



AGCO
25
YEARS
1990-2015

Analyst Meeting

December 2015

Key Messages Today



Agenda



Martin Richenhagen Chairman, President & CEO

- Industry fundamentals
- Strategic update



Tom Welke Senior Vice President Grain Storage and Protein Production

- Growing the grain storage and protein production businesses



Break - 5 minutes

Andy Beck Senior Vice President & CFO

- Cost saving initiatives
- Cashflow allocation
- 2016 targets



Forward Looking Statements



Forward-looking statements in this presentation, including statements regarding demand for our products and the economic and other factors that drive that demand, product development plans, acquisition, expansion and modernization plans and our expectations with respect to the costs and benefits of those plans and timing of those benefits, and our future revenue, earnings and other financial metrics, are subject to risks that could cause actual results to differ materially from those suggested by the statements. These risks include, but are not limited to, adverse developments in the agricultural industry, including those resulting from weather, commodity prices, and changes in product demand, the possible failure by us to develop new and improved products on time, within budget and with the expected performance and price benefits, introduction of new or improved products by our competitors and reductions in pricing by them, difficulties in integrating acquired businesses and in completing expansion and modernization plans on time and in a manner that produces the expected financial results, and adverse changes in the financial and foreign exchange markets. Further information concerning these and other risks is included in AGCO's filings with the SEC, including its Form 10-K for the year ended December 31, 2014 and subsequent Form 10-Qs. AGCO disclaims any obligation to update any forward-looking statements except as required by law.



