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PRESS RELEASE

For immediate distribution

SAM SOLTANINEJAD BECOMES CHIEF HORTICULTURAL SPECIALIST AT SOLLUM TECHNOLOGIES

Montréal, Québec, Canada, June 6, 2022 – [Sollum Technologies](#) is thrilled to announce that [Sam Soltaninejad](#) has joined the team as Chief Horticultural Specialist. With extensive knowledge and experience in the fields of plant pathology, biotechnology, integrated pest management (IPM) and many other disciplines, Soltaninejad will be a valuable leader as Sollum™ builds on past successes to take advantage of new and exciting opportunities.

Mr. Soltaninejad has a rich history from both research and commercial perspectives, conducting trials and acquiring a deep understanding of artificial lighting, hydroponic



production and facilities management. Over the last 15 years, he has contributed his knowledge and expertise to growing vegetables and ornamental plants in Asia, Europe, and Canada in controlled environments and in the field. Among others, he has worked for ILVO research centre in Belgium, and Orangeline Farms and Great Northern Hydroponics in Kingsville, Ontario (Canada). Prior to joining Sollum, Mr. Soltaninejad was the Horticulture Support Specialist in hydroponic vegetable production for Fluence Bioengineering. He has

earned his M.Sc. in Plant Pathology and Mycology from the University of Ahvaz, in Iran.



Sollum's robust team of engineers, agronomists, technicians and programmers will benefit greatly from Mr. Soltaninejad's key industry insight and knowledge to accelerate success.

"Sollum Technologies has developed the most advanced solution in the horticultural lighting industry," says Soltaninejad. "Joining the Sollum team appeals to me because it is at the forefront of a new era in controlled-environment horticulture defined by the use of smart technology and AI for dynamic light application. Although the company has already experienced tremendous growth in this competitive sector, I am confident that my expertise can help us further push the limits of what this technology is capable of, and I am eager to play a greater role in transforming the industry as a whole."

"Mr. Soltaninejad brings a highly valuable perspective to our team backed by impressive accomplishments in the companies he has worked for," says [Louis Brun](#), CEO of Sollum Technologies. "He supports our team's vision for innovative and sustainable agriculture and having him on our team is a huge achievement for Sollum that reflects our leading position in dynamic LED lighting."

Mr. Soltaninejad will be joining other representatives of Sollum Technologies at the upcoming Greentech Amsterdam event taking place from June 14th to 16th where the team will have an opportunity to share knowledge and connect with other key industry players specializing in controlled agriculture.

About Sollum Technologies

Inspired by nature, Sollum Technologies was founded in 2015 to offer greenhouse growers the only smart LED lighting solution which dynamically recreates, perfects, and modulates the full spectrum of the Sun's natural light. The company is based in Montréal (Québec, Canada), where its design, development, and manufacturing activities are concentrated. Sollum™ works closely with its clients and research centres to create recipes that are adapted to the growth cycle of each crop, regardless of its native climate or the location of the greenhouse. Its SUN as a Service® cloud platform enables multi-zone light management so growers can implement several different recipes simultaneously in the same greenhouse. The platform also automatically adapts the lighting of each zone to the ambient light to match recipe targets. Sollum's award-winning lighting solution thereby provides unparalleled value in terms of energy savings, productivity, and superior produce quality through a flexible, adaptive,



and easy-to-use application, with great respect for the environment. For more information, visit sollum.tech.

– 30 –

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