



Groundwork BioAg Co-Founder and CEO Yossi Kofman Appointed Chairman as Alon Werber Named CEO

Accelerating the Next Phase of Global Expansion in Bioagriculture and Durable Carbon Dioxide Removal

MAZOR, ISRAEL – August 20, 2025 – Groundwork BioAg, a global leader in mycorrhizal solutions for commercial agriculture and pioneer durable carbon dioxide removal (CDR), today announced that co-founder and CEO Dr. Yossi Kofman will become chairman of the board as seasoned executive Alon Werber is named Chief Executive Officer. Building on established market penetration in 23 countries — including the United States, Brazil, India, and China — Groundwork BioAg aims to deepen its global market share and continue scaling its product offerings.

The global agriculture industry is rapidly reaching a tipping point for the adoption of regenerative farming practices and carbon-smart technologies. Soil health, climate resilience, and sustainable yield are urgent priorities for growers, food companies, and global supply chains. Commercial interest in premium, durable CDR carbon credits has soared, with businesses actively seeking reliable programs that can deliver traceable, farm-level data and long-lasting climate impact. Groundwork BioAg's innovative Rootella platform and Rootella Carbon program address this demand, attracting partnerships worldwide and maintaining a waiting list of producers ready to participate in its carbon credit initiatives.

Founded in 2014, Groundwork BioAg was built from the ground up by co-founder Dr. Kofman, who grew it into a trusted market leader in mycorrhizal inoculants with an unwavering commitment to innovation and sustainability. Under his leadership, the company's flagship Rootella® mycorrhizal inoculant product portfolio is currently being applied on 5.5 million acres worldwide, based on its unique ability to improve soil health and crop yields while permanently sequestering carbon. The Rootella Carbon program, launched in 2023 to unlock new revenue streams for growers through durable carbon credits, has quickly exceeded expectations, with strong demand reflected by a waiting list of interested participants. Some investors estimate that Groundwork BioAg is on track to become a "gigacorn" – a company capability of enabling one gigaton of durable carbon removal – within the next decade.

"As I move into the role of chairman, I am grateful for the entire Groundwork BioAg team, our partners, and growers who put their trust in us," said Dr. Yossi Kofman. "A decade ago, we set out with a bold vision: to help regenerate every acre of farmland with the power of the Queen of Biologicals. Together, we have turned this ambition into a proven global platform — one that's restoring soils, improving productivity, and driving a more resilient future for agriculture. Now is the right moment to usher in new energy and perspective to carry this vision even further. I'm confident in Alon's ability to build on our foundation and scale new heights for farmers and the planet alike."

Alon Werber, incoming CEO, brings decades of experience scaling operations and leading strategic expansion across diverse industries. As CEO of Pixellot—a global leader in AI-



automated sports video and analytics—he guided the company from startup to scale, expanding into over 70 markets worldwide. He previously served as head of the strategy committee on Netafim’s board, helping to steer global growth for one of the world’s largest precision irrigation firms. Werber has also managed a range of companies, including those headquartered in the United States, further demonstrating his expertise in leading international teams and complex business environments. His appointment signals a focus on global expansion, operational excellence, and scaling Groundwork BioAg’s technology platform and production innovations to address growing global demand for durable carbon removal.

“Groundwork BioAg stands out for its pioneering technology at the crossroads of agriculture and climate solutions,” said Werber. “The company’s success in unlocking new revenue streams through carbon sequestration and driving sustainable growth for farmers worldwide is truly impressive. I am excited to bring my experience in scaling global operations and building innovative businesses to help Groundwork BioAg reach new milestones. Together, we will accelerate expansion, push the boundaries of climate innovation, and deliver lasting impact for the industry and the planet.”

Board member Nelson Switzer, managing partner at Climate Innovation Capital, said, “Yossi’s leadership has built Groundwork BioAg into a global force in regenerative agriculture and durable carbon removal. Now, with Alon’s track record of scaling innovative companies, the company is poised to accelerate growth, impact, and returns even faster. Groundwork has the technology, team, and market momentum to deliver exactly what farmers, soils, markets, and consumers need with solutions that boost yields, restore the land, and lock away carbon for good.”

About Groundwork BioAg:

Groundwork BioAg, a global bioagriculture company, produces highly concentrated, cost-effective mycorrhizal inoculants that address the dual challenges of food security and climate change. Grounded in decades of R&D, we were the first to crack the code on the scalable production of mycorrhizal inoculants for both agriculture and durable carbon dioxide removal (CDR). Our Rootella product line is already at work on millions of hectares worldwide, enhancing crop yields, improving soil fertility and accelerating permanent carbon sequestration. Groundwork BioAg envisions cropland restored to its role as a net carbon retainer, enabling farmers to increase yields, optimize fertilizer use, and earn premium carbon credit revenue. For more information, visit groundworkbioag.com.

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