Martin Richenhagen

Chairman, President & CEO



Agenda



▶ Strong Fundamentals

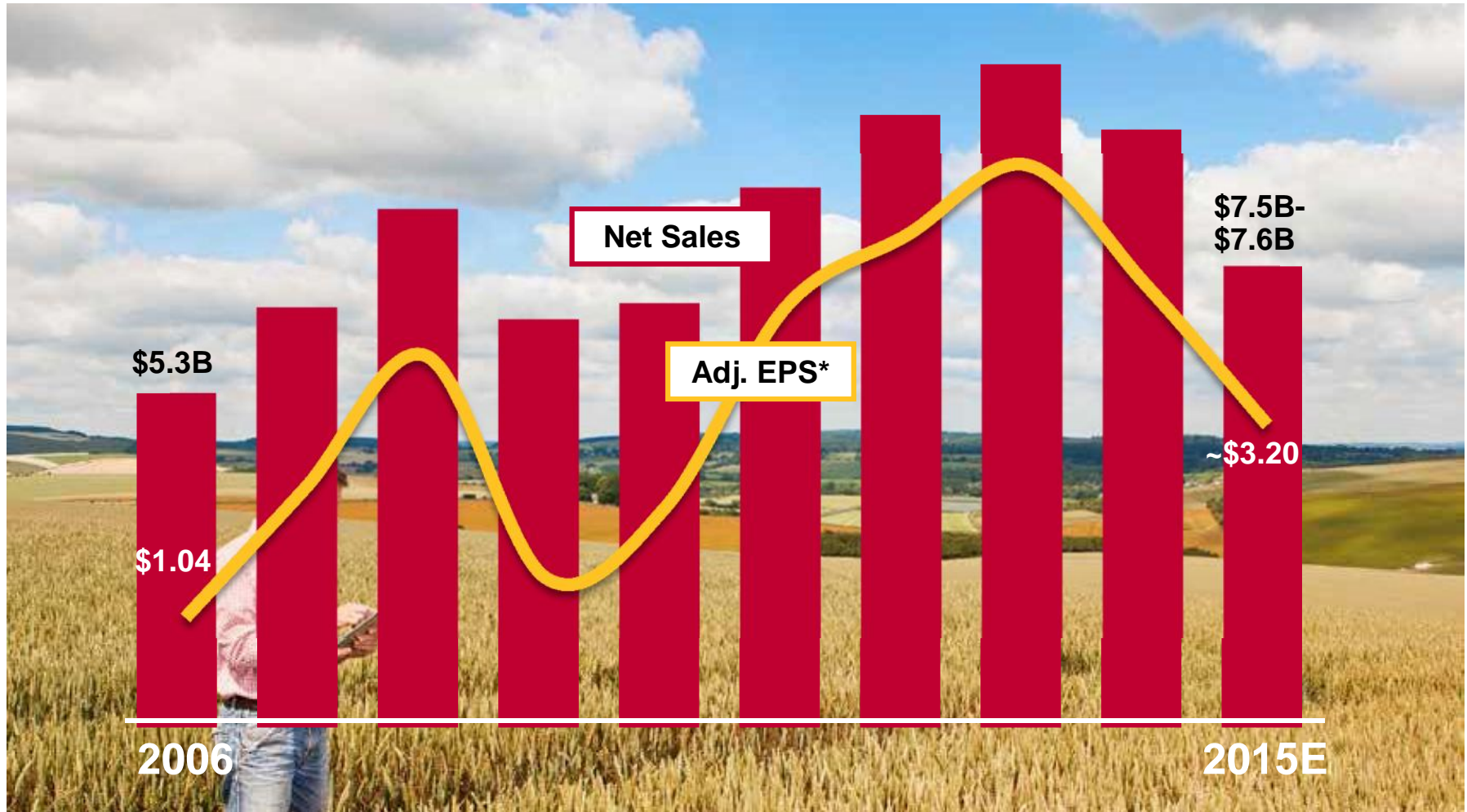
▶ Strategic Update



Strong Track Record Last 10 Years



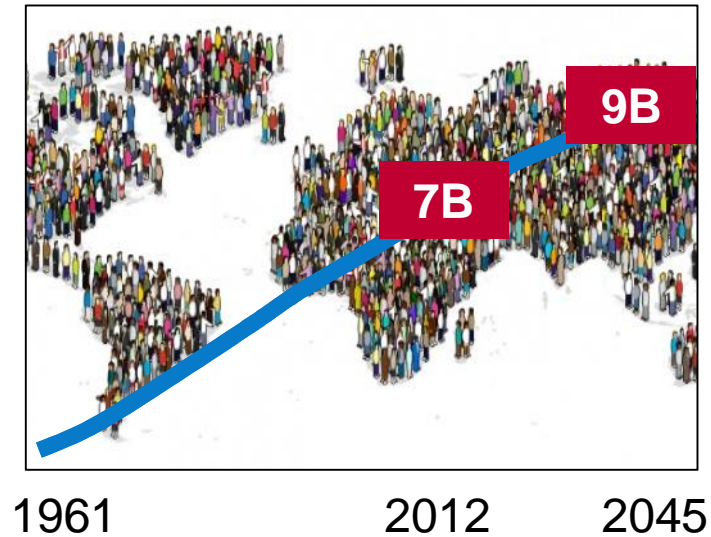
Change 2006-2015E



* See reconciliation to GAAP metrics in appendix

Positive Fundamentals Support Long-term Growth

Growing Global Population...



Source: World Bank

Combined with Doubling of the Middle Class...

