



2025

Annual Impact Report

Growing Together,
Sustainably



Table of Contents



03 CEO's Message	10 End-User Stories
04 About Agros	11 Talent Stories
05 2025 Highlights	12 Our Investors
08 2025 in Numbers	13 Contact Information
09 Impact on Customers	



Max Nelen
Founder and CEO of Agros

CEO'S MESSAGE

2025 has been a year of bold moves and deeper roots. A year of scaling, innovating, and proving that solar irrigation isn't just a better way to farm, it's a movement gaining serious momentum across Southeast Asia.

From strengthening our operations in Indonesia and Cambodia, to serving our existing customers in Myanmar, we continued turning ambition into action. We engaged thousands of farmers through field events, deepened our presence in rural communities, and expanded our capabilities through a centralized platform that connects all our countries under one system.

A landmark moment this year was securing a USD 2 million working capital facility from EDFI ElectriFI, the EU-funded Electrification Financing Initiative, a validation of our model and a catalyst for what comes next.

Alongside this, we piloted PAYGO, making solar pumps accessible to farmers without any upfront cost. With repayment rates exceeding 95%, it's clear that when access is genuinely affordable, farmers don't just adopt the technology, they commit to it.

Through it all, Agros is always about the farmers. This year again, 98% of them saved money thanks to us, telling us irrigation is easier, less tiring, and less time-consuming than ever before. Women's participation in farming continues to grow, a sign that better access changes more than just yields. That's the impact that drives us.

None of this would have been possible without the dedication of our team, the trust of our customers, and the support of our partners, investors, and stakeholders. Thank you for believing in our mission and helping us create lasting impact in rural communities.

Halfway into 2026, our focus is clear: deepen our presence in Indonesia and scale our impact through stronger partnerships with governments, development institutions, and the private sector. We have spent the last several years proving the model. The next chapter is about bringing that impact to many more farming communities through collaboration and scale.

Thank you for being part of this journey.

Max Nelen
Founder & CEO, Agros

ABOUT AGROS



Vision

A world in which outdoor agriculture continues to feed the planet in a profitable and sustainable way.

Mission

Empowering the agriculture industry with affordable solutions that drive profitability, while contributing to environmental sustainability across the globe.



