



DESERT
CONTROL

MAKING EARTH GREEN AGAIN



>20%

Of Earth's drylands degraded

52%

Of agricultural land affected by soil degradation

<60 years

Farming left at the current pace of degradation

110

Countries exposed to desertification and land degradation

1.3Bn

People trapped on degrading agricultural land

12m

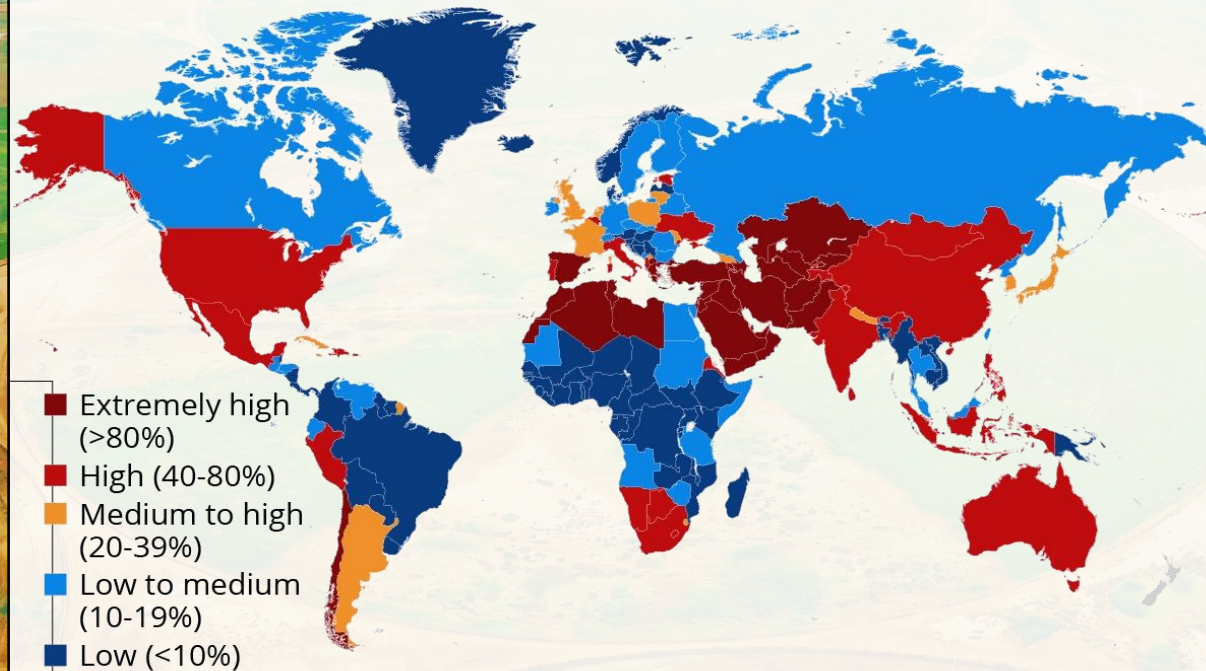
Hectares of productive land turn barren every year

