

23 July 2024

Brendan Deck to transition to corporate advisory role. Ken Barham appointed General Manager North America.

Commenting on the change, Nufarm CEO Greg Hunt said, “Brendan Deck and Ken Barham epitomise Nufarm’s relentless focus on delivering for our customers and suppliers. For the past ten years Brendan Deck has led the growth of our North American business, achieving many important milestones. Ken Barham joined Nufarm in 2017 and brings more than 20 years of commercial experience in the crop protection industry to the role.”

After building and growing Nufarm in North America for the past 9½ years, Brendan Deck will return to Australia in December 2024. In his new role, Brendan will continue to support Nufarm as a strategic advisor to the Group, utilising his considerable commercial and product experience.

Under Brendan's leadership, Nufarm has achieved important and significant milestones in North America. These achievements include the greenfield development of Nufarm’s state of the art formulation facility in Greenville Mississippi, the modernisation and expansion of Nufarm’s facilities in Chicago Heights and Alsip, and the development of important strategic relationships with customers and suppliers. Brendan’s leadership drove growth in relevance and profitability for Nufarm with a relentless focus on customers and ease of doing business. Under Brendan’s leadership, revenue in Nufarm North America increased from AUD\$589M in FY2015 to AUD\$1.26B in FY2023. In FY2023 the North American segment was the largest contributor to group revenue.

Brendan will be succeeded as Regional General Manager, North America by Ken Barham, effective from 1 October 2024. Ken is currently the VP Sales for Nufarm’s crop protection business in the US. Ken Barham joined Nufarm in August 2017 as the North American Customer Marketing Lead before moving into his current crop protection sales leadership role in 2021. With a comprehensive understanding of the crop protection sector, Ken has worked in the field for over 20 years, including senior roles in operations, sales and marketing, with experience spanning Alligare, Syngenta and Nufarm. Ken shares a passion for customers and for making Nufarm increasingly relevant and valuable to its channel partners. Ken’s success at Nufarm includes the implementation of digital marketing technology, an evolutionary approach to customer account planning, and the oversight of key product launches into the North American market. Ken has been



an instrumental part of a leadership team that has achieved significant milestones in processes, capabilities and growth.

“Ken’s strategic leadership will be an important extension of the substantial contributions of Brendan Deck who has grown and shaped our business in North America for the past 9½ years,” said Greg.

Brendan Deck and Ken Barham epitomise Nufarm’s focus on delivering for its customers and suppliers, through quality solutions and ease of doing business. Over recent times Nufarm has invested in its portfolio and manufacturing facilities to provide foundational and innovative solutions. Investments in Chicago Heights, Alsip and Greenville are tangible examples of delivering on foundational products. At the same time, investments and partnerships with companies such as Enko, Moa and CSIRO are providing the opportunity to leverage disruptive technology that will deliver faster, cheaper and more targeted solutions for farmers.

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About Nufarm

Nufarm is a global agricultural innovator providing crop protection and seed technology solutions to help our customers grow a better tomorrow. Established over 100 years ago, Nufarm is listed on the Australian Securities Exchange (ASX:NUF) with its head office in Melbourne, Australia. Nufarm is the first company to develop and commercialise plant-based omega-3 and has developed and commercialized advanced bioenergy feedstock technology.