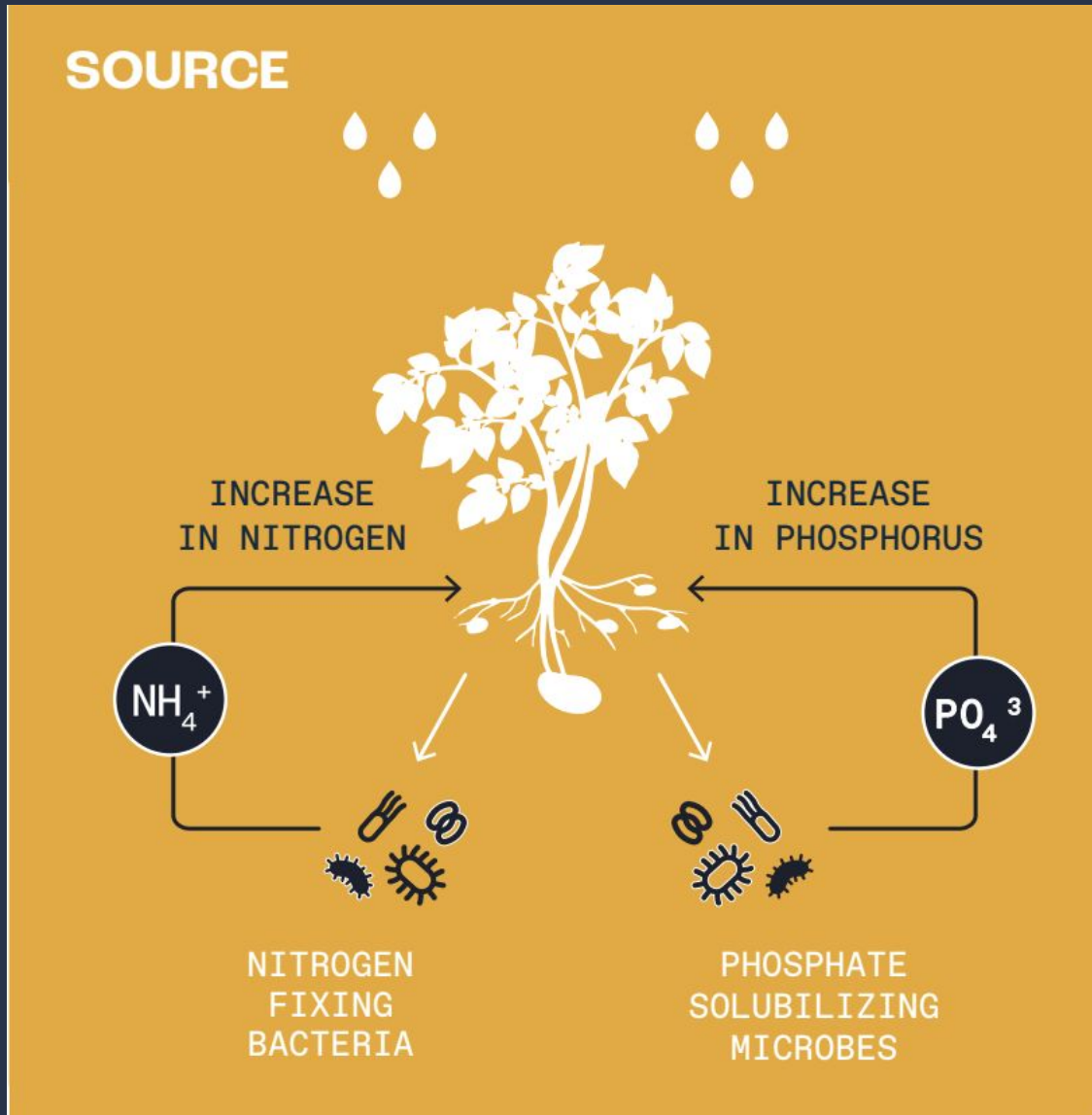


The Opportunity:

Overuse of Traditional Fertilizer
Wastes Money & Resources



- **Weather Loss**
50+% of N can be lost due to leaching, denitrification and volatilization
- **Nutrient Tie-Up**
Prevents 30-90% of fertilizer from getting into the plant
- **Degraded Soils**
Dependence on synthetic fertilizer significantly impacts soil and microbial health

The next frontier?

Healthy, Active Soil

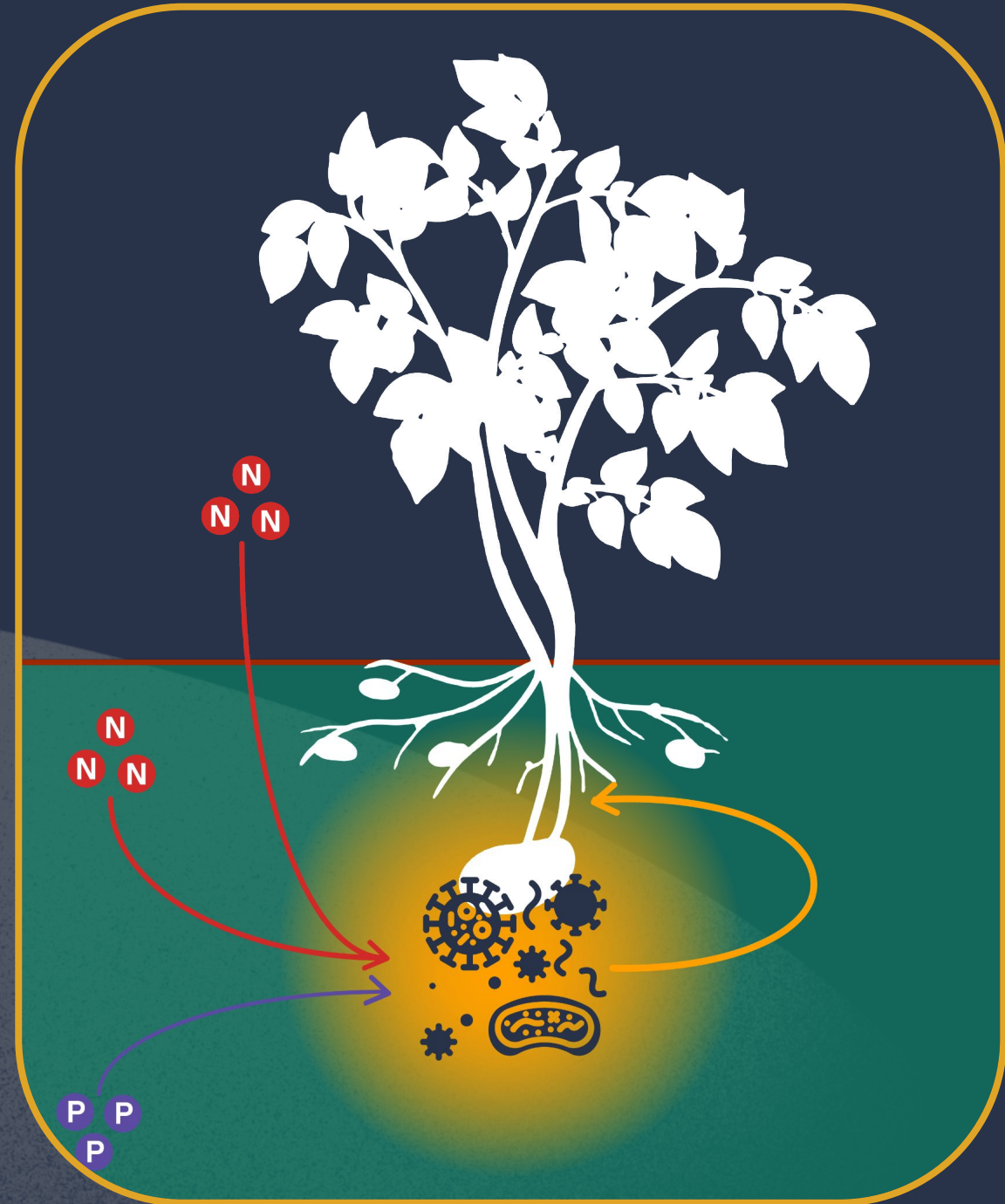
1+
Billion

There are hundreds of species and more than a billion microbes in just one teaspoon of soil.