Our Values



Farmer
First



Long-term
Sustainability



Solution
Oriented



Humility

Highlights for 2025



EDFI

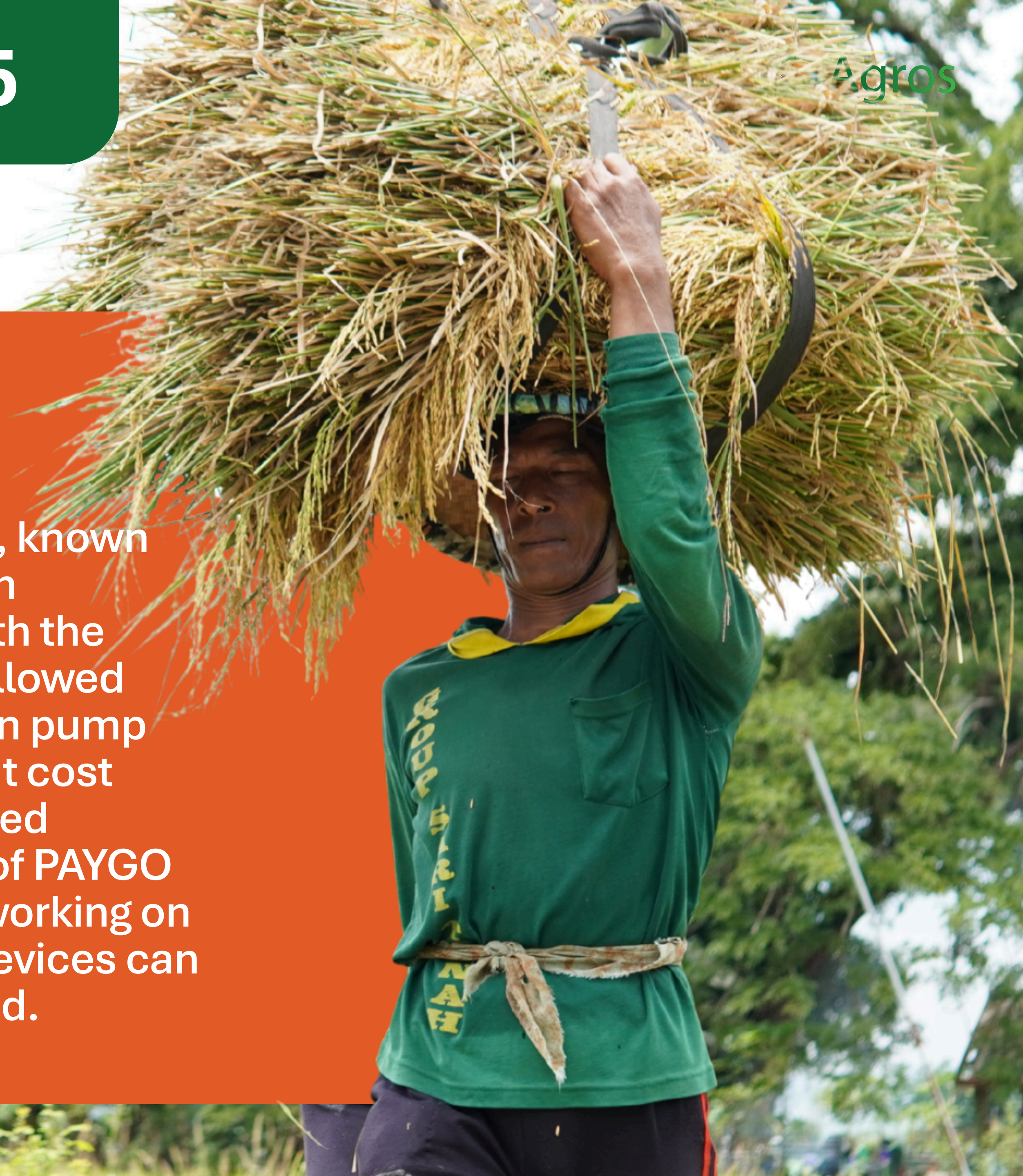
Agros secured a USD 2 million working capital facility from EDFI ElectriFI, the EU-funded Electrification Financing Initiative managed by EDFI Management Company (EDFI MC). The funding supports Agros' expansion in Indonesia and Cambodia, allowing Agros to procure sufficient inventory during peak season, while providing flexible financing to its variety of clients during the rainy season. The investment also marks a step toward making solar irrigation pumps a bankable asset class, opening the door for local financial institutions to expand clean irrigation financing across the region.

Highlights for 2025

Agros

PAYGO

In 2025, Agros piloted an offline PAYGO controller, known as PAYGO 1.0, across approximately 50 systems in Indonesia. These systems were tested directly with the proposed user group (smallholder farmers) and allowed basic payment-linked access to the solar irrigation pump using SMS codes and a keypad. It removes upfront cost barriers, enabling equitable access for marginalized farmers. The pilot confirmed farmer acceptance of PAYGO controls with over 95% repayment rates. We are working on the next step to develop PAYGO 2.0 + IoT, where devices can be remotely tracked & payments digitally managed.



Highlights for 2025



Larger Pumps Launch

Agros expanded its product portfolio with larger capacity pumps, including 5, 7.5, 10 and 15 HP. We also piloted shared irrigation models, enabling more farmers to access reliable and affordable irrigation solutions.

ZoHo Supply Chain System

Agros rolled out a centralized inventory and payment management system across all countries, improving stock visibility, operational efficiency, and supply chain coordination.

