



Agroganadera del NOA

## Agroganadera del NOA Is Created

*Grupo Lucci takes a major step forward by positioning Agroganadera del NOA as a leader in the region, thus consolidating its presence and reasserting its commitment to agricultural development.*

**G**ruppo Lucci will develop its agricultural activities under a new corporate name. This change is part of a strategy aimed at bringing all Grupo Lucci's assets and agricultural and livestock farming activities together in a single company. In this way, resources are optimized and a strong organization is consolidated with synergies aimed at sustainable growth.

Likewise, the new corporate identity seeks to reflect the company's commitment to the sustainable development of the agro-industrial and livestock farming sector in northwestern Argentina.

This allows Agroganadera del NOA to achieve a significant administrative, financial, tax and structural synergy. By consolidating resources and potentials, the new entity is strengthened and reinforces its position in the agricultural sector, consolidating the methodology in field operations and task standardization.

### **Operational efficiency and sustainability**

One of the fundamental pillars of this merger is production process optimization. Agroganadera del NOA aims to generate circular economy practices and maximize its scale. This not only improves the company's competitiveness, but also contributes to a more sustainable approach to agricultural and livestock farming practices.

### **Innovation and technology in the field**

In order to remain at the forefront, Agroganadera del NOA is committed to investing in applied research and technological innovation. The joint implementation of new technologies will guarantee a high-quality production process, offering products that meet the most demanding market standards.

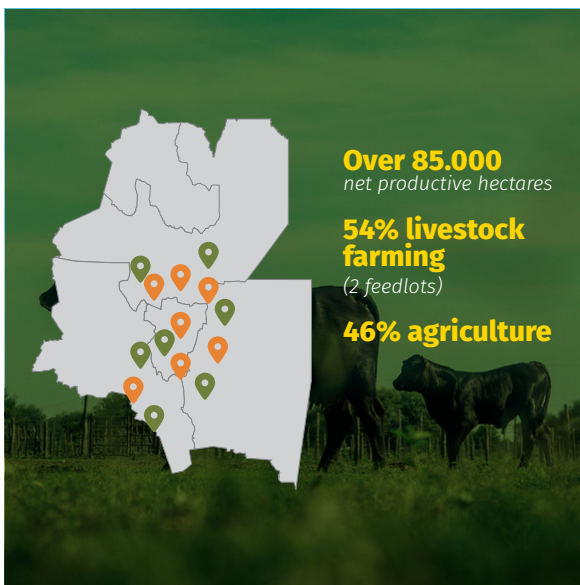
## Strengthening the brand

In addition to the operational benefits, this merger also seeks to build a strong employing brand. With a shared organizational culture at its origins, it seeks to attract and retain the best talent in the agricultural sector.

With the creation of Agroganadera del NOA, Grupo Lucci takes a firm step towards the future, consolidating its commitment to innovation, efficiency and sustainable development in the region. This is a significant moment not only for the company, but also for the agricultural sector in northwestern Argentina, which continues to strengthen its ability to compete and lead in the market.

This new company will be identified with the following isologotype that joins Grupo Lucci's brands and with the slogan "Sustainable Production", thus reflecting the link between the production in our land and nature and its care.

*"This isologotype visually represents our connection to the land, our sustainable practices and our commitment to the highest quality standards in our products. It reinforces our positioning as leaders in responsible agricultural production in northwestern Argentina," said Pablo Cianci, Agroganadera del NOA CEO and leader in this growth process.*



*In the last five years, there has been a 40% growth with the incorporation of 25,000 net productive hectares, 10,000 of which are meant for agriculture and 15,000, for livestock farming.*

## Agriculture

### Winter

wheat, rapeseed, safflower, chickpea.  
Service crops.

### Summer

soybeans, corn, cotton, sunflower, sorghum,  
peanuts and beans: black bean, green bean,  
cranberry bean, dark bean, mung bean.

## Livestock farming

### Domestic market

- Steer
- Heifer
- Young Bull

### Foreign market

- Young Bull
- Cow

## Production capacity in northwestern Argentina

With its 15 establishments, Agroganadera del NOA has a diversified production capacity that includes both agriculture and livestock farming. The agricultural business unit focuses on growing a wide variety of products, including corn, soybeans and wheat, as well as specialty crops.

On the other hand, in terms of livestock farming, it specializes in the production of high-quality beef from breeding, rearing, fattening and herds, positioning itself as a reliable supplier in the domestic and international markets (the latter is focused on the European Union and other countries through key partners).



## Extended product portfolio

- **Cereals and grains:** production and commercialization of agricultural products, including commodities and specialty crops. We combine innovation and technology, guaranteeing traceability and certified processes.
- **Beef:** production of high-quality beef, known for its flavor and texture, which is commercialized both in the domestic and foreign markets.



**Pablo Cianci**  
Agroganadera del  
NOA CEO

## The team that makes change possible

In this transformation process, the members of Agroganadera del NOA's work team play a key role. *"We have a committed, talented and highly trained team, who share the values of the organization and are ready to face the challenges of the agricultural sector. Dedication, professionalism and passion for what they do are the basis for the new company's success. Agroganadera del NOA seeks to continue attracting the best professionals, promoting an organizational culture characterized by innovation and continuous growth,"* concluded Pablo Cianci, Agroganadera del NOA CEO.

