



Valley Irrigation Announces Strategic Consolidation of Technology Brands Into AgSense 365 App

January 13, 2025

OMAHA, Neb.--(BUSINESS WIRE)-- Today, Valmont® Industries, Inc. (NYSE: VMI), a global leader that provides vital infrastructure and advances agricultural productivity while driving innovation through technology, announced a significant milestone in its strategic initiative to enhance operational efficiencies and drive growth. Valley® Irrigation, a Valmont Company, intends to merge its four market-leading irrigation management platforms – AgSense®, Valley 365®, PrecisionKing and PivoTrac® – into a unified next-evolution app: AgSense 365.



Farmer using a smartphone to access AgSense 365, with app screens prominently featured. (Photo: Business Wire)

AgSense 365, Valley aims to reduce development and operational redundancies, delivering a more powerful, simplified and user-friendly experience. Additionally, the transition to AgSense 365 is designed to be seamless, minimizing disruption for existing users and positioning Valley to accelerate technology adoption.

“This is a win-win for our business and stakeholders,” explained Ondrejko. “AgSense 365 will enhance product offering consistency, reduce complexity for growers and dealers, and allow for more focused development investments. Its familiar, robust feature set, including remote monitoring and control, positions Valley as a leader in agricultural technology and smart farming solutions.”

Ondrejko says the transition to AgSense 365 is expected to generate measurable cost savings, improve scalability and enhance Valley’s leadership in the global precision irrigation market.

AgSense 365 will provide:

- **Enhanced Efficiency:** Streamlines Valley Irrigation’s technology stack, optimizes costs and improves deployment efficiency.
- **Scalability:** Expands best-in-class technology offerings globally, meeting market demand for integrated, data-driven irrigation management.
- **Revenue Growth Potential:** Positions Valley Irrigation to drive increased adoption of its digital solutions and expand its digital footprint, capturing additional market share, growing recurring revenue from subscription services and delivering sustainable long-term growth for shareholders.

AgSense 365 will officially become available to the public in March 2025.

“This consolidation is a critical step in our strategy to deliver a more seamless and future-forward irrigation management experience for growers,” said Matt Ondrejko, Senior Vice President of Product Excellence & Commercialization at Valley Irrigation. “AgSense 365 represents over ten years of technological advancement and directly responds to grower feedback. By merging the strengths of each legacy irrigation technology system, we unlock significant operational synergies for both growers and our dealers while positioning for future technology advancements.”

Over the past decade, Valley Irrigation has expanded its digital portfolio through the acquisitions of AgSense, PrecisionKing and PivoTrac, in addition to developing its proprietary Valley 365 platform. By consolidating these solutions into

About Valmont Industries, Inc.

For nearly 80 years, Valmont has been a global leader in creating vital infrastructure and advancing agricultural productivity. Today, we remain committed to doing more with less by innovating through technology. Learn more about how we're Conserving Resources. Improving Life.® at valmont.com.

Jorden Hansen

Jorden.Hansen@valmont.com

Source: Valmont Industries, Inc.