Microbes deliver **nitrogen** and **phosphorus** to the root zone, but with synthetic fertilizer, they become less productive.



So how can growers get them to work harder?





SOURCE Non-treated



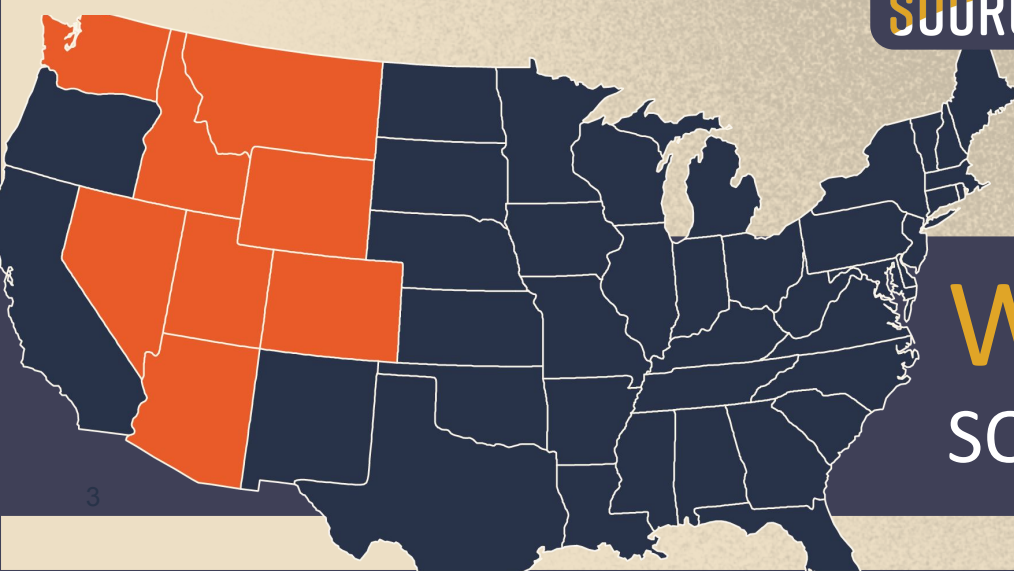
SOURCE Non-treated



SOURCE Non-treated



SOURCE Non-treated



West SOURCE Performance

Silage Corn
2023-2024
average yield lift

+1.3
tons/ac

Wheat
2023-2024
average yield lift

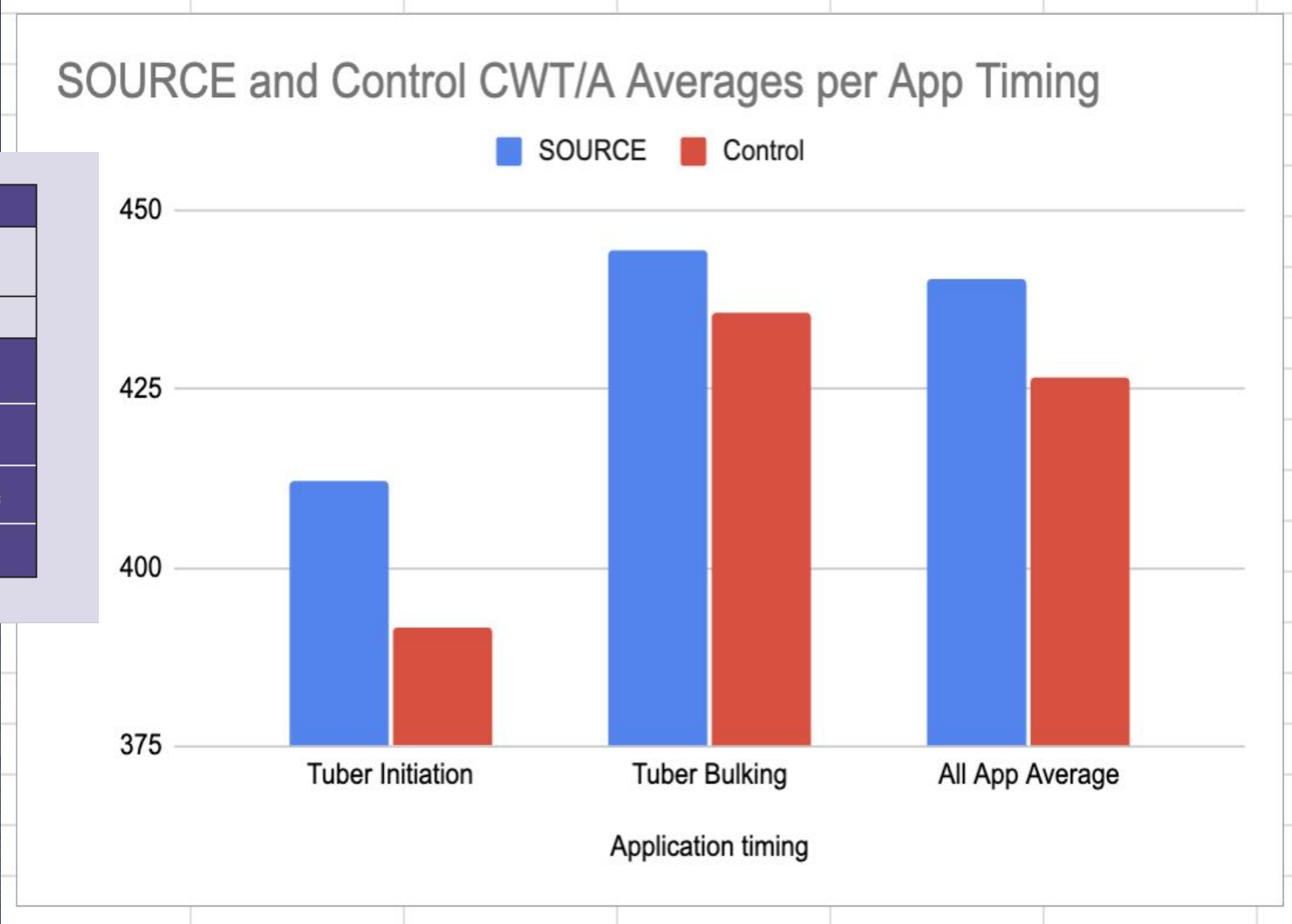
+3.2
bu/ac

Legumes
2023-2024
average yield lift

+80
lbs/ac

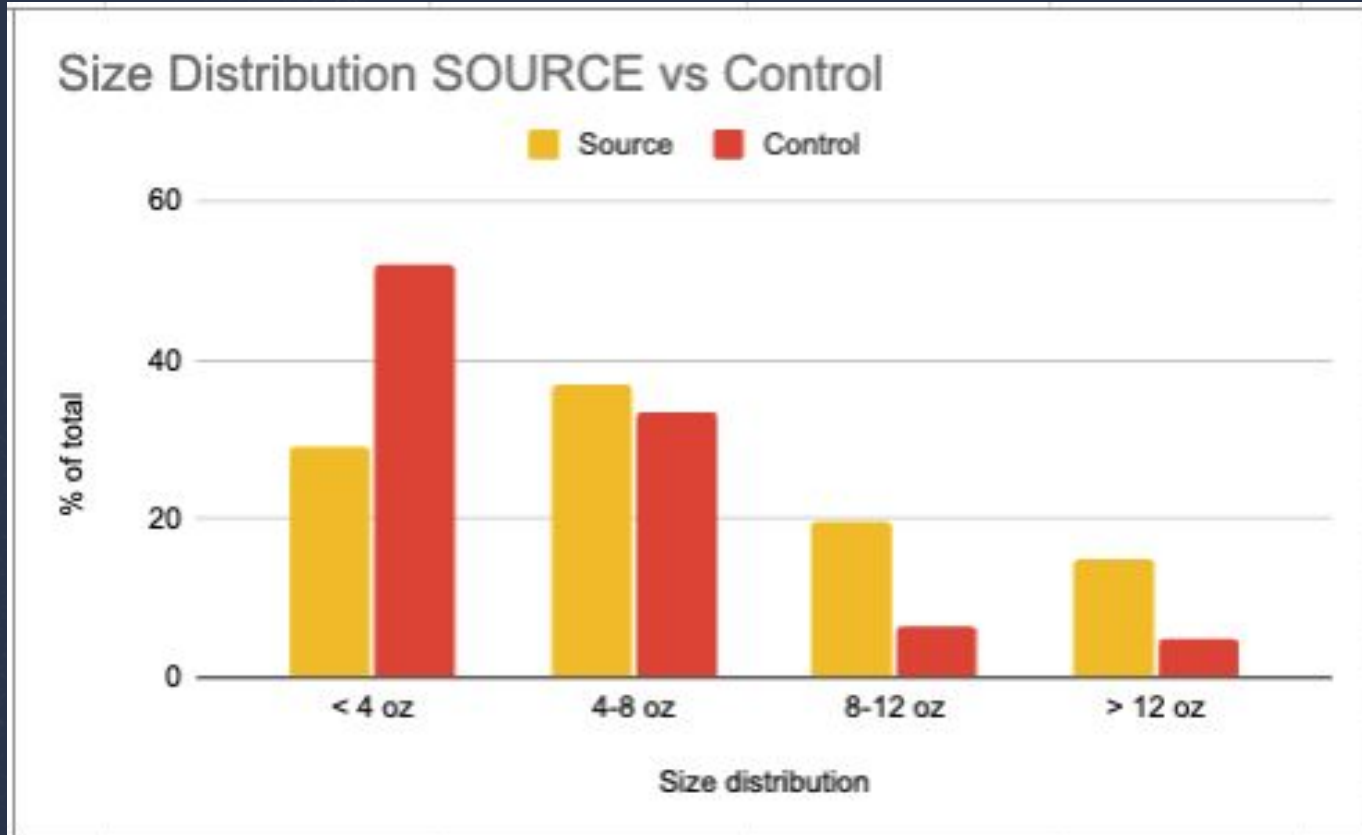
Potato Quantity

Trial Summary 2022 + 2023				
\$10 \$70 SOURCE: \$15	Potato		Sugarbeet	
	DC	XC	DC	SC
Avg ROI	\$366	\$161	\$72	\$60
Win Rate	75%	60%	67%	50%
Avg Yield Lift	38.1 cwt	17.4 cwt	1.2 tons	1.0 tons
n=	4	5	6	2



All data n=13

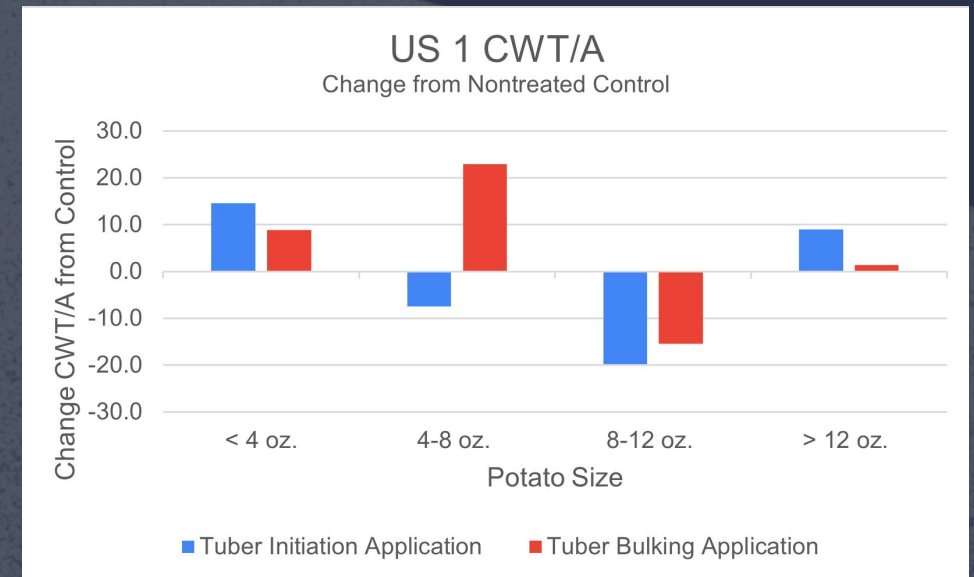
Potato Quality



data summary from 2 field studies, WA and ID

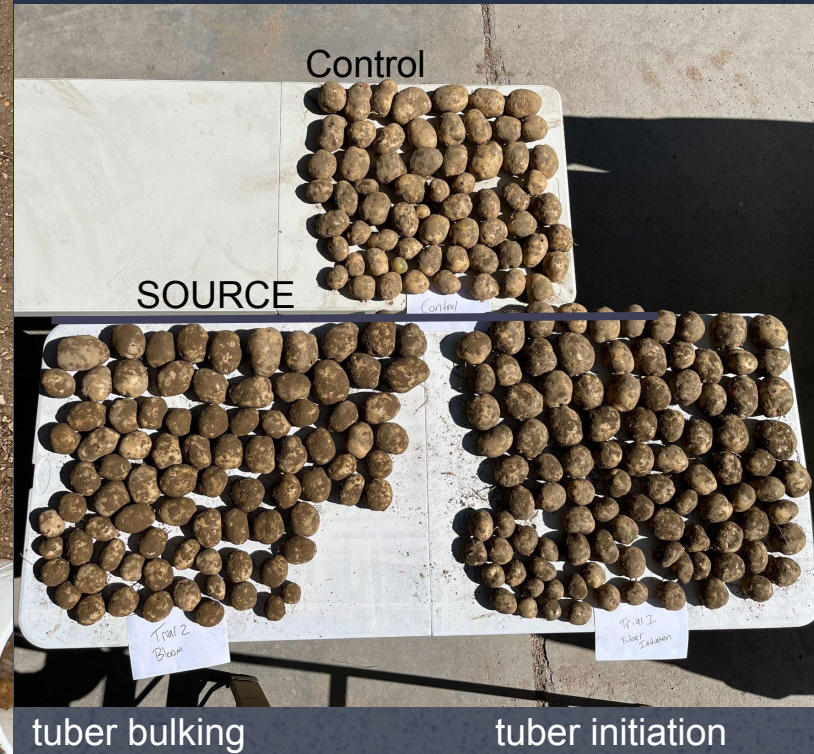
Increased yield has not resulted in decreased quality.