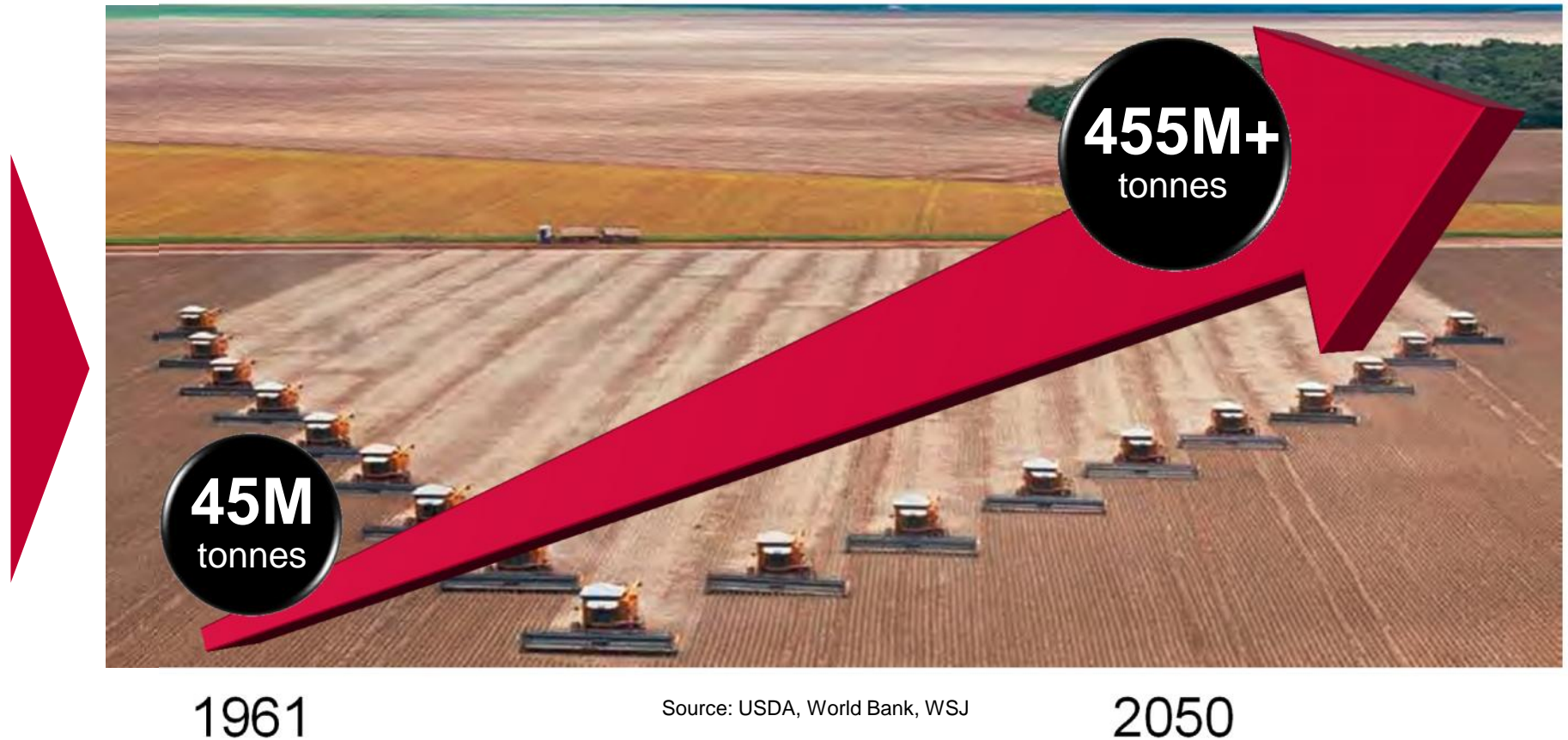


Source: OECD and Rubico

Positive Fundamentals Support Long-term Growth



...Driving Growth in Protein Demand (tonnes)



