



GreenState

Smart Modular & Vertical Farming

Newsletter | **October 2025**

Dear GreenState supporters, enthusiasts, and community members,

We are delighted to share the latest updates from GreenState AG for September 2025. This month has been especially dynamic, with highlights including international media coverage, new team members joining us, exciting visits to our farm, the launch of a new marketing initiative, and the rollout of a major new feature on our GreenState Investor Relations Application (GSIRA).

1 **Media Coverage: RTL, RTS, and SonntagsZeitung**

2 **New Team Members**

3 **Visits: Northwestern, HIT, Schools, and Government**

4 **Pilot Marketing Project with 20 Minuten**

5 **GSIRA Social Media Feature is LIVE**



1 **Media Coverage: RTL, RTS, and SonntagsZeitung**

Over the past months, GreenState AG has attracted significant media interest, resulting in visits from major broadcasters and press outlets.

RTL Netherlands – As part of their Europe Connected TV show, RTL selected the **10 most innovative startups** across Europe. We are proud that GreenState AG was featured as a leading innovator in **AgTech and vertical farming**. Their film crew visited our vertical farm in Niederhasli and our offices in Winterthur, interviewing our executives and showcasing our cutting-edge work. The program will be broadcast in **November 2025**, and we will share the link with you once it is live.





RTS (Radio Télévision Suisse) – RTS highlighted the role of vertical farming as a sustainable complement to traditional agriculture. Their filming crew explored our farm, even climbing to the top floor to capture special footage. You can already watch their feature at this link: [Agriculture du Futur – RTS](#).

SonntagsZeitung – A reporter visited our farm to write about innovation in AgTech and the future of local food production. Dr. Lustenberger and Mr. Grgur guided the tour, explaining both the business model and the technological importance of vertical farming. We will share the article and online link as soon as it is published.



2 New Team Members

As GreenState prepares for its next stage of growth, we are pleased to welcome several talented new colleagues:



Alessandro Arba – Art Director, bringing a fresh, creative style to our marketing activities.

Virginia Monti – Social Media Manager, who is leading our growing online presence across GreenState, YASAI, and GrowBorg channels.

Julius Praetorius – Human Resource Manager, who has already organized successful onboarding activities and is supporting our expanding workforce.

Ivan Nikitović – Solution Architect in Serbia, with a strong academic background in Computer Science. He will spearhead the integration of advanced technologies and prepare our software systems for the AI-driven future.

Their expertise strengthens GreenState's position as both a technological and community-driven leader.

3 Visits: Northwestern, HIT, Schools, and Government

This September wasn't just about media – our farm in Niederhasli also hosted many educational and institutional visits:

- **Northwestern University (USA)** and **HIT (China)** students toured our facilities, showing great enthusiasm for our **technological achievements and business model**.



- Local Swiss schools and gymnasiums also visited as part of their school trips. Students were fascinated by the integration of **technology and agriculture**, particularly those from rural backgrounds.
- A Swiss **government agency** selected our farm for a team-building visit. While we cannot disclose the agency name publicly, their interest demonstrates the importance of vertical farming at institutional levels.

