![KOLTIVA — BEYOND TRACEABILITY]

PRESS RELEASE   **FOR IMMEDIATE RELEASE**

SOCFIN Partners with KOLTIVA to Advance EUDR Compliance and Lead in Responsible Supply Chains

- *SOCFIN selects KOLTIVA to implement a traceability system ensuring compliance with the European Union Deforestation Regulation (EUDR) across its rubber supply chain in Ivory Coast and Liberia.*
- *KOLTIVA's KoltiTrace platform enables deforestation verification, risk assessment, and supply chain transparency, strengthening SOCFIN's ESG commitments and regulatory adherence.*
- *The initiative enhances smallholder engagement, data-driven decision-making, and market access to the EU, positioning SOCFIN as a leader in sustainable and responsible rubber production.*

Luxembourg, 5 May 2025 – [The Socfin Group](#), a global leader in sustainable rubber production headquartered in Luxembourg, has partnered with [KOLTIVA](#) to implement a robust traceability system and ensure compliance with the European Union Deforestation Regulation (EUDR). This collaboration is one of SOCFIN's key strategies to maintain seamless market access to the EU while reinforcing its supply chain transparency. Through this strategic partnership, KOLTIVA provides an integrated digital solution, equipping some of SOCFIN's factories with an advanced platform for deforestation verification, supply chain oversight, and risk assessment. By leveraging this technology, SOCFIN enhances its ability to meet regulatory requirements, improve data accuracy, and strengthen its commitment to responsible sourcing, ensuring its operations remain aligned with evolving global sustainability expectations.

KOLTIVA, an award-winning Global Sustainable Agritech powerhouse specializing in sustainable supply chains, supports SOCFIN's factories and providers in Ivory Coast and Liberia, including LAC (Liberia), Continental Rubber SA (Ivory Coast), Pakidie (Ivory Coast), and SOGB (Ivory Coast) by deploying its digital ecosystem, KoltiTrace, to deliver real-time monitoring, geospatial deforestation verification, end-to-end supply chain traceability and risk assessment. Powered by satellite imagery and geolocation technologies, the platform identifies potential non-compliance risks and facilitates proactive mitigation, ensuring the integrity of sourcing data and regulatory adherence. Beyond compliance, this initiative will strengthen engagement with smallholders, promoting sustainable practices at every level of the supply chain.

SOCFIN's Commitment to Sustainability & Compliance

In pursuit of sustainable and responsible rubber production, SOCFIN has consistently prioritized ethical business practices, environmental stewardship, and regulatory compliance. Operating across vast cultivation areas in Ivory Coast and Liberia, SOCFIN engages with the producers in its supply chain, reinforcing its commitment to sustainable development. This partnership will also support the company's Environmental, Social, and Governance (ESG) commitments, ensuring its operations remain at the forefront of sustainability. SOCFIN's proactive stance in securing compliance underscores its long-term commitment to sustainability, ensuring that its direct operations and the extended

supply chain meet international standards while maintaining seamless access to EU markets.

Naveen Madan, General Manager (LAC), said, "Our collaboration with KOLTIVA represents a proactive approach to meeting stringent sustainability requirements while maintaining strong relationships with suppliers and smallholder farmers. Ensuring full traceability and compliance with EUDR is essential for the long-term sustainability of our business. By leveraging digital innovation, we are meeting regulatory expectations and reinforcing our commitment to environmental responsibility and ethical business practices."

KOLTIVA's Role in Enabling Compliance

KOLTIVA's digital solutions crucially contribute to SOCFIN's supply chain's full traceability and are aligned with regulatory standards. The KoltiTrace platform maps deforestation and verifies, utilizing geolocation data and satellite imagery to identify and mitigate risks. This approach ensures that all sourcing locations adhere to EUDR regulations, strengthens due diligence efforts, allows for proactive risk management, and fosters greater transparency throughout the supply chain.

Additionally, KoltiTrace integrates FarmXtension features, supporting producer registration, training, and coaching to equip smallholders with the necessary knowledge to meet sustainability criteria. The FarmGate traceability function further enables precise tracking of rubber from buying stations to factories, securing data integrity at every step of the supply chain. To ensure seamless implementation, KOLTIVA's cloud-based infrastructure and dedicated user support provide real-time insights and assistance, facilitating smooth adoption across all operational levels.