Agenda



▶ Strong Fundamentals

▶ Strategic Update



A Company with a Clear Vision



VISION

**High-tech solutions
for professional farmers
feeding the world**

MISSION

**Profitable growth
through superior customer
service, innovation, quality
and commitment**



Executing Consistent Strategy



- Investing in technology / new products



- Growing the GSI platform



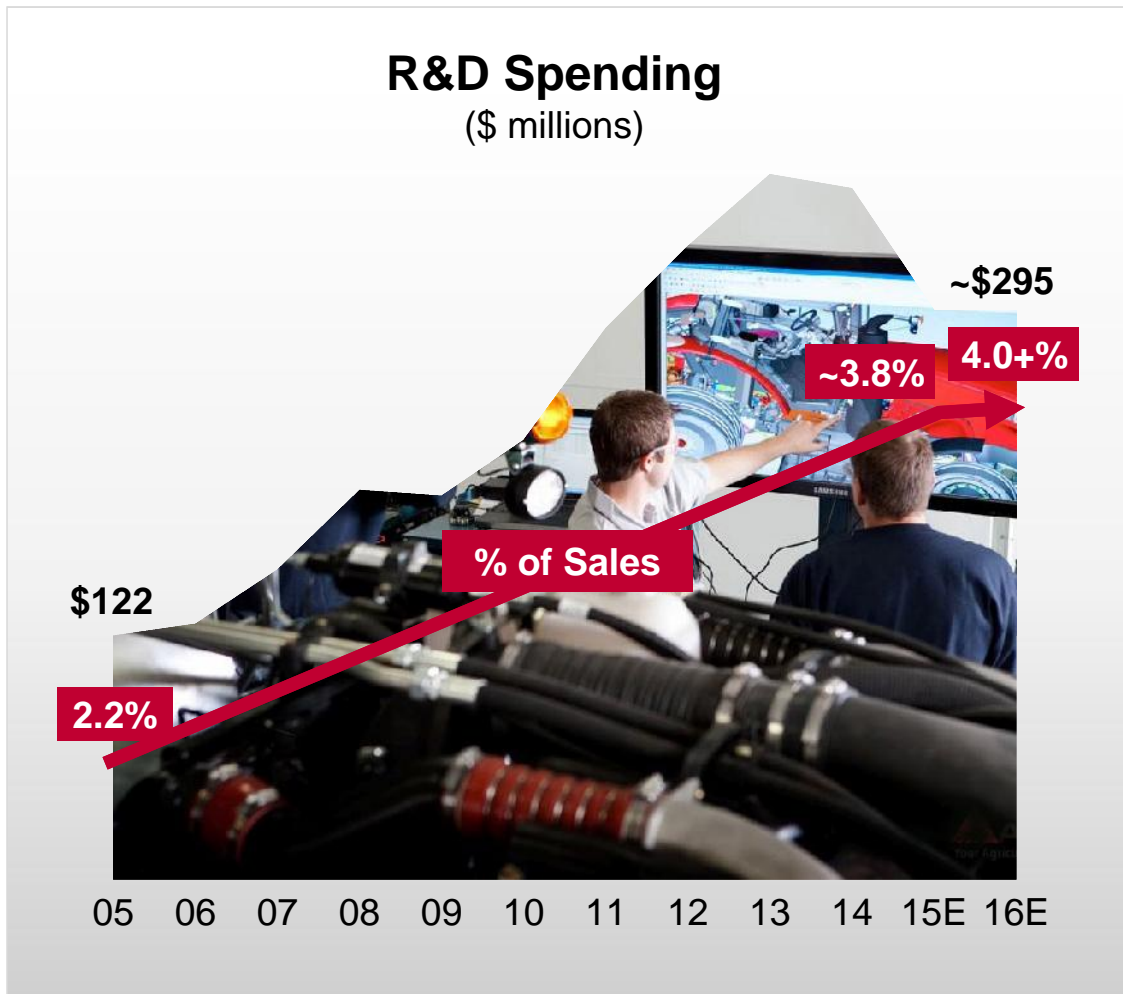
- Expanding in developing markets



- Margin improvement

Improving
ROIC

NEW TECHNOLOGY, PRODUCTS
Investing in New Products



- Maintaining important strategic investments
- Continuing to invest in:
 - new products
 - common component solutions
- Focus on HHP tractors and harvesting products
- Ongoing Fuse™ Technology investment

