

PRESS RELEASE

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RUBBERWAY AND FARMFORCE ANNOUNCE STRATEGIC PARTNERSHIP TO SUPPORT THE NATURAL RUBBER INDUSTRY IN ACHIEVING EU DEFORESTATION REGULATION (EUDR) COMPLIANCE.

RubberWay -a leading provider of sustainability solutions for the rubber industry, and Farmforce -a pioneer in traceability and sustainability solutions for agricultural supply chains, are thrilled to announce a strategic partnership aimed at supporting the natural rubber industry under the EU Deforestation Regulation (EUDR).

This partnership brings together RubberWay's expertise in natural rubber and Farmforce's innovative technology to create a comprehensive solution for rubber producers, processors, and buyers to achieve EUDR compliance. Users will be granted access to a comprehensive suite of services tailored for farmer registration, polygon mapping, legality verification, and deforestation monitoring.

Following a successful pilot phase involving 5 factories in Indonesia and Thailand, RubberWay and Farmforce have embarked on large-scale deployment of their solution, collaborating with a minimum of 70 processing factories across at least 8 countries in 2024. The platform currently boasts registrations from over 10,000 farms as of now.

RubberWay is already serving major tire manufacturers such as:

- Continental
- Michelin
- Goodyear
- Sumitomo

These industry leaders are geared to adopt RubberWay's platform as their preferred tool for addressing EUDR Compliance.

Norbert Binot, Global Sales Director at Farmforce, commented: *"This partnership exemplifies our commitment to advancing sustainability and traceability in agricultural supply chains. Together with RubberWay, we aim to create a more transparent, responsible, and resilient rubber industry."*

Côme de la Porte, Head of Operations at RubberWay, added: *"We are thrilled to collaborate with a leading traceability expert, providing our corporate clients with an advanced solution tailored to their EUDR requirements"*.

About RubberWay

RubberWay is an established sustainability service provider for the natural rubber industry, offering a risk assessment service and supply chain mapping to enhance transparency of the upstream supply chain. Initiated as a joint venture between Michelin, Continental and software developer SMAG, RubberWay's overall membership has since grown to include additional key tire manufacturers Goodyear, Sumitomo and Pirelli. Visit <https://rubberway.tech>

About Farmforce

Farmforce is the leading sustainability and compliance solution and insights provider for agri-commodities' first-mile stakeholders. With traceability as its core, Farmforce leverages customers' data to help them reach their ESG objectives and enhance their processes. Visit www.farmforce.com

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