Maintained quality grading while increasing consistency in tuber size.



data summary from third party study

Potato Quality



Potato Quality



Trial Summary

Field	Crop	Application Date	SOURCE-Treated Yield	Non-Treated Yield	Yield Lift per Acre
First Tuber App	Potato	N/A	462.0	370.0	92.0
Second Tuber App	Potato	N/A	430.0	370.0	60.0

Big Lifts in MI - 2025

Trial Summary



Field Name	Treatment	App Stage	Treated Yield	Control Yield	% Yield Gain
chippers manistee plot	DC	Tuber-Initiation	497.8	448.8	10.9%
	DC+BLP	Tuber-Initiation	534.2	448.8	19.0%
russet norkotah plot	DC	Tuber-Bulking	360.9	331.5	8.9%
	DC+BLP	Tuber-Bulking	376.1	331.5	13.5%

Average Yield Lift	
DC	39.2 cwt/ac
DC+BLP	65.0 cwt/ac

Average ROI	
DC	\$435.80
DC+BLP	\$720.50

Prices		
	DC+BLP	DC
Crop Price	\$11.50	\$11.50
Product Cost	\$27.00	\$15.00



Right to Left;
Source +BLP
Source
Control

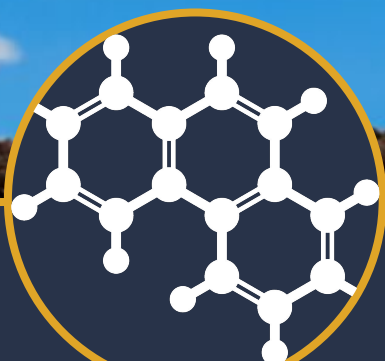
SOURCE[®]

The Next Step in
Advanced Crop Nutrition



Sound 

What Makes **SOURCE** Different?



