

## **MatHolding brings ModpoW AgriTechnologies on board as strategic partner in the agronomic direction of CERESTIA**

**Parets del Vallès, 30 September 2025** – MatHolding, the global industrial group specialising in sustainable and efficient solutions for agriculture and water management, has incorporated ModpoW AgriTechnologies as a strategic partner in the agronomic direction of CERESTIA, the group's agricultural business division. The agreement also includes MatHolding taking a minority stake in ModpoW.

ModpoW is a precision agronomy advisory firm: it combines diagnostics, technology and technical support to make real-time adjustments based on soil, climate and crop growth conditions. Founded in 2010 in Barcelona, the company has a team of 17 led by Agronomy Director Joan Torrents, together with Business Directors Alex Roca and Jordi Barceló, and operates across the Iberian Peninsula, France, Morocco and the United States.

With this partnership, CERESTIA adds an expert in agronomy to strengthen its strategy as an integrated ecosystem of solutions for the efficient and sustainable management of farms, in a context where there is a growing need to produce more – and better – with fewer resources.

“MatHolding is a group with a vocation for leadership that has been built by combining organic growth with the incorporation of the best partners. This alliance with ModpoW now places agronomic expertise at the core of our strategy and will be key in supporting farmers in their transition towards a more sustainable and efficient agriculture,” said Jordi Crespi, CEO of MatHolding.

“Becoming part of CERESTIA places us at the heart of an ecosystem where innovation, experience and vision for the future converge. CERESTIA provides the ideal framework for amplifying the impact of our work: bringing to the field the knowledge and proximity that define us,” added Joan Torrents, Agronomy Director of ModpoW.

CERESTIA was created in 2025 from the strategic union of MatHolding's agricultural businesses, drawing on 90 years of experience in agriculture and with the ambition of transforming the future of the sector. CERESTIA has been built as an integrated ecosystem, initially with IQV, Regaber, TerraNostra and VEGGA. In September, this ecosystem was further strengthened with the acquisition of Altinco – a manufacturer of zero-residue biosolutions for crop protection – and a strategic alliance with Banco Santander to provide farmers with financing to transform Spanish farms into high-value crops such as olives and almonds, in both intensive and super-intensive models.

CERESTIA – together with all its companies: IQV, Regaber, TerraNostra, VEGGA, Altinco, and now ModpoW – is present this week at Fruit Attraction 2025 (30 September – 2 October, IFEMA Madrid), one of the world's leading agri-food trade events, as a benchmark in the sustainable transformation of the agricultural sector.

# MatHolding

## About CERESTIA

CERESTIA is the agricultural division of MatHolding, created in 2025 to respond to the present and future challenges of the farming sector. It combines agronomic expertise with business excellence across four key areas:

Crop protection, biostimulation and nutrition (crop life): IQV (global leader in copper salts since 1935) and Altinco (zero-residue biosolutions since 1994).

Precision irrigation: Regaber (Iberian Peninsula leader since 1980).

Farm transformation and modernisation: TerraNostra (since 2022).

Agricultural digitalisation and agronomic decision-making: VEGGA (since 2022, with Sistemes Electrònics Progrés) and now ModpoW.

## About MatHolding

MatHolding is a global, family-owned industrial group dedicated to developing solutions and technology for the sustainable and efficient management of agriculture and water. With its origins in 1935, the group's agricultural businesses include IQV and Altinco (crop protection), Regaber (precision irrigation), VEGGA (digitalisation), and TerraNostra (farm modernisation). Its water cycle businesses include Aquestia (liquid conveyance and control), STF (filtration), and Hidroglobal (hydraulic projects). The group employs more than 1,200 people across over 15 countries, operates 11 production plants, and serves more than 140 countries across five continents.

**More information:** [MatHolding | Sustainable Solutions for Water and Agriculture](#)

## MatHolding Communications:

Mar Galtés | [mgaltes@matholding.com](mailto:mgaltes@matholding.com)

Cindy Cerón | [cceron@matholding.com](mailto:cceron@matholding.com)