

## PRESS RELEASE

June 24, 2026

Kubota Corporation

### ***Kubota Announces Additional Investment in French Startup UV Boosting, Advanced Plant Resistance Technology***

*-Accelerating collaboration with UV Boosting, a developer, manufacturer, and supplier of ultraviolet irradiation equipment for plants-*

Kubota Corporation (Head Office: Kita-ku, Osaka; President and Representative Director: Shingo Hanada; hereinafter “Kubota”) has made an additional investment in UV Boosting, a French startup, through its European holding company Kubota Holdings Europe B.V. (Head Office: the Netherlands; hereinafter “KHE”). Through this additional investment, Kubota will further strengthen its collaboration with UV Boosting.



#### **1. Background and Objectives**

In Europe, there is a strong demand for the introduction of technologies that contribute to reducing environmental impact and achieving sustainable growth, including solutions that reduce the use of chemical pesticides. Recognizing this need, Kubota invested in UV Boosting in 2024 and has since conducted demonstration trials through collaboration with the company. In addition, Kubota has commenced full-scale sales of UV Boosting’s products through its sales network this year.

UV Boosting’s UV flash technology uses short-wavelength UV light to stimulate plant leaves, promoting the secretion of salicylic acid and other plant hormones that enhance plants’ natural resistance to pathogens. This highly versatile solution is applicable to a wide range of crops, including wine grapes, fruit trees, and vegetables, and is expected to provide benefits such as disease suppression, reduced pesticide use, and improved resilience to environmental stresses such as frost and drought. In particular, the technology is expected to be highly effective in vineyards and fruit cultivation. Field trials conducted by independent third-party organizations have confirmed a 40% reduction in disease incidence and a 13% increase in yield in vineyards.

To further strengthen its collaboration with UV Boosting in Europe, Kubota has made an additional investment through KHE in the company. Through the further expansion of UV Boosting's product, Kubota aims to accelerate business growth, contribute to solving challenges faced by agricultural producers—such as disease control and environmental impact reduction—and promote the realization of sustainable agriculture.

## **2. About UV Boosting**

- Company Name: UV Boosting SAS (<https://uvboosting.com/?lang=en>)
  - Representative : Baptiste Rouesné
  - Description of Business: Development, manufacturing, and sales of ultraviolet irradiation equipment for plants
  - Founded: 2017
  - Location: Saint-Nom-la-Bretèche, France
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