Chemistry,
Not a Microbe

No live microbes means
easy to use, easy to store



200+ Microbe
Species

Activates **microbes already**
in your soil, improving
uptake of **N, P and**
micronutrients



ROI-Driven
Placement

Backed by the industry's
strongest cash-back
guarantees

SOURCE[®]



CORN



SOYBEANS



SUGARBEETS



POTATOES



CANOLA

Application Rate

1 oz/ac

Application Time

Corn: V4-V6, VT/R1
Soybeans: V4, R1-R3

SOURCE[®]



WHEAT



FORAGES



COTTON

Application Rate

2.5 oz/ac

Application Time

Wheat: tillering - heading
Cotton: squaring - mid bloom
Forages: vegetative stage

25 lbs of N & P + Micronutrients

Optimize N with SOURCE

25 lbs/ac
N reduction

+\$19/ac
Avg ROI

2023 Trial Results

25 lbs Nitrogen

National nitrogen reduction trials show SOURCE provides the equivalent of 25 units of nitrogen, while maintaining yield.

Yield is Maintained with P Reduction

25 lbs/ac
P reduction

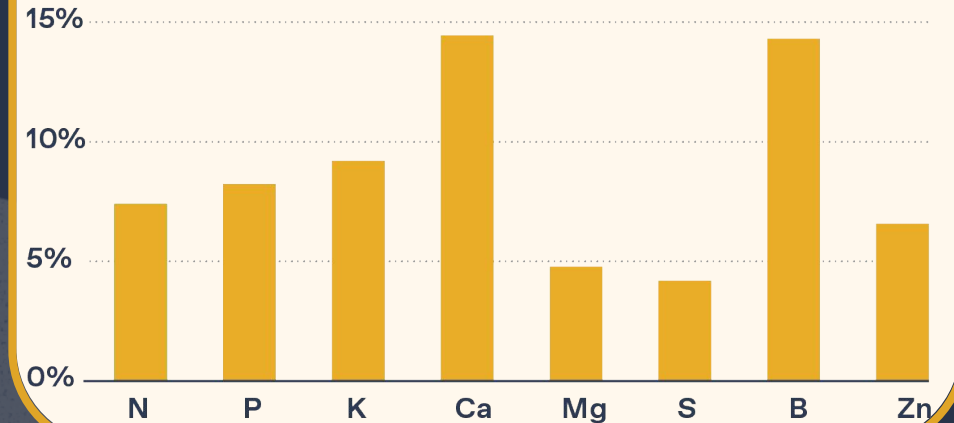
+\$18/ac
Avg ROI

2023 Trial Results

25 lbs Phosphorus

Phosphorus reduction trials demonstrate that SOURCE unlocks the equivalent of 25 units of phosphorus.

Plant tissue % increase by nutrient



More Micronutrients

Tissue tests across 3 years and 500+ fields demonstrate an increase in micronutrients, especially when crops have a deficiency.

Less Nutrient Loss

cleaner water

AG INGENUITY

WATER QUALITY, 2 YEAR STUDY

IN, OH, IA

The effect of SOURCE on water nitrate levels was measured throughout the season. Tile line water samples were taken from fields with differing rates of nitrogen and irrigation.

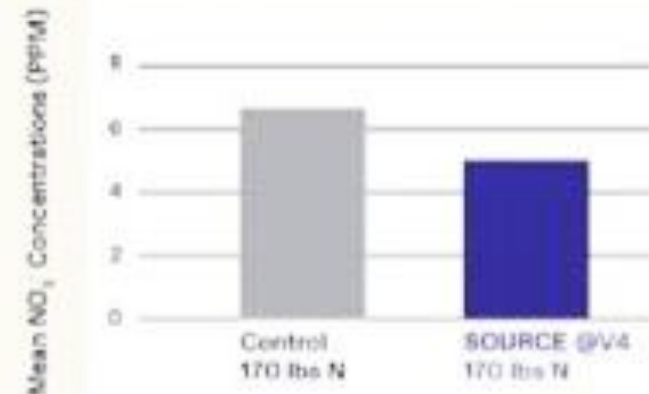
**SOURCE-treated
fields demonstrated**

19%

**lower levels of
nitrates in tile line
water samples**

TAKEAWAYS: Nitrate levels were similar between fields before SOURCE application. In the months after application, SOURCE-treated fields demonstrated 19% lower levels of nitrates. These results indicate that using SOURCE, especially when partnered with reducing N, may help improve water quality along with improving nutrient use efficiency.

Nitrate Concentrations (PPM)



Sound Solutions

Sound offers **two simple, high-ROI solutions**

Efficient Acre

SOURCE[®]



Get Paid up to
\$10/ac



Guaranteed ROI up to
\$100/ac

Replace
**25lbs of synthetic N
and P**
and bring in a new
source of income.

Maximum Acre

SOURCE[®]



BLUEPRINT[™]



**Yield Performance
GUARANTEE**

The easiest way to
**maximize the crop's
access to nutrients**
all season long.



A simple, risk-free way to improve efficiency and get paid.

Efficient Acre **INCENTIVE**

- Get paid up to **\$10/ac** when you replace 25 lbs of N and/or P with SOURCE
- Simple to enroll and execute

Fertilizer Replacement **CASH GUARANTEE**

- Replace up to 25 lbs of N and/or P
- Receive up to \$100/ac CASH in downside protection
- For corn with $NUE \geq 0.95$ lb/bu
- 512 ac minimum. See program details for requirements.

0% Financing Through Nov 1, 2025

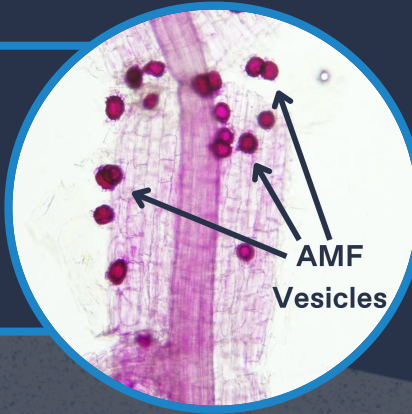
- No interest/no payments for qualified growers through 2025 harvest
- See the results before you pay. Payment due Dec 2025.



