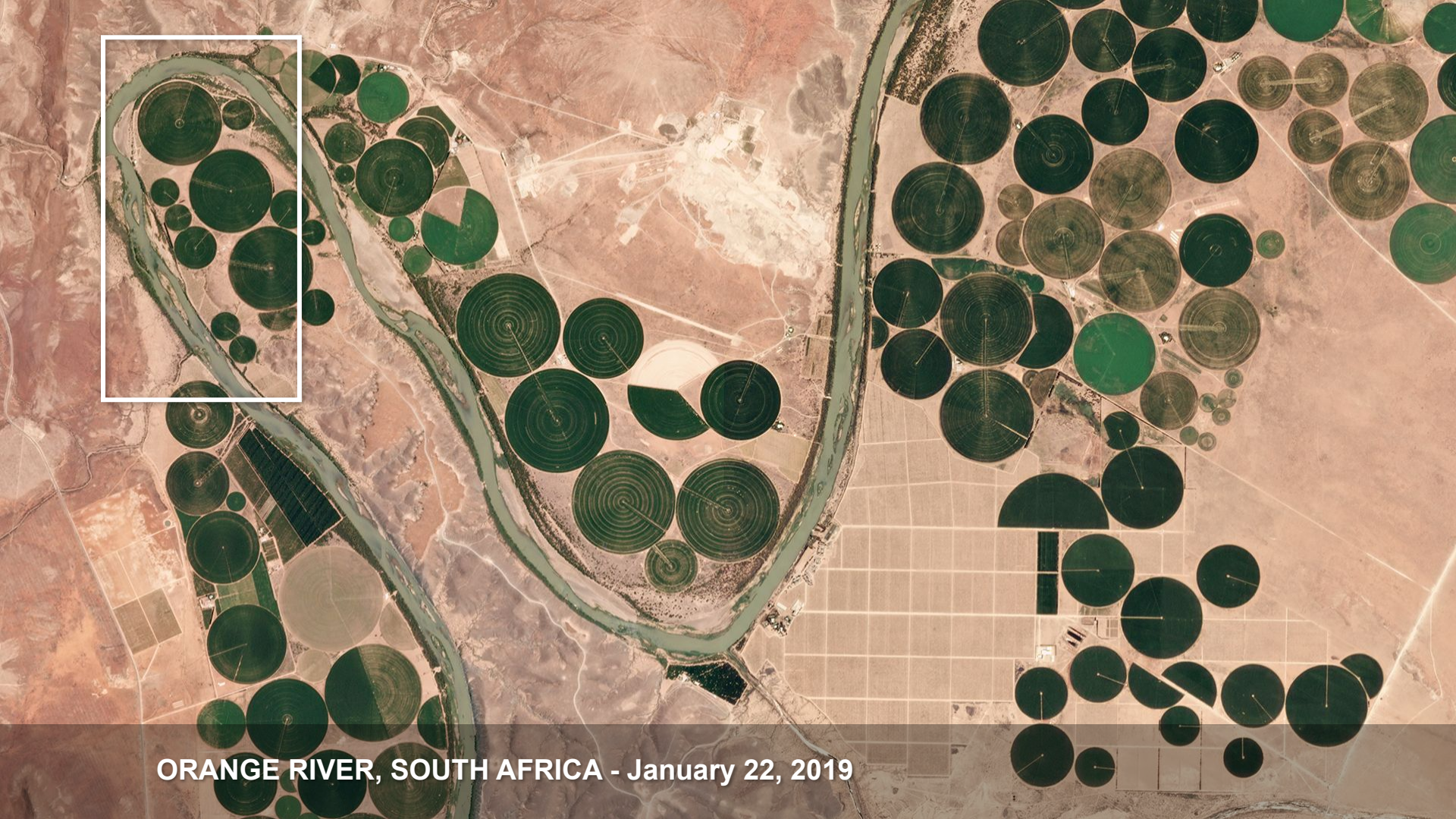
Agriculture fields before monsoon season

Hunsur, India · May 10, 2019


Agriculture fields after monsoon season
Hunsur, India • November 5, 2019

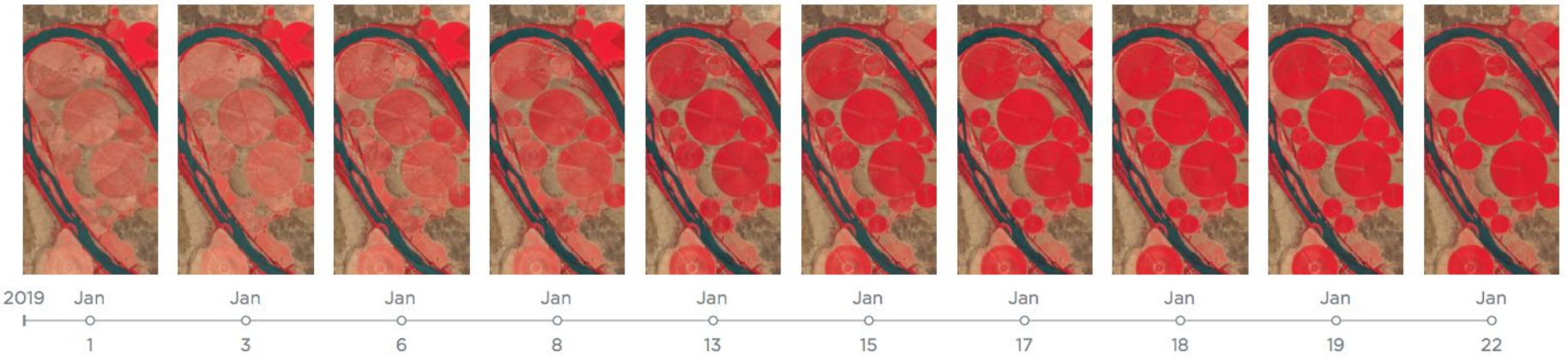
Visible bands + near-infrared spectral band





ORANGE RIVER, SOUTH AFRICA - January 22, 2019

Monitoring anywhere on earth, everyday



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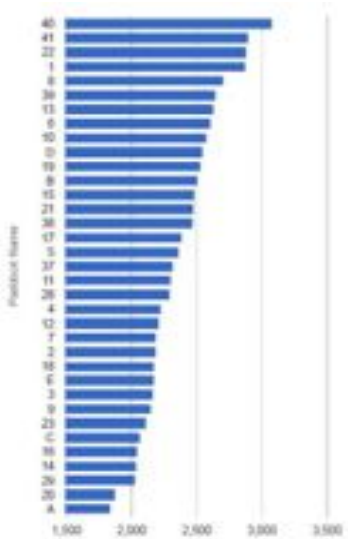
Automated pasture biomass estimates save time and labor



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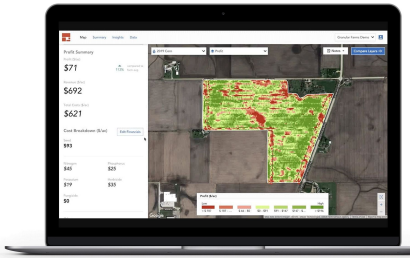
Early detection of irrigation error saves 15% of field output

CORTEVA™
agriscience

"This means new opportunities to make more accurate yield projections, provide real-time crop health monitoring, and guide precision irrigation, ultimately giving us an opportunity to drive more value for farmers."

RINKAL PATEL
Senior Technical Manager
Corteva Agriscience



Thank you!

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zara@planet.com

For more information, you may find us here:

Official Website

@planet-labs