

ecocark™ newsletter

OTCQX: EARK

Technology Improving Our World



Zest Labs completes successful pilot with leading national retailer

Zest Labs has had a busy start to the year, and continues to expand its footprint with growers this summer. We recently completed the winter season in Yuma, AZ with a very successful lettuce pilot with a national retailer. The Zest Fresh pilot reinforced the value of dramatically improving delivered quality consistency, which drives the dual benefits of consistent refrigerator life for consumers and reduced waste for distributors and retailers. We also documented the benefits of Zest pallet-level intelligent routing - using our freshness metric, the ZIPR code - that helped accommodate freshness variations, while consistently meeting distributor and retailer requirements. An added bonus was to see how excited the grower/shipper was to have real-time visibility into their operations, and then track the results as they improved quality consistency through the season. The Zest Fresh operations dashboards and real-time alerts really engaged the growers, providing outstanding operational visibility on a daily basis. It really is thrilling to see Zest Fresh providing a win-win solution for both the grower/shippers and the retailers!



Wireless ZIPR Tag
Establishes the ZIPR Code



Zest Fresh Dashboard
Provides real-time visibility

Freshness Delivered

...over a million fresh product data points

There will be no let up this summer, as we expand to additional growers and product destinations. We will be in three separate growing regions and helping manage deliveries across the continent. Zest Fresh looks to capture well over a million fresh product data points this summer, servicing a wide variety of grower/shipper, distributor and retailer operations. It is just what we've been looking for, so we can showcase the Zest Fresh scalability and operational visibility across multiple regions and states. This summer season certainly will be busy, but also very fulfilling.

NASDAQ Uplisting Expected May/June 2017

Ecocark Restructures to Streamline and Focus Key Subsidiaries on Profitability

In Preparation for the uplisting to the Nasdaq Ecocark has restructured key positions. The board of directors unanimously voted to appoint Jay Puchir our new CEO. Randy May will remain Chairman of the Board after nominating Jay Puchir to assume the CEO role. The company also elected former Walmart Treasurer Charles Rateliff as CFO and Treasurer. We are extremely fortunate to have someone with Charles Rateliff's reputation and experience to help guide us through this next phase of aggressive growth.

As we prepare for this critical next stage of the company and uplisting to the Nasdaq Capital Market, we're proud to promote Jay as our new CEO to develop and execute our strategic growth plan and ensure we deliver maximum shareholder value," commented Randy May, former CEO of Ecocark Holdings.

Congratulations to Our New Leadership

Key Organizational Changes

- Randy May - Chairman of the Board, Ecoark Holdings
- Jay Puchir - CEO, Ecoark Holdings
- Charles Rateliff - CFO/Treasurer, Ecoark Holdings
- Roshan Weerasinghe - CEO, Pioneer Products/ Sable
- Gregg Hames - SVP Implementation, Zest Labs

Ecoark Sets Growth Objectives

- **Growth via acquisition**
- **Focus on profitability of existing subsidiaries**
- **Commercialization of Zest**
- **Increased deal flow sourcing/vetting**



As part of our restructuring the leadership has set the above growth goals to better prepare for expansion objectives in 2017/2018

Ecoark Completes Sale of



April, 2017 - completed the sale of subsidiary Eco3d for \$4.8M in a cash and stock agreement. The sale is one of several recent steps taken by the Company to further streamline operations and reallocate capital to achieve our core mission.

“This transaction is another significant step in our strategic growth plan, as it allows us to further focus our efforts on the commercialization and eventual profitability of our core technologies, such as Zest Fresh, and to add additional strategic acquisitions to our portfolio that provide the greatest opportunity of generating long-term shareholder value,” said Jay Puchir, CEO, Ecoark Holdings.

2017 Business Achievements

Pioneer Products: January - completes another year of shelf placement of its recycled plastic 45-gallon garbage can in 3,600 Walmart stores in the continental U.S. Pioneer and Sable collaborate in a sustainability scenario to provide a closed loop for national retailers managing waste and providing sustainable products for their customers. Sable processes recycled plastics from reclaimed retailers’ waste streams while Pioneer Products repurposes the plastics into new consumer products sold back to retailers and consumers.

Ecoark Holdings, Inc.: March - raised \$8 Million in gross proceeds from a Private Placement Offering and intends to use the net proceeds to increase working capital and stockholders’ equity as it prepares to complete its application for uplisting on the Nasdaq Capital Market.

Magnolia Solar: March - utilizing nanotechnology addresses the growing demand for sustainable and socially responsible products that fit a model for low cost, high efficiency solar energy options. Magnolia was awarded a new patent, one of seven with 16 patent applications in review.

Zest Fresh Video

Zest Labs releases a video illustrating how its freshness management solution **Zest Fresh** substantially reduces the 30% food waste currently burdening the post-harvest fresh food industry.



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Forward Looking Statement This release contains forward-looking statements, including, without limitation, statements concerning our business and possible or assumed future results of operations. Our actual results could differ materially from those anticipated in the forward-looking statements for many reasons including: access to growth capital on favorable terms; adverse economic changes affecting markets we serve; competition in our markets and industry segments; our timing and the profitability of entering new markets; greater than expected costs, customer acceptance of our products or difficulties related to our integration of the businesses we may acquire; and other risks and uncertainties as may be detailed from time to time in our public announcements and SEC filings. Although we believe the expectations reflected in the forward-looking statements are reasonable, they relate only to events as of the date on which the statements are made, and our future results, levels of activity, performance or achievements may not meet these expectations. We do not intend to update any of the forward-looking statements after the date of this document to conform these statements to actual results or to changes in our expectations, except as required by law.