The Next Step in
Advanced Crop Nutrition

AMF are the key to a Healthy, Active Soil

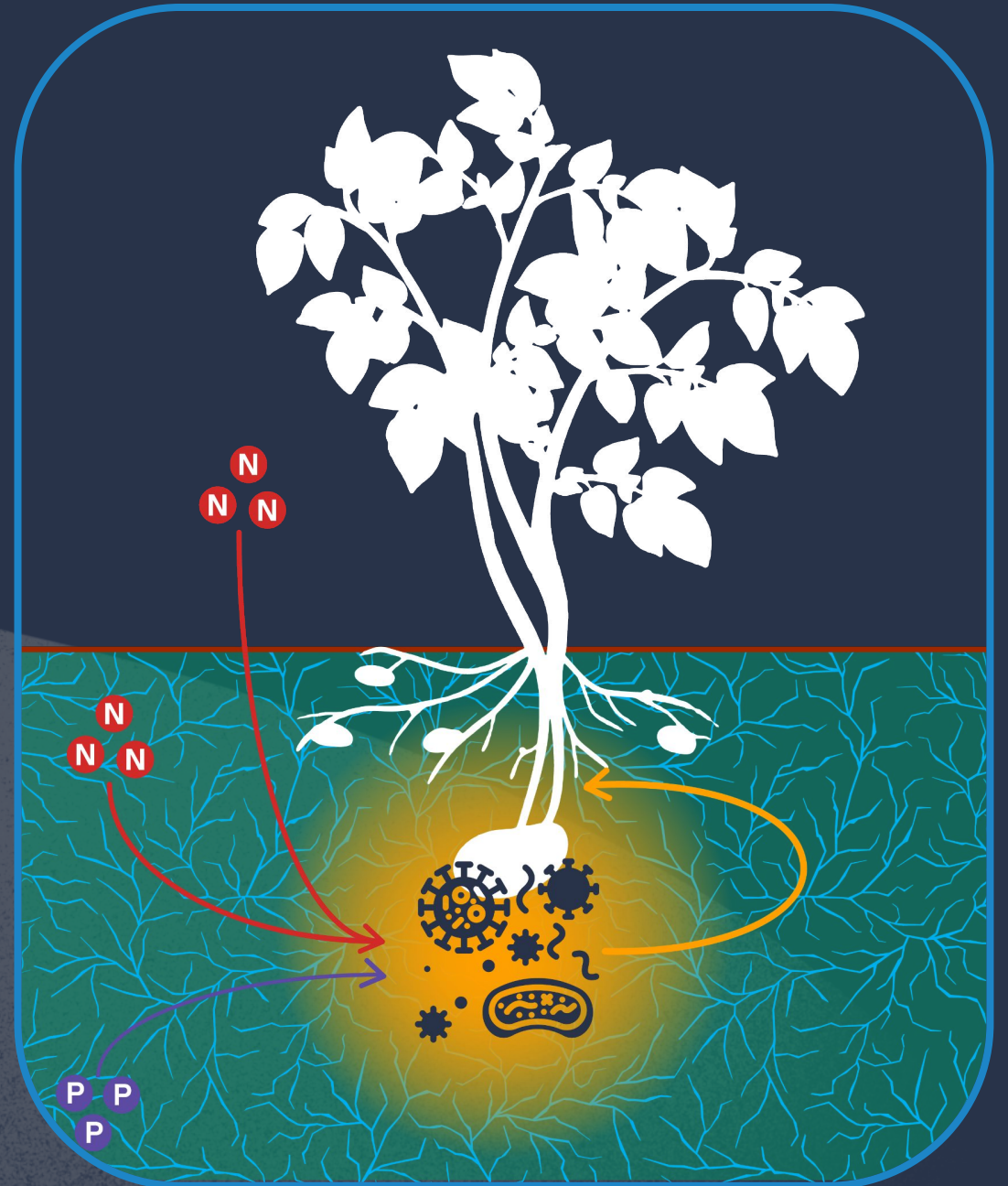
AMF are beneficial fungi that join forces with the crop by forming millions of root-like structures in the soil that act like an extra set of roots



2X

With AMF, your crop gets more than double the reach into the soil profile

AMF are nature's nutrient delivery network



Why **BLUEPRINT** + **SOURCE**?

For the first time, crops can receive the full benefit of a healthy AMF population.



Replenishes AMF Population

.....
Fertilizer and tillage practices have diminished natural populations.

BLUEPRINT inoculates your soil with beneficial AMF



Highest Quality Source of AMF

.....
AMF products are challenging to make

BLUEPRINT delivers over one million AMF spores/ac



Activated by **SOURCE**

.....
AMF lie dormant until they receive a signal from the crop

SOURCE activates AMF to spring to life and associate with crops.

BLUEPRINT™

Liquid



- Application:** Liquid seed treatment / in-furrow (*not in center pivots*)
- Crops:** Major row crops
- Rate:** 6ml/ac
40ac / bottle
- Case Size:** 6 x 240ml bottle (covers 240ac)
- Shelf life:** 1 year
- Compatibility:** Broadly compatible; avoid use with systemic fungicides

BLUEPRINT™

Powder



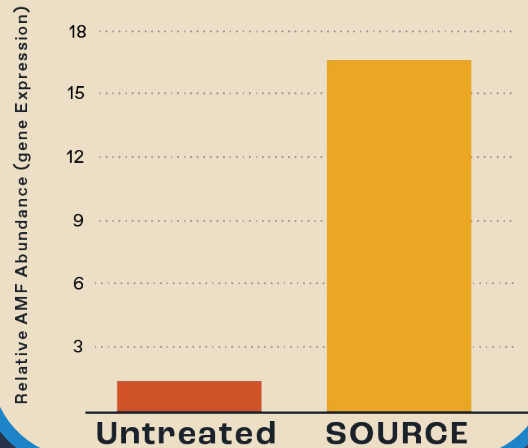
- Application:** Dry planter box
- Crops:** Major row crops
- Rate:** 25g/ac
40ac / pouch
- Case Size:** 6 x 1kg pouch (covers 240ac)
- Shelf life:** 2 year
- Compatibility:** Broadly compatible; avoid use with systemic fungicides

A Solution Where 1+1 = 3

Lab and field results reveal a powerful synergy when SOURCE and BLUEPRINT are used together.

In the Lab

SOURCE Treated Plants
Show 3X More AMF



Plants show

3X

more AMF with
SOURCE applied

In the Field

When SOURCE &
BLUEPRINT are combined:

80%

Greater Yield Impact

2025 Season Pricing

Protect your investment and lock in ROI with our product guarantees and 0% financing. See how the product performs before you pay.

Cost Effective

SOURCE MSRP \$15/ac

BLUEPRINT MSRP \$12/ac

Cash Flexible



Exclusive
0% FINANCING
through November 1, 2025

Guaranteed Return



Yield Performance
GUARANTEE

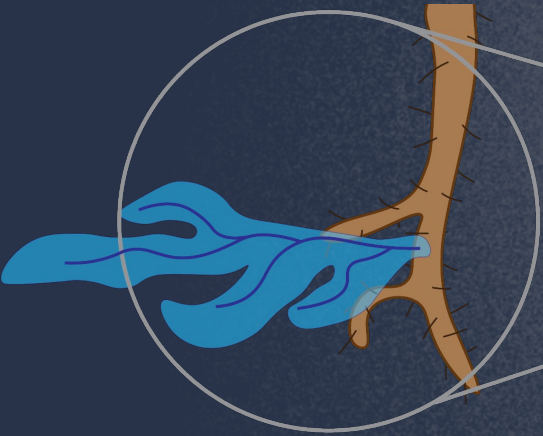


Fertilizer Replacement
GUARANTEE

Sound  [®]

The Science

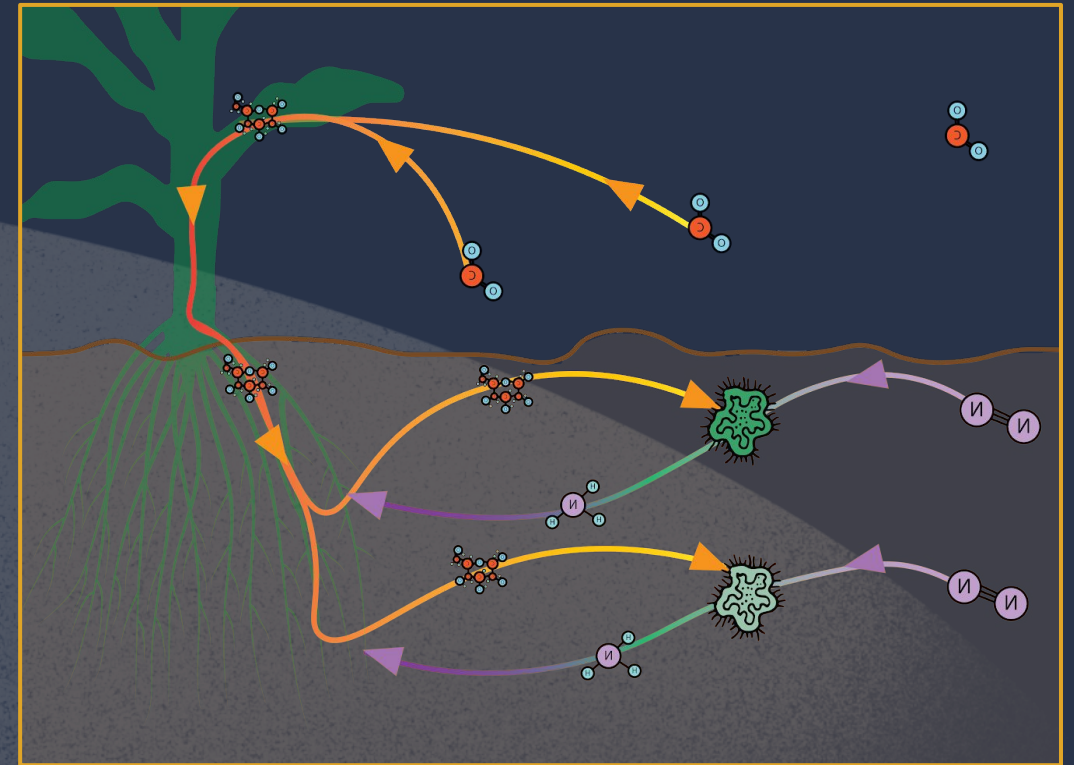
A Look at the Bacteria & Fungi Relationship



Fungal hyphae connect life in the soil, provide soil structure, and release and carry otherwise tied-up nutrients to plant roots.