Fanny Butler, Senior Head Markets at KOLTIVA, stated, "we empower companies like SOCFIN with real-time insights that not only ensure compliance with regulations like the EUDR but also drive long-term sustainability and ethical sourcing. Beyond the platform, we provide tailored training and ongoing support to ensure every stakeholder is equipped with the knowledge and tools needed to fully leverage our solutions and meet evolving regulatory demands. Our goal is to support companies in navigating complex regulatory landscapes while also driving meaningful progress in sustainability and ethical sourcing."

KoltiTrace has already been deployed across SOCFIN's operations, with active users trained to track transactions and monitor compliance data. Through ongoing field visits, online training, and technical support, KOLTIVA ensures smooth adoption and effective implementation. The initiative is expected to enhance data-driven decision-making for SOCFIN and its suppliers, allowing for a more transparent and efficient supply chain. It will also improve compliance readiness for EUDR and other sustainability regulations, ensuring that all stakeholders are well-equipped to meet evolving standards.

By reinforcing traceability, SOCFIN secures market access and competitiveness in the EU while demonstrating its firm commitment to responsible sourcing. This initiative also sets a precedent for scalable and replicable compliance models in the rubber industry, potentially serving as a benchmark for other companies seeking similar sustainability frameworks. Beyond regulatory alignment, the program fosters broader economic benefits for smallholders by integrating them into a more transparent and sustainable value chain. The ability to track sourcing data in real-time enables SOCFIN to identify opportunities for targeted capacity-building initiatives, ensuring that producers receive the support necessary to comply with sustainability criteria while improving their livelihoods.

The European Union Deforestation Regulation (EUDR) requires businesses importing commodities such as rubber to ensure their supply chains are free from deforestation-linked activities by providing geolocation data, conducting due diligence, and implementing robust traceability systems to maintain EU market access. While the regulation presents compliance challenges, it also offers opportunities for companies to strengthen their sustainability commitments. This is especially critical as global deforestation continues to threaten biodiversity, contribute to climate change, and affect human livelihoods. In 2023 alone, approximately 6.37 million hectares of forests were lost worldwide, including 3.7 million hectares of primary tropical forests—essential for carbon sequestration and biodiversity—highlighting the urgent need for conservation (DownToEarth, 2024). With rainforest destruction continuing at a pace equivalent to clearing an area the size of Switzerland each year, regulatory frameworks like the EUDR are essential to driving sustainable supply chains and mitigating environmental degradation globally.

For SOCFIN and other industry leaders, aligning with EUDR is a regulatory necessity and a competitive advantage. The growing demand for ethically sourced materials means that compliance with such standards enhances a company's reputation, attracts sustainability-conscious investors, and secures long-term business viability in international markets. Looking ahead, SOCFIN and KOLTIVA aim to expand their partnership, scaling compliance solutions across broader supply chains while continuing to refine their approach to sustainability and traceability.

===

About KOLTIVA

Offering human-centered technology and boots-on-the-ground solutions that digitize agribusinesses and help smallholder producers transition to sustainable practices and traceable sourcing, KOLTIVA is recognized as the leading global sustainable agriculture and supply chain traceability company. As a global technology provider, it constructs ethical, transparent, and sustainable supply chains, assisting enterprises in fortifying their resilience and transparency. The company helps businesses and their suppliers comply with ever-changing regulations and consumer demands worldwide with traceability solutions. Operating in more than 66 countries and fortified by a network of customer support offices in 20 countries, KOLTIVA is committed to supporting over 17,900 enterprises in establishing transparent and robust supply chains while empowering over 1,810,000 producers to increase their annual income. www.koltiva.com

Press contacts

Ludovic Saint-Pol
Head of Communications and Public Relations
+41 79 908 91 82
lsa@socfin.com

Daniel Prasetyo
Head of Public Relations & Corporate Communication
+62 8111 671 919
daniel.prasetyo@koltiva.com