\$490 Bn

Annual cost world-wide

Where Water Stress Will Be Highest by 2040

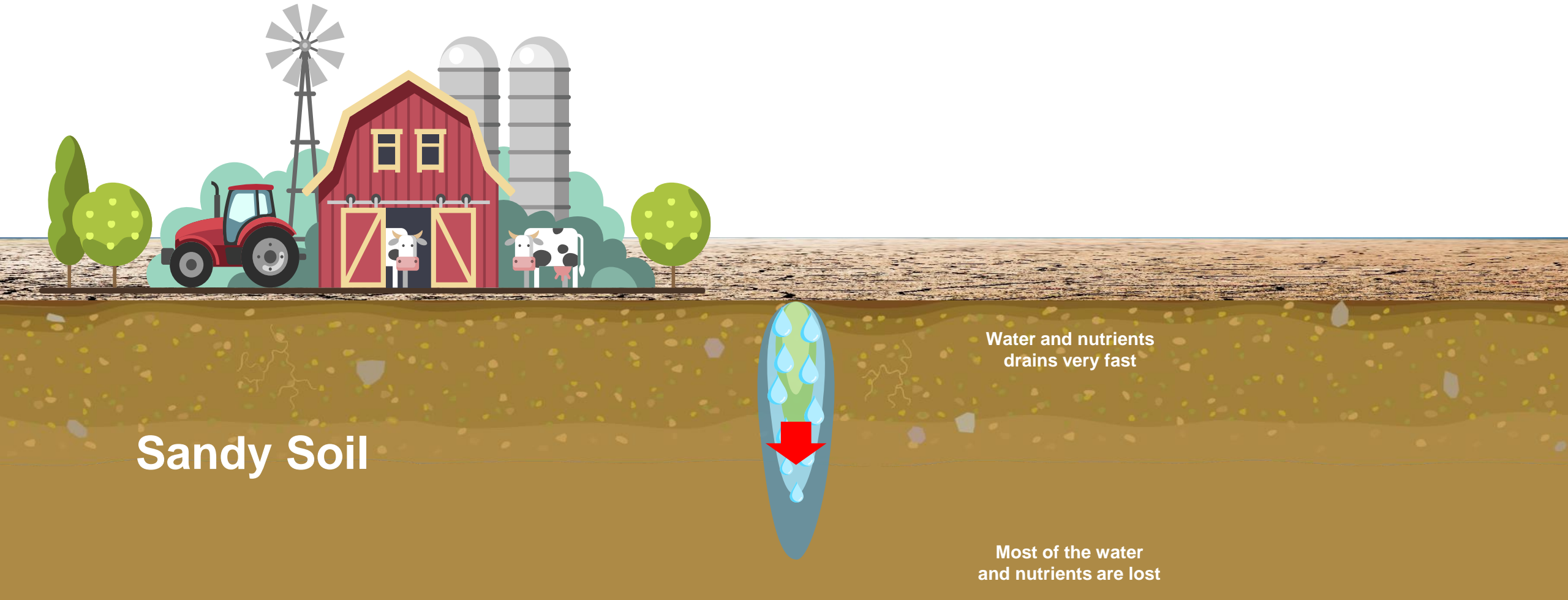
Projected ratio of water withdrawals to water supply (water stress level) in 2040