Bacteria produce protective slimes that shield the plant and themselves from unfavorable environmental conditions, while also acting as a form of transport for nutrients and mechanisms to make nutrients plant available.

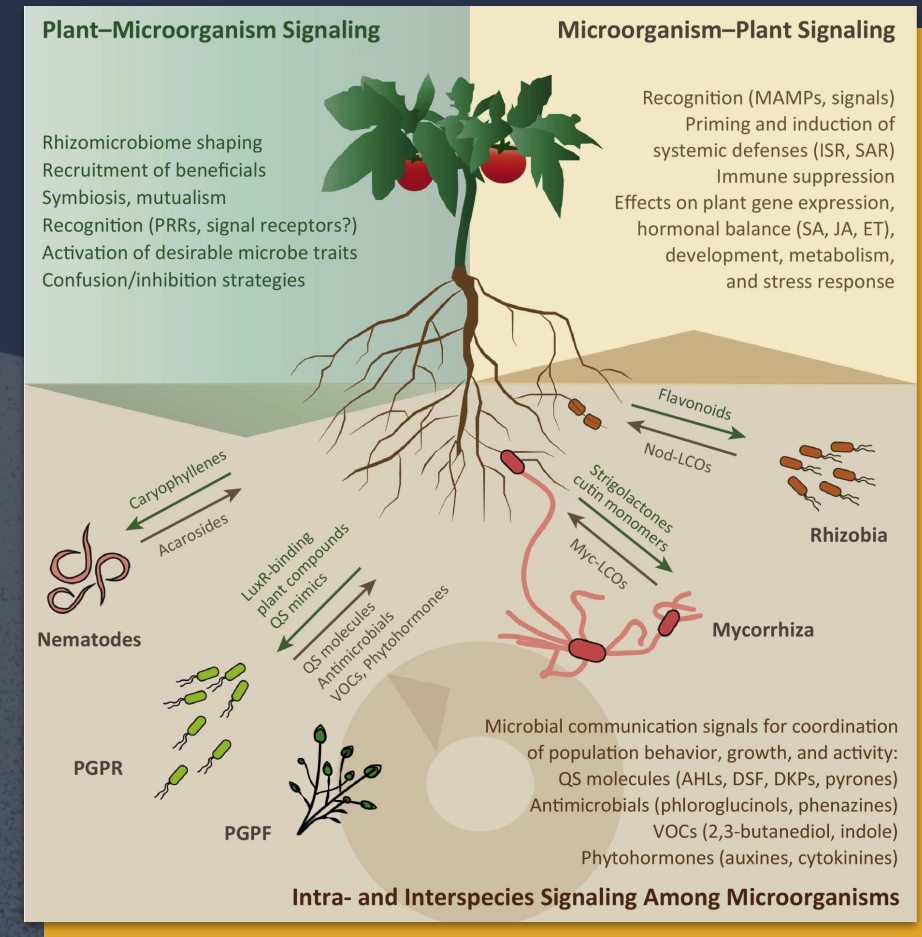


Bacteria fix atmospheric nitrogen (N_2) into plant-available plant available N and solubilize phosphorus (P) to plant available orthophosphate ions.

What is Mycorrhiza?

The center of the rhizosphere ecosystem, most growers are not capturing the benefits of AMF, leaving crops vulnerable to deficiencies

- **Symbiosis** between fungi (myco) and plant roots (rhiza)
- **Required by corn**, onions, carrots, and other mycotrophs to grow optimally
- **Assists 90% of all plant species** and effectively extends the plant root system by **up to 100X**
- AMF will “**come to life**” if they sense they’re needed
- **Degraded by modern agriculture** techniques like excess P application and tillage



Naresh, R et al. (2020). Research Trends in Agriculture Sciences.

Plants **Signal** to Microbes

to barter for nutrients, sugars, and water

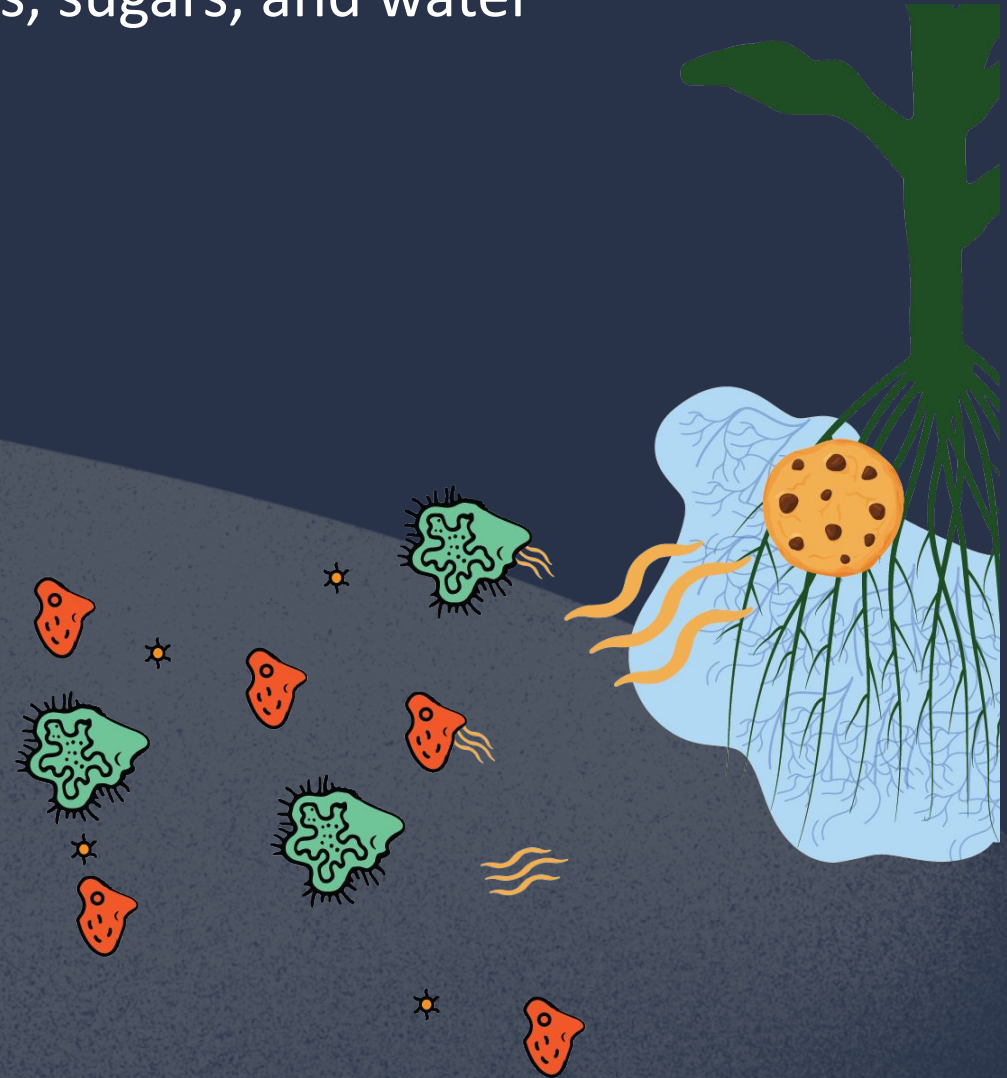
Signaling

Microbes

Plant roots



Plants **excrete** carbon-complex sugars and signaling molecules **through root exudates** into the rhizosphere to attract microbes to their roots.



