

CLEANTECH COMPANY  
**GEOIA TO BUILD  
SUSTAINABLE CITIES**



## ABOUT AGFOREST

Agforest is the Spanish startup that pioneers the application of regenerative geospatial artificial intelligence (GeoAI) to build a sustainable future. The company is committed to research, development and innovation (R&D&I) to create technologies that facilitate the sustainable transformation of cities and agriculture. To do this, Agforest develops “conscious” algorithms; that is, aligned with human values, to guarantee the positive impact of its predictive and learning models based on artificial intelligence (AI).

Agforest's portfolio of solutions combines the power of artificial intelligence (AI) with geospatial data to prevent, analyze and act on the main challenges facing the Earth: waste, pollution and water management; as well as the analysis of the risks that endanger the balance of planetary boundaries.

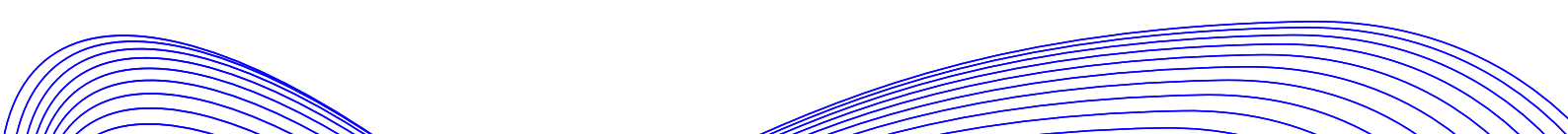
In a context of polarization, sustainability requires consensus and cooperation. Agforest seeks to be the link between business, institutional leaders and civil society to make sustainability a reality. The company offers comprehensive support to all actors to facilitate compliance with the goals established in the Green Deal of the European Union (EU): reduce EU CO2 emissions by 55% by 2030, compared to 1990 levels. , reaching carbon neutrality in 2050.

## HISTORY

Founded in Malaga in 2021, Agforest was born to respond to one of the greatest challenges posed by sustainability: transforming linear thinking into exponential, following the behavior model of nature. Agforest is not just another solution, but a thinking model. Therefore, it is committed to dialogue with all actors in the ecosystem to extract valuable learning from the diversity of points of view.

The trigger for the idea is found in two key milestones on the calendar: on the one hand, in 2020 the weight of industrial objects exceeded that of the biosphere for the first time in history. On the other hand, despite the fact that 55% of the managers of some of the most important companies in the world state that they are committed to circularity, the initiatives promoted are partial and insufficient.

The term “sustainability” must stop being linked exclusively to the climate; although a great pedagogical work is necessary. Inaction is a consequence of ignorance: the great challenge of our time. In the face of “infoxication”, which has caused knowledge to lose value, Agforest is committed to R&D&i as the best way to ask the appropriate questions to the problems that concern sustainability.





# VALUE PROPOSAL

Agforest has a clear objective: to promote the sustainable transformation of cities and the agricultural sector. We are committed to research, development and innovation (R+D+i) in cutting-edge technologies that combine geospatial data and artificial intelligence (GeoAI).

Inspired by the behavior of nature, the company works on predictive and analytical models that extract the maximum potential of artificial intelligence (AI). Agforest offers high-level technological solutions that provide a creative response to the transition towards a circular and regenerative economy. Committed to ESG (environmental, social and governance) criteria, the portfolio of solutions is articulated around Agforest Core:

- **Reduce and minimize environmental pollution**
- **Optimize water use and detect fraud**
- **Predict and prevent environmental risks, reducing their economic impact**

## HISTORY

### 1 - GeoIA for waste and pollution management:

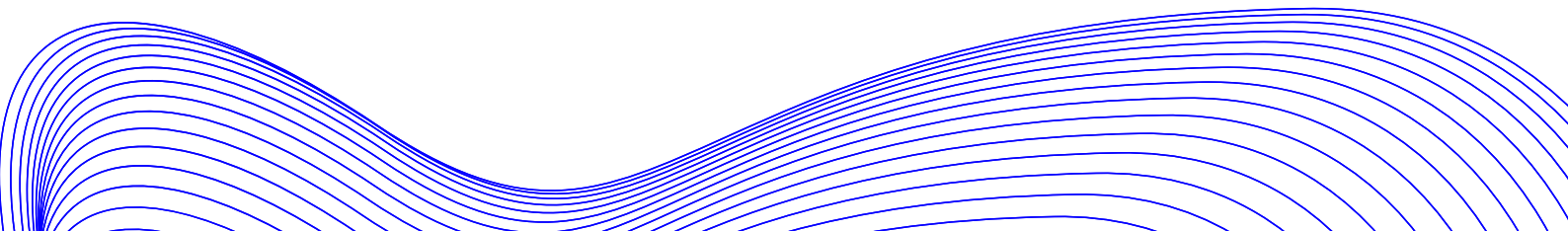
- **Ag4Waste:** technology for efficient waste management in cities.
- **Ag4Asbestos:** comprehensive management of the asbestos life cycle, including Ag4Asbestos software.
- **Ag4Air:** visualization and analysis of air pollution.

### 2 - GeoAI for water management

- **Ag4WaterLeaks:** detection of leaks in supply networks, with an impact of 15% of the water in Spain.
- **Ag4WaterFraud:** detection of water fraud, which accounts for 400,000 million liters annually in Spain.
- **Ag4Agro:** intelligent irrigation solutions to optimize water use in agriculture and improve crop yields.

### 3 - GeoAI for risk analysis

- **Ag4City:** improving the habitability of cities, working on the development of smart cities.
- **Ag4Finance:** evaluation of risks subject to financial investments, aligned with sustainability objectives.
- **Ag4Climate:** transversal work on climate sustainability, identifying sources of pollution and measuring the evolution of climate in cities.



# PURPOSE OF AGFOREST

Agforest is much more than a technology company. We are a movement with a clear purpose: to lead the sustainable transformation of cities and the agriculture sector. Activate the circular regeneration of the ecosystem, extracting the maximum potential of the technology.

We promote the transformation towards a world in which the circular and regenerative economy are a reality. We have the power of knowledge. We apply research, development and innovation (R+D+i) to create solvent, flexible and innovative solutions.

- We infuse intelligence into the Earth
  - Satellite images: we use geospatial data to obtain extensive, precise and valuable information for planning sustainable development strategies.
  - R&D&i: we identify intersection points and offer effective strategies to predict, prevent and act against the risks that threaten the survival of the planet.
  - “Conscious” algorithms: we extract the maximum potential of artificial intelligence (AI), integrating ecosystem knowledge and human values into our predictive and learning models.
  - Paradigm change: we promote a change from linear to exponential thinking, the operating model of nature. We influence behaviors to modify beliefs. We inspire leaders and civil society to understand the dimension of the problem we face in relation to sustainability.

## MANAGEMENT TEAM

- **Juan Carlos Martín**, Chief Executive Officer (CEO) & Co-Founder
- **Pablo Quesada**, Chief Technology Officer (CTO) & Co-Founder
- **Santiago Iglesias**, Chief Financial Officer (CFO)

## COMPANY DATA

- **Headquarters:** C. Hilera, 14, Distrito Centro, 29007 Málaga
- **Website:** [www.agforest.ai](http://www.agforest.ai)
- **Social media:**
  - **LinkedIn:** <https://www.linkedin.com/company/agforest/>
  - **Twitter:** [https://twitter.com/Agforest\\_](https://twitter.com/Agforest_)

## PRESS CONTACT

- Guillermo de Santiago
- [guillermo.desantiago@agforest.es](mailto:guillermo.desantiago@agforest.es) / (+34) 662 32 81 77

