



Adama Appoints Head of Marketing and Product Strategy

Tel-Aviv, Israel, February 22, 2016: Adama Agricultural Solutions Ltd. today announced that Walter Costa has joined the company's management team as Vice President, Marketing and Product Strategy. In this newly created position, Walter will head Adama's marketing and product strategy activities, aligning these two functions under a single unified leadership. This combined function will serve as the company's commercial focal point, generating an integrated, coordinated global approach by ensuring tight alignment between the company's commercial and operational activities.

Shaul Friedland, Adama's Co-Chief Commercial Officer, commented: "We are pleased to welcome Walter to Adama. In creating a new leadership position that encompasses both marketing and product strategy, we aim to foster a strategic and integrated approach to the continual evolution and increasing differentiation of our offering to farmers worldwide. We are confident that Walter's hands-on experience in developing growth strategies, as well as in leading and building differentiated product pipelines, will make a substantial contribution to the company."

Prior to joining Adama, Walter held positions of increasing responsibility for the last sixteen years with FMC Agricultural Solutions. In his most recent role, he led the company's Brazil business, FMC's largest commercial activity worldwide. He holds an Executive MBA from the Wharton Business School and a Master of Science in Agriculture from the University of Sao Paulo.

About Adama Agricultural Solutions Ltd.:

Adama is one of the world's leading crop protection companies. We strive to Create Simplicity in Agriculture – providing farmers with easy-to-use and effective solutions that simplify their lives and help them grow. With one of the most comprehensive portfolios of differentiated, high-quality products, Adama's 4,800 people reach farmers in over 120 countries across the globe, offering them solutions and services to control weeds, insects and disease that harm their crops. For more information, visit us at www.adama.com.

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