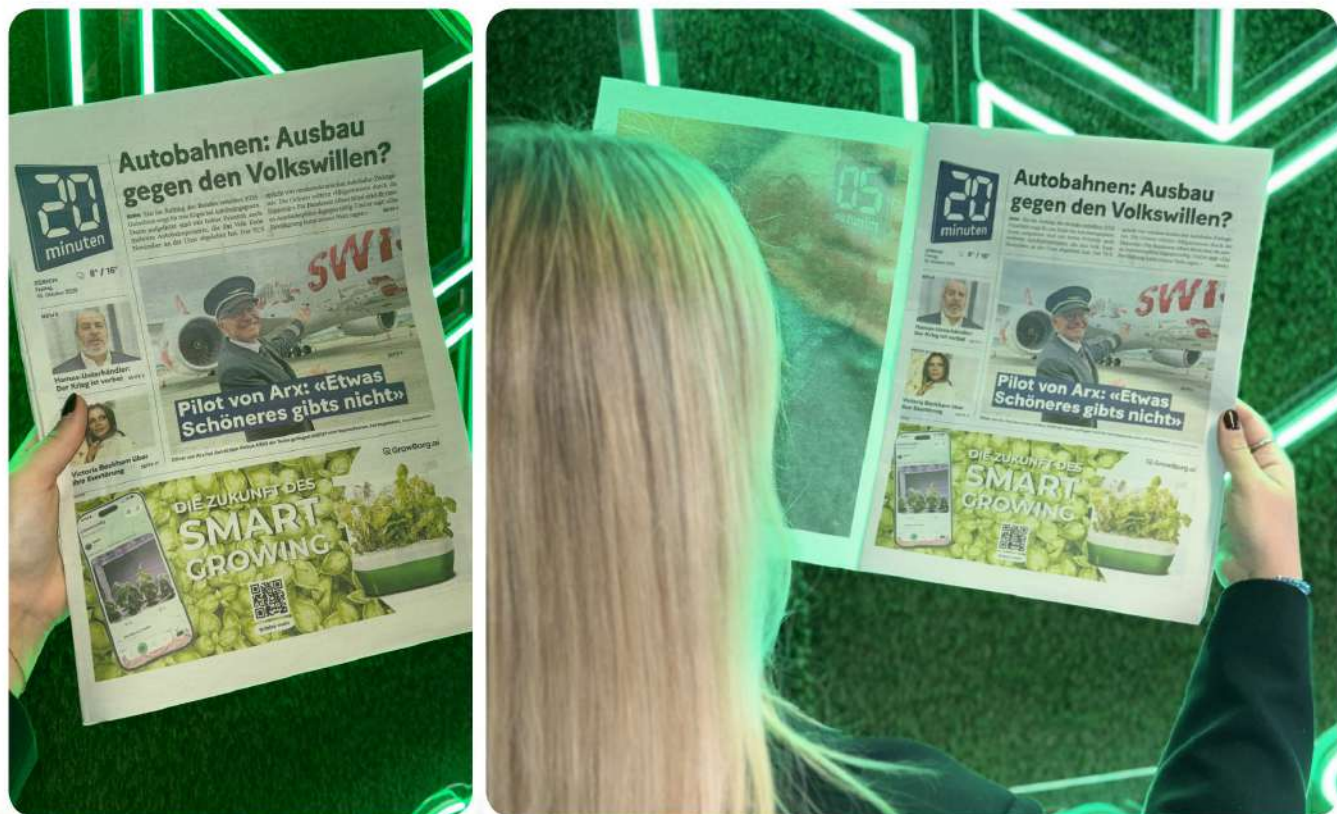
4 Pilot Marketing Project with 20 Minuten

In October, GreenState AG will launch a **pilot marketing campaign** with *20 Minuten*, one of Switzerland's largest daily news platforms. This campaign, running until the end of the year, will test the platform's impact on branding, product awareness, and customer education.



Thanks to strong connections between our new team members and the *20 Minuten* management, we secured a **significant first-stage discount**. This ensures **maximum exposure at minimal cost**, underlining once again how major media groups view GreenState as a **relevant and trusted partner**.

Attached below, you'll find an example of our **front-page feature** in *20 Minuten* with our GrowBorg product.



Schöneres gibts nicht»

Victoria Beckham über ihre Essstörung

SEITE 17

Oliver von Arx hat den ersten Airbus A350 der Swiss geflogen und ist vom topmodernen Jet begeistert. 20min/Melissa Greiter

