FOR IMMEDIATE RELEASE

Orbia Netafim Accelerates Western Europe Growth with New Regional Model at EIMA 2026

Unified regional model aims to deepen customer relationships and create new business opportunities; showcase features award-winning Mega-PULSAR™ and recently launched GrowSphere™ FLEX

BOLOGNA, Italy – 9 November 2026 — Orbia Advance Corporation S.A.B. de C.V. (BMV: ORBIA*) Precision Agriculture business, Netafim, will introduce its new Western Europe operating model at EIMA International 2026, taking place November 10–14. The model is designed to accelerate growth, deepen customer relationships and create new business opportunities for precision irrigation and digital farming across the region.

The model unites teams in Iberia, France, Italy, the Netherlands, Germany and the UK under one regional framework, pairing shared commercial and agronomic expertise with local market knowledge. The goal is to match solutions more closely to growers' needs and strengthen support for customers and partners.

"Western Europe represents an important opportunity to expand the role of precision irrigation in productive, resilient agriculture," said Stefano Ballerini, Managing Director, Orbia Netafim Western Europe. "Our ambition is to grow by helping our customers grow: maximizing the value of their crops, improving resource efficiency and making advanced technologies easier to adopt. By building on our local relationships and the strengths of our partners, we aim to reach more growers and create lasting value across the region."

Mega-PULSAR™ , Orbia Netafim's latest orchard heat-mitigation innovation, has earned Technical Evolution award in the EIMA 2026 Technical Innovation Contest. As European growers face intensifying heatwaves and pressure on water resources, the award-winning solution helps protect high-value crops during sensitive stages such as fruit set and pre-harvest. The system delivers uniform pulses of low-volume water to create a cooler, more humid canopy microclimate, reducing heat stress while using water efficiently.

Also, on display will be GrowSphere™ FLEX, which brings irrigation and fertigation automation to smallholders and mid-sized farmers. The recently launched controller combines built-in cellular connectivity, remote management and crop-stage-based recommendations through Crop Advisor to help growers reduce manual work and make more informed decisions. Orbia Netafim's latest drip irrigation technologies will also be on show, demonstrating practical ways to improve water management and crop performance across different farm sizes and needs.

Connecting innovation with field experience, Orbia Netafim will host a series of sessions at its booth with partners from across Western Europe, including Regaber, Parga, Nicolai, Caboni, Cugusi, Melinda, Linea Verde and more. The sessions will share practical experience in adapting precision irrigation to regional crops and growing conditions, with a focus on water efficiency, crop quality and productivity.

Orbia Netafim will exhibit at Hall 21, Stand A56, where visitors can meet the Western Europe and global teams, explore the technologies on display and attend the sessions. The full agenda is available at netafim.it/eima-2026-eng

About Orbia

Orbia Advance Corporation, S.A.B. de C.V. (BMV: ORBIA*) is a company driven by a shared purpose: to advance life around the world. Orbia operates in the Polymer Solutions, Building & Infrastructure (Wavin), Precision Agriculture (Netafim), Connectivity Solutions (Dura-Line) and Fluor & Energy Materials sectors. The five Orbia business groups have a collective focus on ensuring food and water security, expanding information access and connectivity and advancing decarbonization and the energy transition with basic and advanced materials, specialty products and innovative solutions. Orbia has a global team of over 22,000 employees, commercial activities in more than 100 countries and operations in over 50, with a strong U.S. manufacturing presence and headquarters in Boston, Mexico City, Amsterdam and Tel Aviv. The company generated $7.6 billion in revenue in 2025. To learn more, visit: orbia.com

About Orbia Precision Agriculture (Netafim)

Orbia's Precision Agriculture business Netafim is the world's largest irrigation company and a global leader in precision agriculture solutions that address food, water and land scarcity for a sustainable future. Founded in 1965, Orbia Netafim pioneered the drip revolution, creating a paradigm shift toward precision irrigation. Today, by specializing in end-to-end solutions from the water source to the root zone, Orbia Netafim delivers irrigation and greenhouse projects as well as landscape and mining irrigation solutions supported by engineering, project management and financing services. Orbia Netafim is also leading the way in digital farming, irrigation and fertigation through integrating real-time monitoring, analysis and automated control into one state-of-the-art system. With 30 business units, 19 manufacturing plants, 2 recycling plants and 4,500 employees worldwide, Orbia Netafim delivers innovative, tailor-made irrigation and fertigation solutions to millions of farmers, allowing smallholders to large-scale agricultural producers and investors in over 100 countries to grow more with less™.

Media Contact

PR Netafim
PR.Netafim@netafim.com