Recognized Technology Leadership



February 2015

Sima – France

3 Machine of the Year Awards



Valtra T Series
Machine of the Year 2015
180-280hp Category



Challenger MT775E
Machine of the Year 2015
XXL Award



Valtra T Series
Machine of the Year 2015
Under 150hp Category

May 2015

Agrishow – Brazil

Tractor of the Year



Massey Ferguson MF 6700R Dyna-4
Tractor of the Year

November 2015

Agritechnica – Germany

**3 Machine of the Year Awards,
1 Gold Medal, 5 Silver Medals**



Valtra N4 Series
Machine of the Year
2016



MF 5713 SL
Tractor of the Year 2016
Utility Sector

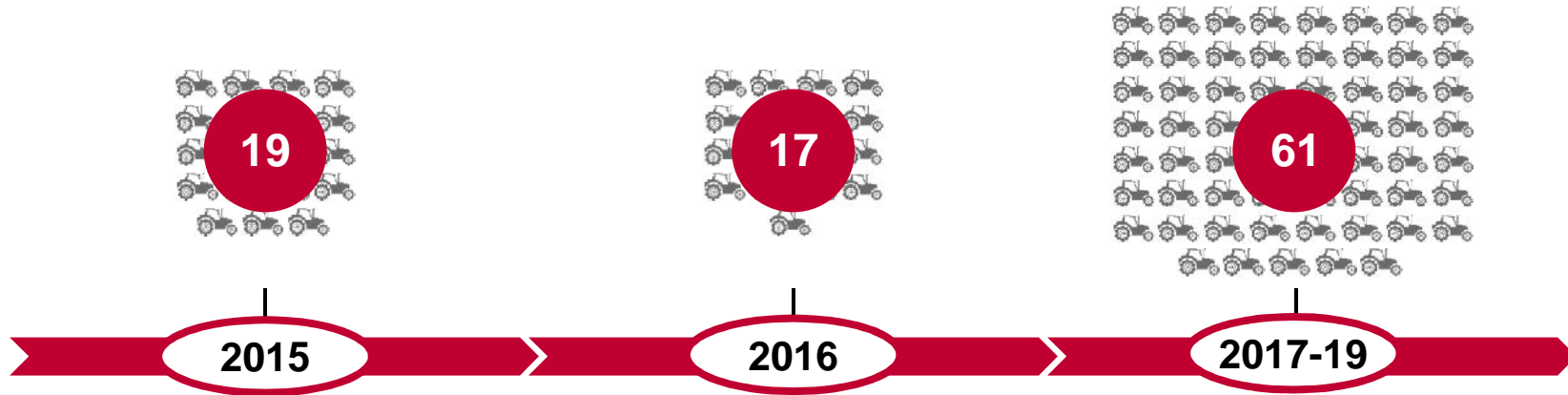


Fendt 1000

Multiple New Product Launches and Upgrades



Tractor Development Schedule (Total New and Upgraded)



2015 / 16 Launches



Challenger X1000



MF5700 series T4F
Agritechnica utility tractor of the year 2016

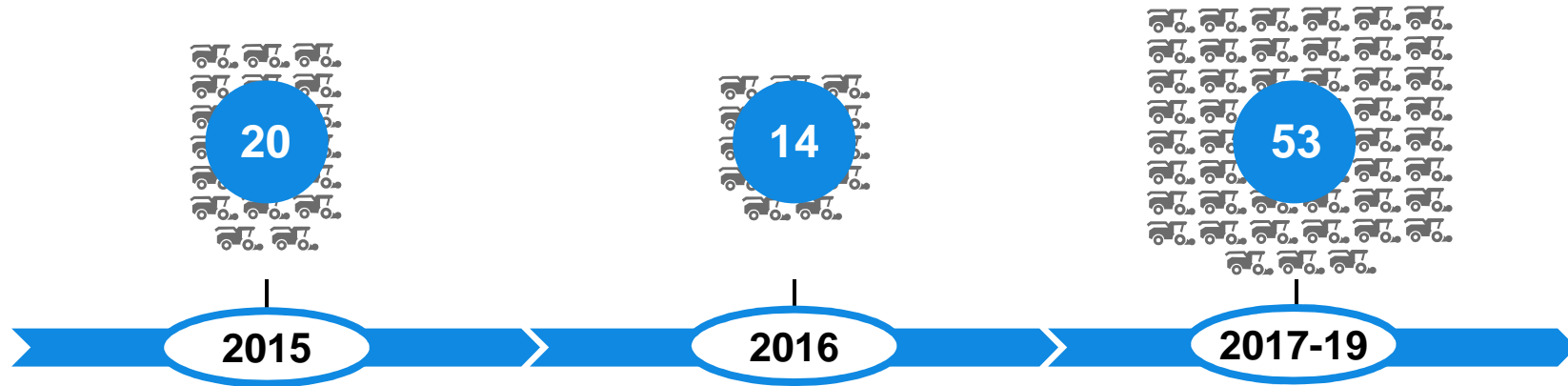


Valtra T-series

Multiple New Product Launches and Upgrades



Harvesting Development Schedule (Total New and Upgraded)



2015 / 16 Launches



Fendt 1290 Large Square Baler With ProCut™



GLENER S9 Combine



MF WR9800 Series SP Windrower with Rear Steer

NEW TECHNOLOGY, PRODUCTS

Fuse[®] – AGCO Connecting and Optimizing the Farm



NEW TECHNOLOGY, PRODUCTS

What Makes AGCO Different?