ANZEIGE

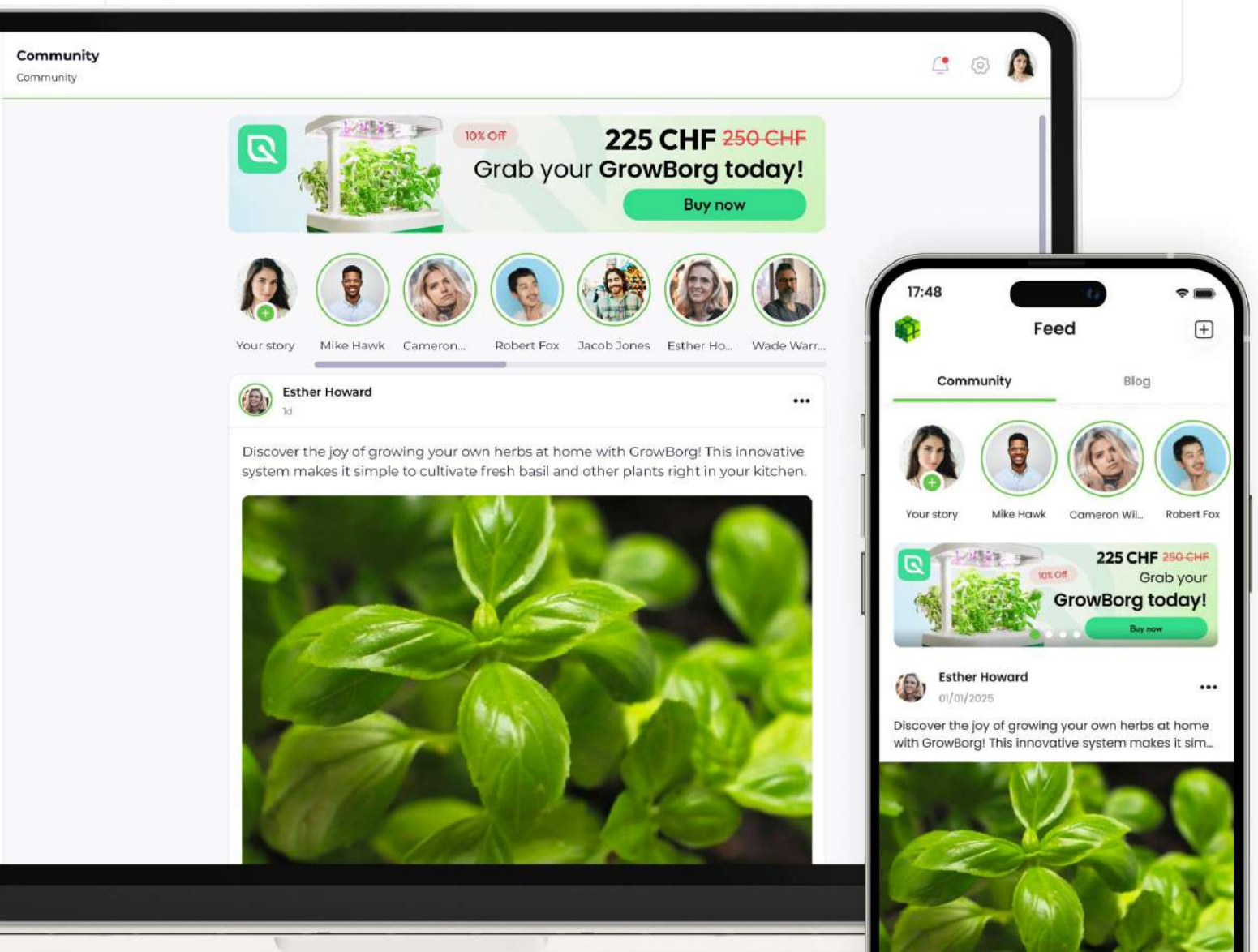
5 GSIRA Social Media Feature is LIVE

After a short delay, we are proud to announce that our **Social Media / Community Module** is now live on the **GreenState Investor Relations Application (GSIRA)**.

This feature allows users to:

- Post videos, pictures, and updates
- Comment, like, and share community content
- Interact with other investors and supporters in a safe, moderated environment

Built using our **modular design system**, this feature enables us to create customized **social media platforms for clients in seconds**, powered by AI. Imagine creating a new **Facebook or Instagram clone** with just one click — this is now possible through our technology.



Upcoming developments include:

- Completion of our **in-house CRM** system (by November 2025)
- Launch of a **modular Real Estate Platform-as-a-Service** for global markets such as **Miami and Dubai**

We invite all of you to download GSIRA, test the new social media features, and share your feedback. If you encounter any bugs, please let us know so we can continue improving.



SCAN TO DOWNLOAD
GSIRA APP



Looking Ahead

We thank you for your continued support and enthusiasm. In the coming weeks, we will share major milestones regarding our **XL Farm in Switzerland** and exciting **new capital markets partnerships**.

Until then, we wish you a wonderful weekend and look forward to updating you soon.

Yours sincerely,

The GreenState AG Team

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- have been informed about information, documentation, accountability, transparency and due diligence obligations.
- have undergone an appropriateness and suitability test.

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