

Fertoz

14 May 2018

ASX RELEASE / MEDIA RELEASE

Fertoz Expands Team as Sales Momentum Builds

HIGHLIGHTS

- Fertoz sales team expands to now include 6 in North America and 1 in Australia
- Fertoz sales representatives have between 20 and 30 years of resource or agriculture experience
- This experience brings high levels of product knowledge, ag practices and supply chains, and business acumen
- These years of work are also the basis for many industry relationships, respect and credibility
- Fertoz has now secured sales coverage across all key North American agricultural regions

Organic phosphate development company Fertoz Ltd (“Fertoz” or the “Company”, ASX: FTZ) is pleased to announce further expansion to its team of employees, consultants, and representatives.

Fertoz Executive Chairman, Pat Avery, said:

“Over the past two years, Fertoz has made great progress, moving from a phosphate exploration company, through resource and asset development, and now into production, sales and cash flow.

“I have known nearly all the team members for many years. All are very experienced, most having 20-30 years of experience. In mining and Ag, one does not work this long without earning respect, knowledge, credibility and building long-lasting relationships. Ag sales particularly, are based on agronomics, trust and credibility. Our dealers and growers are literally ‘betting the farm’ trying Fertoz products. To help new and existing customers and investors understand the value we seek to add, we would like to introduce the Company’s development and sales team.”

Product Development and Sales - Establishing Distributorships and Partners

Sean Gatin - Winnipeg, Manitoba. Sean brings a record of achievement spanning more than 25 years in business. With deep roots in agriculture, Sean has started and grown a number of ag input businesses. He has led numerous sales, product development and operational divisions, and bought and sold several successful Ag businesses.

Derek Squair – Regina, Saskatchewan. Derek is a Certified Crop Adviser with over 25 years of experience of advising farmers in agronomy, business and marketing. Derek is the Co-Founder of Agri-Trend Marketing and has recently completed the sale of the company to Trimble Inc. (NASDAQ: TRMB).

ASX: FTZ



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Board of Directors

Executive Chairman
Non-Executive Director
Non-Executive Director
Company Secretary

P. Avery
J. Chisholm
A. Byass
J. Stedwell

Key Projects

Wapiti
Ferne

Fertoz Ltd

Ownership: 100%
Ownership: 100%

A.C.N. 145 951 622

Dean Tvinnereim – Boise, Idaho. Dean has more than 40 years' experience in the fertiliser industry, having led sales and supply chain efforts in large volume N-P-K products. He recently retired from JR Simplot where, over the past 10 years, he led international fertiliser sourcing efforts.

Lawrence Klusa - Winnipeg, Manitoba. Lawrence is a Professional Agrologist and has over 25 years' experience in Ag marketing, sales and consulting. Lawrence grew up on a grain farm in central Saskatchewan and has considerable experience in farming practices, fertiliser use and crop production.

Reanne Pererowski - Winnipeg, Manitoba. Reanne possesses a strong passion for sustainable agriculture and experience in several agricultural industries including organic certification, grain handling and trading, fertiliser manufacturing, Ag research and testing and seed development.

Fertoz's product development and sales team in North America is fully supported and assisted by Group COO **Jo Shearer**, operating out of Vancouver, BC. Jo has over 40 years of Industrial Mineral Production and Exploration experience, and oversees all mining, exploration and permitting to ensure product supply into the sales pipeline from all company owned deposits and joint venture deposits. Also based in Vancouver is **Jay Hosanee**, the Group CFO and Financial Controller, with years of experience in mining, banking, logistics and trading and distribution.

The Australian operations continue to expand sales under Les Szonyi, selling FertAg products now for four years. Les is a Chemical Engineer with broad industrial and agricultural experience.

Mr Avery added:

"As you can see from the brief bios above, Fertoz has built a highly experienced development and sales force. We have a lean team focused on sales, spread around many geographies, but these people all know their roles, goals and contacts. The majority of the operations and efforts are in North America. We all talk during the week and have a Friday weekly Operations Call, but everyone executes for their dedicated areas.

"At the operations level, financial efforts are closely worked by Jay and Justyn. We have a small Board but have robust discussions. In the near future we intend to bolster our Board with additional members, most likely with solid names offering complementary skillsets based in North America.

"The reason Fertoz has moved from exploration stage, essentially two years ago, through development stage - products, locations, logistics, business direction - to now production stage, with steadily increasing sales, and increasing cash flow, is all due to our highly effective team. I want to thank them for their countless strategic and tactical efforts. Their dedication, knowledge and experience drives our execution. We look forward to further updating shareholders on sales progress in the coming months."

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