

Powered by the Sun, Driven by Demand

Barneveld, The Netherlands — July, 2025

Welcome to the Moba News Special! This is our quarterly update to keep you informed about our financial progress, initiatives, and achievements.

Scaling Up to Serve Our Customers Better

Moba continues to experience strong order intake, driven by its latest technological innovations, such as the Omnia PX+ grader with vision technology, the new Forta grader, the upgraded Egg Inspector and the revolutionary Proxima egg-breaking and separating system. Market demand remains strong. In recent months, Moba has invested significantly in new production lines and increased production capacity to meet customer demand.

Although we are currently facing import tariffs from the United States, the impact on the market and overall demand has been relatively limited. However, the outbreak of a trade war would likely have a broadly negative effect on global trade. Moba enjoys working in a world with minimal barriers, enabling global collaboration and shared success.



Strengthening Ties: Moba Leadership Visits Brazil

Moba's Chief Commercial Officer Marc van Hout and General Manager LATAM Fons Visschers recently visited their trusted agent MRE Technology in Brazil. Accompanied by MRE partners Euclides da Silva (Sales Manager), Roseli Tsuchya (Finance Manager), Marcelo Koester (Service Manager) and Renato Tsuchya (General Manager), they met with key customers including Granja Mantiqueira in Lorena and Granja Satoshi Ito in Sumaré. The visit strengthened Moba's commitment to the Brazilian market and reinforced its close collaboration with MRE and local producers.



Global Egg Prices Drive Strategic Investment in Productivity

In 2025, global egg prices remain historically high, driven by persistent outbreaks of Avian Influenza, rising labor cost, and supply chain disruptions. The latest strain of bird flu, now endemic in several regions worldwide, has led to the culling of millions of laying hens, tightening supply and sustaining elevated prices. At Moba, we see customers responding with increased investment in automation and smart egg grading solutions to boost productivity and resilience in these challenging times. Our global outlook confirms this trend: despite operational headwinds, the egg industry is accelerating its shift toward efficiency, sustainability, and food security. As a trusted partner, Moba continues to support this transformation with innovative technologies that help customers navigate uncertainty and seize sustainable profitability. After all, as nature's gift, every egg deserves safe and careful handling to maximize its value.



Sustainability in Action: Moba's Solar Milestone

As summer begins, Moba's new solar carport is now fully operational, harnessing sunshine to power 40% of our energy needs. With 2,338 panels covering the parking lot, this installation reflects our commitment to sustainability and innovation, not just for the egg industry, also for our own operations.

Equipped with a smart Energy Management System and battery storage, the system ensures efficient energy use year-round. It's a bright step toward a cleaner, more resilient future.

Have a sunny and energizing summer!



Egg Packaging Powerhouse: A Library of 2000+ Solutions

At Moba, packaging isn't just a step in the process, it's a science backed by decades of expertise and innovation. With a dedicated packaging team and a meticulously curated in-house and online database of over 2,000 unique egg packs, Moba stands as the industry's most versatile packing expert.

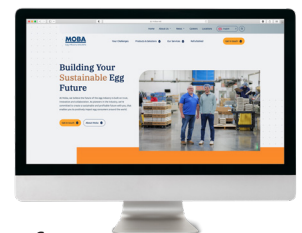
This extensive library, built on real-world use cases and global collaboration, ensures that nearly every pack, regardless of shape, size, or origin, can be processed seamlessly. Whether it's a new eco-friendly carton or a market-specific tray, Moba's systems adapt without mechanical changes. Operators can switch between pack types effortlessly, with confidence in consistent performance and minimal downtime.

As pack manufacturers continue to innovate, Moba stays ahead, regularly updating its database and working closely with customers, packaging suppliers and even retailers to ensure every new pack is startup-ready. The result? A future-proof solution that empowers egg producers worldwide to meet evolving market demands with speed, precision, and peace of mind.

Moba doesn't just pack eggs, it packs possibilities.

New Moba Website is Live: Digital Experience for Our Customers

Moba's new website is live, marking a major step in enhancing its digital presence and customer experience. The redesigned platform, **moba.net**, features a sleek, modern look aligned with Moba's refreshed branding. With improved navigation and multilingual support powered by AI, the site is built around customer needs. It offers valuable insights and solutions tailored to the egg industry's challenges. This launch reflects Moba's commitment to supporting sustainable egg production: *Building Your Sustainable Egg Future*. And this is just the beginning, the platform is future-proof and will continue to evolve to better serve customers worldwide.



KEY FIGURES OVERVIEW



Foundation

Founded in 1947 by Job Mosterd in Barneveld (MoBa), The Netherlands.



Employees

900 worldwide, with 675 in Barneveld (NL).



Sales & Service Offices

13 globally.



Technical Training Centers

In Barneveld (NL) and Wixom (USA).



R&D

125 dedicated R&D employees.



Service & Spare Parts

200 professionals offering 24/7 support.



Patents

315 current patents protecting our innovations.



Customers

7,000 in 111 countries.



Sales

€240 million yearly revenue.



Production Facilities

5 across Barneveld (NL), Zaandam (NL), Brugherio (IT), and Wixom (USA).

Join us next quarter for more progress highlights. Until then, explore our completely renewed website at www.moba.net and sign up for Moba News to stay informed.

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