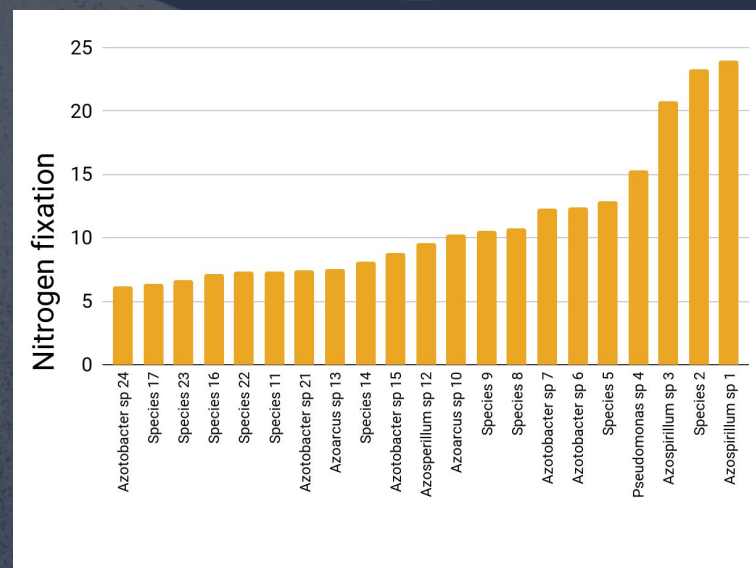
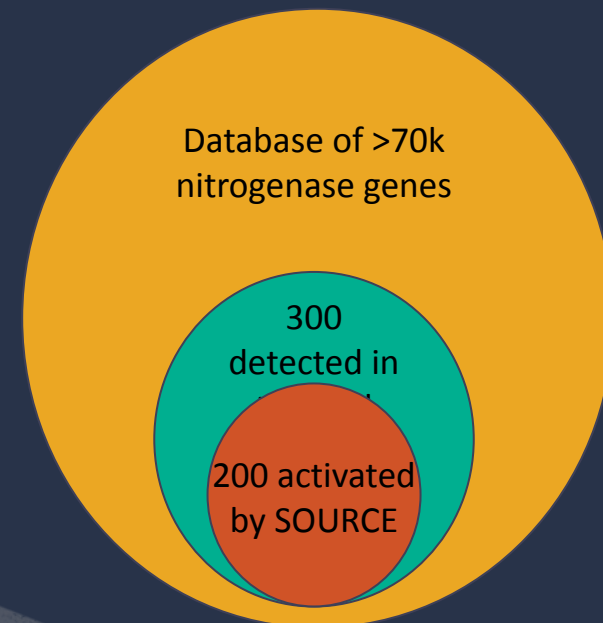
Where Does SOURCE Come In?



+14x AMF Root
Colonization with
SOURCE



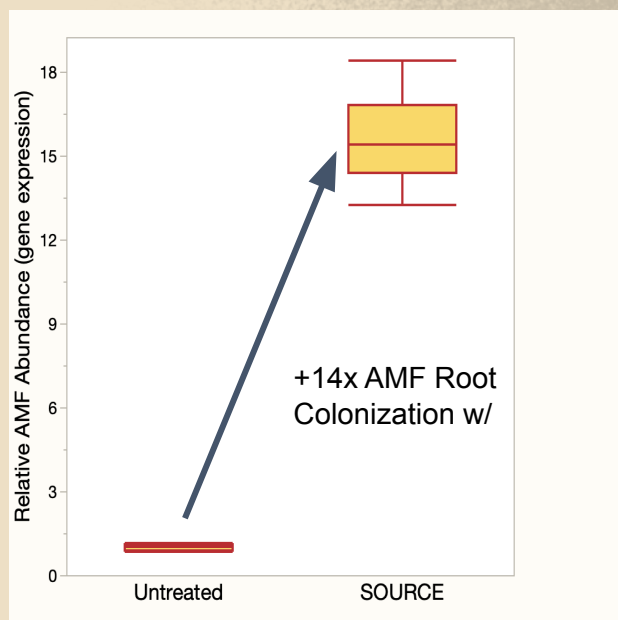
2/3 of
nitrogen-fixing
bacteria increased
in activity with
SOURCE



Sound Lab Results

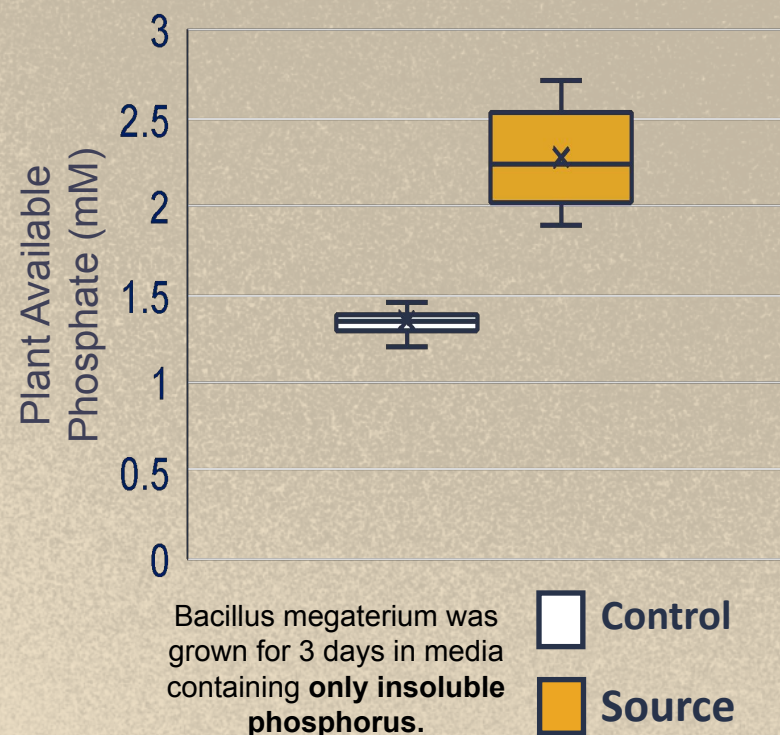
Below Ground Performance

SOURCE increases mycorrhizal root colonization

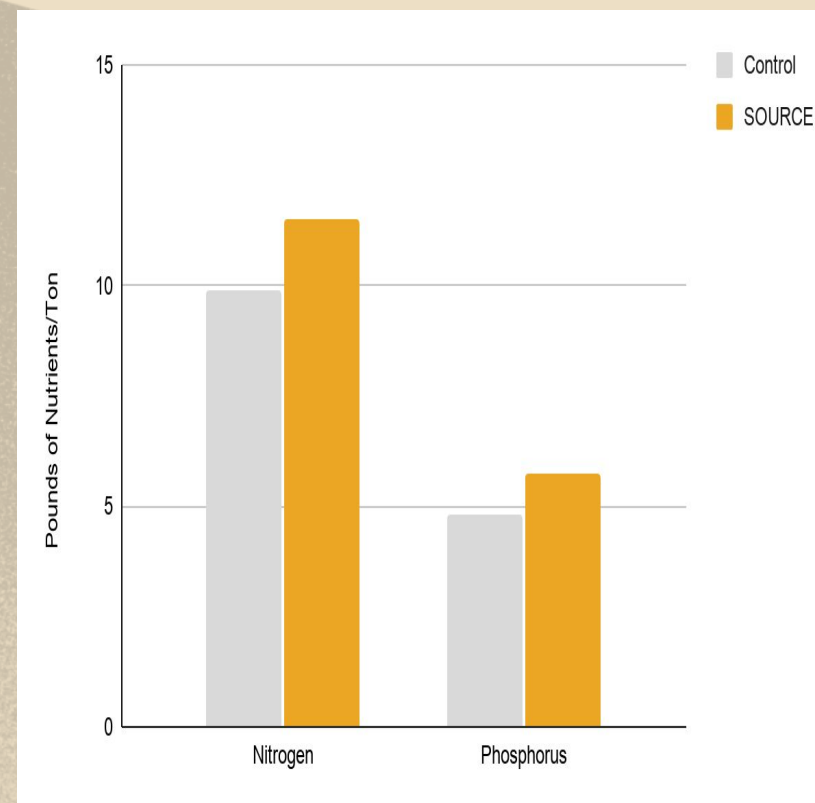


SOURCE DC corn treated showed 14x increased AMF root colonization over untreated after 10 days of application

