

Progress through Innovation and Partnership

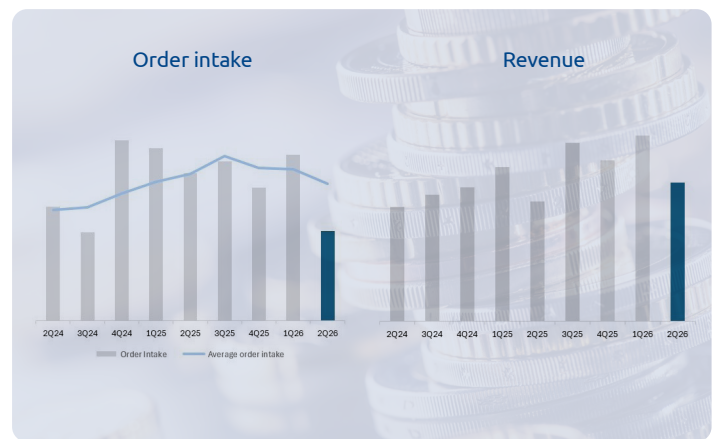
Barneveld, The Netherlands - July 2026

moba.net

Welcome to the Moba News Special! This quarterly update highlights strong customer confidence, the successful European launch of Magna and our latest innovations Proxima, myMoba and EggChain at VIV Europe, the first European Magna installation at Van Zetten, and the continued value of close collaboration with suppliers and partners.

Financial Update: Continued Confidence

Customer confidence in Moba remained strong in the 2nd quarter of 2026. While Q1 benefited from several exceptionally large projects, Q2 reflects a more normalized order pattern, with continued healthy demand for Moba's innovations and solutions across regions. Moba won leading projects across all regions as customers continue to trust its relevant innovations, such as Vision Weighing, the Omnia PX+, and processing solutions, its customer focus, and understanding of their needs. The company continues to invest in process improvements, digitalization, production capacity, and productivity at its production facilities and regional offices. Moba is also continuing to develop both its organization and its people, recognizing that they are key to long-term success.

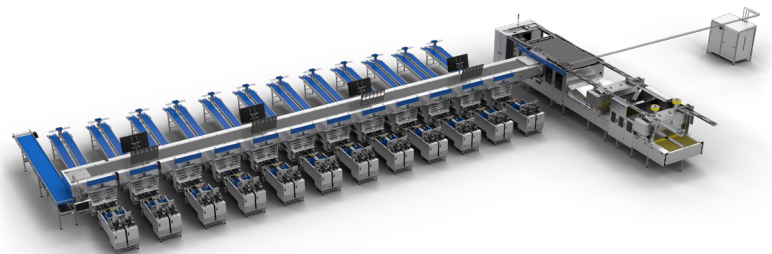


Strengthening Supplier Collaboration



Moba hosted its third Supplier Day, "Together Stronger," to further strengthen collaboration across its supply chain. Over the past few years, the company has evolved from listening and learning to growing and implementing, and now to delivering measurable progress together. The day highlighted key improvements made in areas such as forecasting, advanced shipping notices, quality, and e-invoicing. In an increasingly complex environment, the event underlined the importance of working as one team to improve predictability, reliability, and long-term performance.

It's official. Magna is here!



At VIV Europe in June, Moba launched Magna for the European market, the next-generation egg grading platform designed to deliver hygiene, control, and connectivity within Moba's ecosystem of solutions. Built on decades of innovation, Magna combines advanced Vision Technology, smart control, powerful data insights, intuitive operator assistance, and hygienic design to help egg producers meet the challenges of today's market. With Magna, producers do not simply operate a grader; they manage a fully optimized production process with confidence and clarity.

First European Magna at Van Zetten

When egg company Van Zetten planned its new egg grading facility in Tiel, the Netherlands, the company chose Moba's new Magna platform with combined vision-based detection, data and automation to support smarter, more flexible production. VIV Europe visitors could also see the Magna in action at a inspiring customer visit there. As the first Magna installation in Europe, the close collaboration with the Moba team also played an important role.



We have really explored the market, but the added value of working with Moba kept proving itself, so we came back to them.

Henrico Florissen, Operational Director Van Zetten



Customer experience at Van Zetten

VIV Europe 2026 Highlights Strong Interest in Moba Innovations

VIV Europe 2026 was filled with energy, meaningful conversations, and shared excitement about the future of the egg industry. The event brought customers, partners, and colleagues together, strengthening relationships across the global market. Moba also presented its latest innovations, including the new Proxima breaker family, myMoba customer portal, and EggChain for digital control. The introduction of Magna was a clear highlight, attracting strong attention and achieving immediate commercial success.



Watch the aftermath



KEY FIGURES
OVERVIEW



Foundation

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



Employees

975 worldwide, with 700 in Barneveld (NL).



Sales & Service Offices

13 globally.



Moba Academy

In Barneveld (NL), Wixom (USA) and Lohne (D).



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

More than €300 million yearly revenue.



Production Facilities

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

Our next quarterly update will bring more insights into Moba's ongoing progress and innovations. To receive the latest news, subscribe to Moba News at www.moba.net.

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