Source: World Resources Institute via The Economist Intelligence Unit



THE PROBLEM WE SOLVE

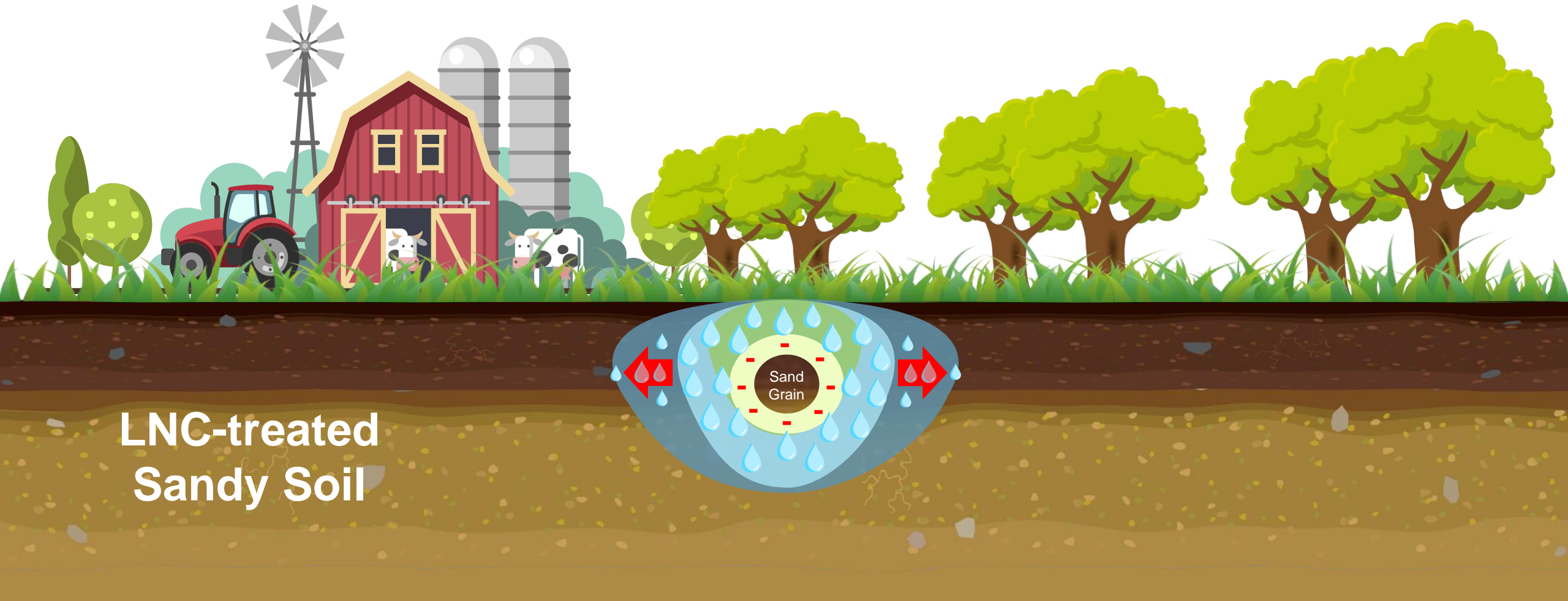


Sandy Soil

Water and nutrients
drains very fast

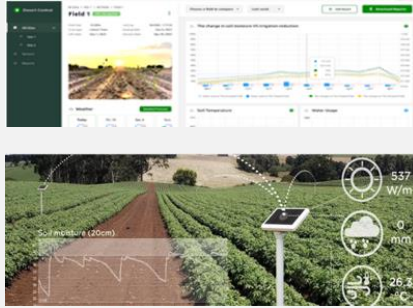
Most of the water
and nutrients are lost

OUR SOLUTION – LIQUID NATURAL CLAY (LNC)



TREATMENT OVERVIEW

Our turnkey soil ecosystem enhancement service is combined with advanced data analytics, end-to-end services, and customized formulations to produce outstanding & scalable results.



01

Consulting, Diagnosis, Data-Services & Advanced Analytics

- > Each location has highly specific soil needs.
- > Our soil sampling and sensors monitor soil health KPIs and LNC performance, including water use, soil moisture, soil temperature, etc.

02

Customized Formulations & On-Site LNC Production

- > By combining our analytics with proprietary algorithms, we customize each formulation to match specific target soil conditions.
- > LNC is then produced onsite with mobile factories.

03

Easy Application

- > LNC can be sprayed directly onto the ground surface or applied via established irrigation methods.
- > LNC percolates down by the force of gravity to form a soil structure in the plant root zone that retains water and nutrients like a sponge.

RESULTS



Savings



Water



Energy



Fertilizers

Increased Returns



Yield



Quality



Profit

Before



Silicon Oasis, Dubai, UAE

After



47% water savings



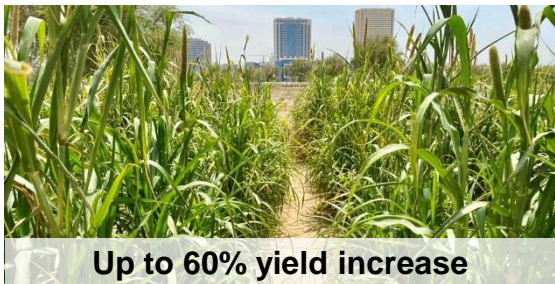
The University of Arizona, Yuma, U.S.



Up to 50% yield increase



ICBA, Dubai, UAE



Up to 60% yield increase

PERMANENT CROPS (DATES & FRUIT TREES)



“8% yield increase and
21% increase in Grade-A
while using 46% less water”

ROW CROPS (LEAFY GREENS & VEGETABLES)



“53% increase in yield
and water use efficiency
combined with higher
survival rate of seedlings”

BROAD CROPS (WHEAT, MILLETS, CORN, ETC.)



“40% yield increase and larger grains with higher nutritional value while using 50% less water”

GREENHOUSES



“46% reduction of
water usage
while maintaining
crop yields”

LANDSCAPING



“40% reduction of irrigation water usage while maintaining healthier and greener grass”

TREE PLANTING



“Reduction of water requirements and increased survival rates of trees”

FOREST MANAGEMENT



“>50% reduction of
water usage and
increased time
between irrigations”

MARKET



\$490B

Annual cost of soil and land degradation world-wide
(Source: UNCCD)



\$125B

USD spent globally to address drought related events
(2007-2017)

\$2.5B

Global soil conditioner market (2025)

\$6B

Global soil amendment market (2027)

\$8.7B

Current Regenerative Agriculture market size

+14% CAGR

Projected for regenerative agriculture market (\$16.8B by 2027)



Additional Growth Driven by Carbon Credits:
LNC enhances sandy soil's capability to sequester & store CO2

- > **Current market presence:** Desert Control operates directly in the U.S. Southwest & through licensed partners in the Middle East
- > **The water and fertile land crisis is global, and LNC has potential to scale across sandy soil areas worldwide in multiple sectors**

AGRICULTURE



LANDOWNERS



GOVERNMENTS AND NGOS



CONTACT



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