SOURCE increases inorganic phosphate solubilization



SOURCE increases nitrogen and phosphorus uptake in the field

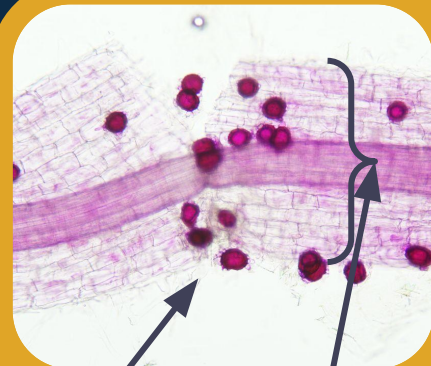


Well-established scientific support, lab work, and field trials led to pilot

Support: Academic understanding that **strigolactones (SOURCE)** activate AMF

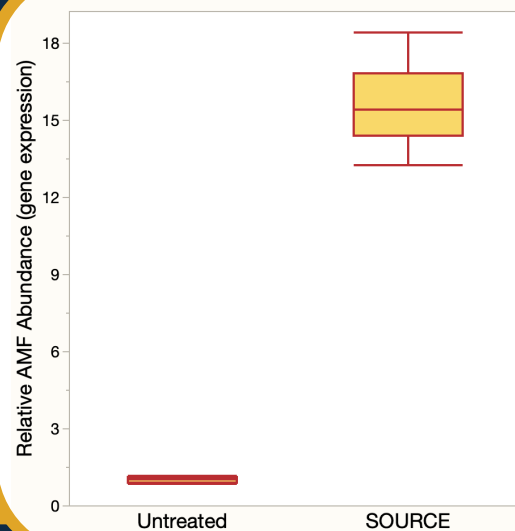
2022 Lab Work: Validation

SOURCE Treated Plants Show 3X More AMF



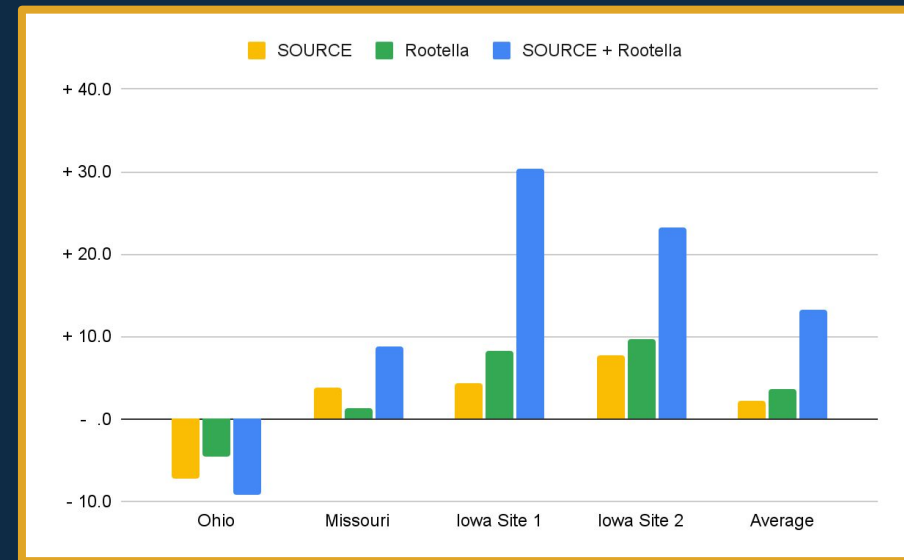
AMF
Vesicles

Corn
Root



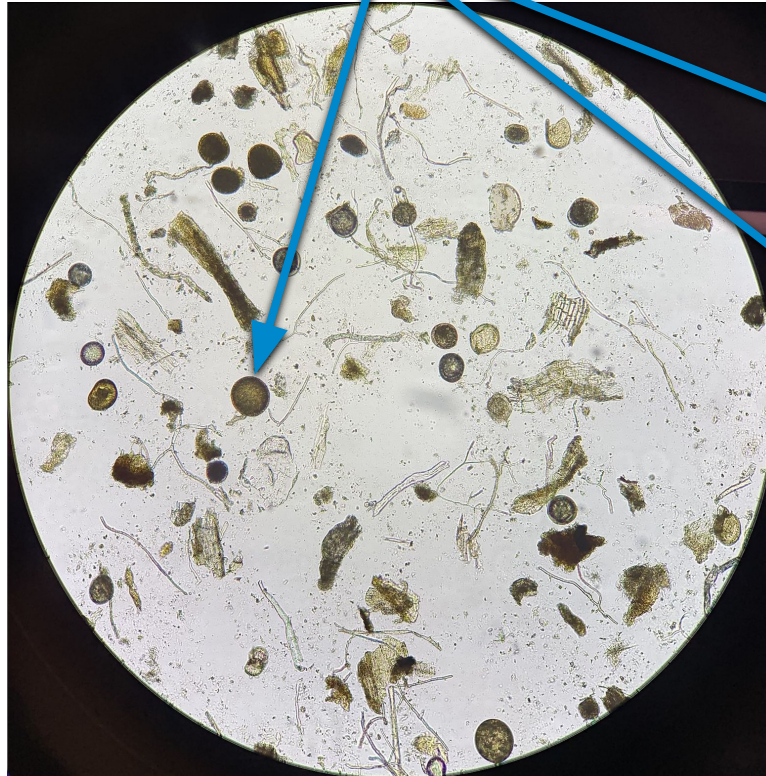
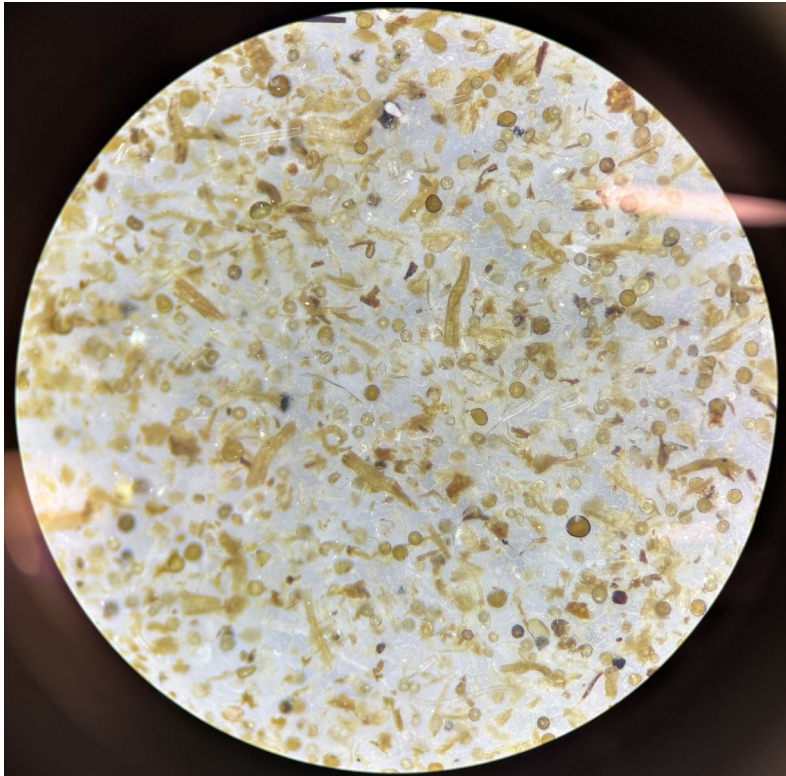
2023 Field Trials: Validation

1+1 = 3



BLUEPRINT™ under the microscope

Spores



Magnification

Sound 

2024 Trials

Summary

- 35 States
- 571 Trials
- 9 Crops

Trials by Product and Crop