2025 in Numbers



Number of beneficiaries reached
to date:

39K

(9K more than 2024)



Number of farmers:

8K

(2K more than 2024)



Hectares irrigated:

34K ha

(doubled from 14K+ in 2024)



Fuel savings:

US\$ 17M +

(6M increase from 2024)



CO2 emissions reduced:

73K+ ton

(38K ton increase from 2024)



Impact on Customers



- **Over 98% of farmers saved up to 20% of their monthly or seasonal expenses**

Main components: fuel and electricity costs + transportation costs + repair costs

- **Over 95% of farmers found irrigation less tiring**
- **93% of farmers saved time**
- **Women's participation in farming increased by 20% - 57%, driven by differences in crop activities and partner engagement across sites**
- **97% of farmers would recommend Agros, with 80% of clients coming from Farmer Partners**

End-User Stories



Agus Bachtiar | Indonesia

How Kemlokolegi Village Brought Solar Irrigation to an Entire Community in Nganjuk

Agus Bachtiar Setiono didn't just upgrade his own farm, he brought solar powered irrigation to an entire village. As the driving force behind Kemlokolegi's transition, Agus worked with the village's BUMDes to install what is now 11 communal pump stations serving nearly 100 hectares of farmland across the community.

Since May 2025, farmers no longer haul diesel engines to the fields or navigate the bureaucratic process of obtaining subsidized fuel. Irrigation costs have dropped from Rp 500,000 to Rp 300,000 per season for every participating farmer, while each pump unit generates approximately Rp 6,000,000 per season that flows back into the village fund. Neighboring villages in Baron District have already begun following suit.



Lon Chhea | Cambodia

Lon Chhea's First Season with Agrosolar in Cambodia

Lon Chhea is a 56 year old farmer from Samlout, Battambang, managing a 30 hectare farm growing eggplant, chili, and radish. In December 2024, he replaced his diesel generators with six submersible solar pumps ranging from 1HP to 5.5HP.

The financial relief was immediate. Monthly fuel costs of US\$300 – US\$500 dropped to nearly zero, freeing up capital to expand his crops and improve his family's livelihood. And the concern he had going in, whether solar could handle a farm this size, has been answered. Six pumps running reliably across 30 hectares now deliver a more consistent water supply than diesel ever did.



Aung Phyto | Myanmar

Aung Phyto's Two Years with Agrosolar in Myanmar

Aung Phyto is a 50 year old farmer from Yay Tar Shal Village, Yangon, growing durian and crepe ginger across 6 acres. In January 2023, he installed three Agrosolar pumps, two surface pumps and a 1.5HP submersible, and hasn't looked back.

Diesel costs of 135,000 MMK per month have given way to estimated savings of 800,000 MMK per season. More importantly, he can now water his crops on demand, no longer tied to fuel availability or generator reliability. The result is healthier harvests, and with Agros's after-sales support always within reach, the breakdowns and uncertainty of diesel are a thing of the past.

Talent Stories



Zulhiza Ledna Yoandani
Digital Sales Support Assistant
| Indonesia

Zulhiza moved from Customer Service Officer to Digital Sales Support within three months, bringing a valuable edge: a background in Soil Science that lets her bridge agricultural know-how with digital sales. What she finds most rewarding is watching customers grow in confidence after receiving clear, honest information.

That quiet dedication earned her the Silent Hero Award in 2025.



Sophy Hoeung
Finance & HR Administrator
| Cambodia

In just over two years, Sophy has grown from Junior Accountant Finance to HR Administrator, and credits Agros's collaborative culture for making that growth possible. At Agros, colleagues support one another, share knowledge freely, and work toward common goals.

Her advice to anyone joining: stay curious, be proactive, and embrace the startup spirit. The opportunities are real for those who seek them.



Nyan Win Htet
Community Sales Officer
| Myanmar

Four years in, Win Htet has grown from lead generation into sales, installation, and after sales service. What drives him is simple: every pump sold means lower fuel costs and higher profits for the farmers he serves.

That purpose shows up in how he works. On one installation visit, an honest conversation about Agros's values and after sales support turned a single-pump order into four, because trust, it turns out, is the best closer.

OUR INVESTORS: AGROS' GALAXY

Our significant growth would not have been possible without the support of our investors.

Agros has
successfully secured

**US\$9
million**

so far in capital through equity and debt
from our loyal network of investors





**GROWING TOGETHER,
SUSTAINABLY**

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