FUSE
AGCO Connecting Your Farm

A DIFFERENTIATED APPROACH



Solutions for Mixed Fleets
Other brands / equipment



Data Privacy
Agronomy and machine data separate



Maximum Mobility
Farmer friendly solutions



Open Approach
Leveraging partnerships

Fuse[®] Connected Services – Transforming the Business Model for Dealers

- Delivers smart, comprehensive solutions to improve yields and reduce waste
- AGCO's dealers will:
 - Introduce year-round optimization consulting services
 - Enhance the customer-dealer relationship
- Enterprise effort underway
 - Define customer value-add services
 - Monetization for AGCO and dealers

Fuse Connected Services Launch Agritechnica 2015



2015 Fuse® Successes – Biggest Year for Technology in History of AGCO

Successes

Launches:

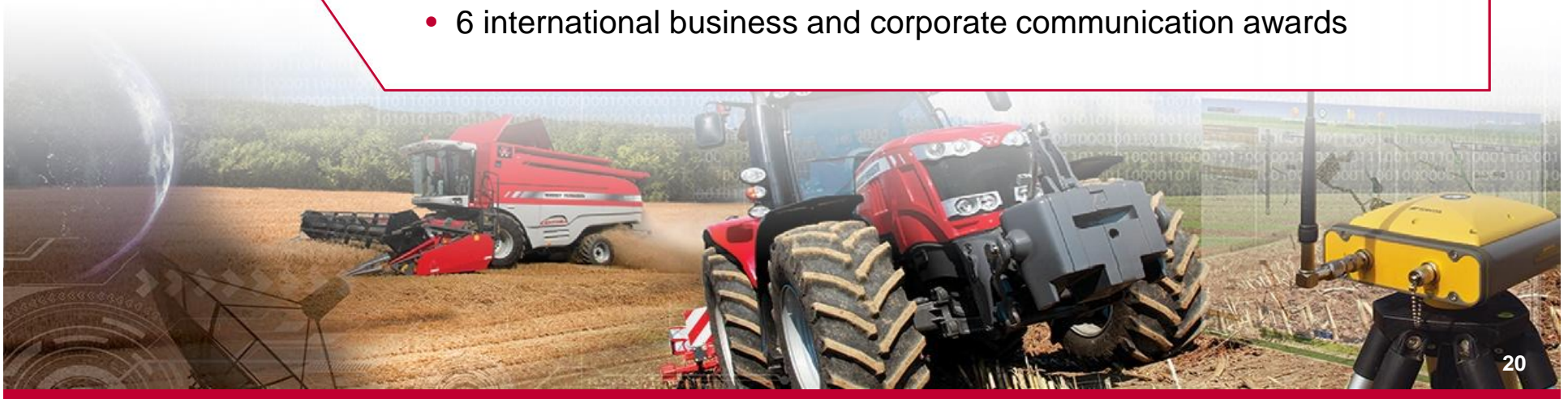
- Fuse Connected Services and relaunch of AgCommand®
- AgCommand API opened to facilitate grower data connections
- VarioGuide & Auto-Guide™ - Next generation, open guidance
- AgControl™ - Most accurate rate and section control system on the market, now with variable rate technology
- Go-Task™ mobile app - Off-board wireless data transfer
- FieldStar® Live yield monitor with moisture sensing and live yield mapping

Key partnerships:

- Trimble, NovAtel, BayWa, Raven

Awards:

- 6 international business and corporate communication awards



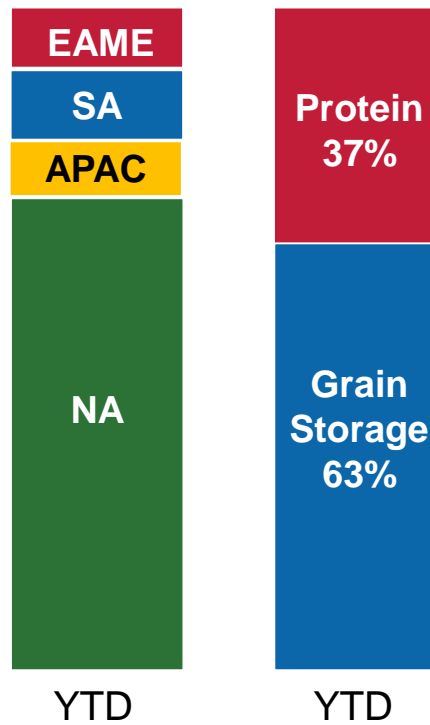
Opportunities for Both Storage and Protein Production



Sales

(YTD September 2015)

\$612M



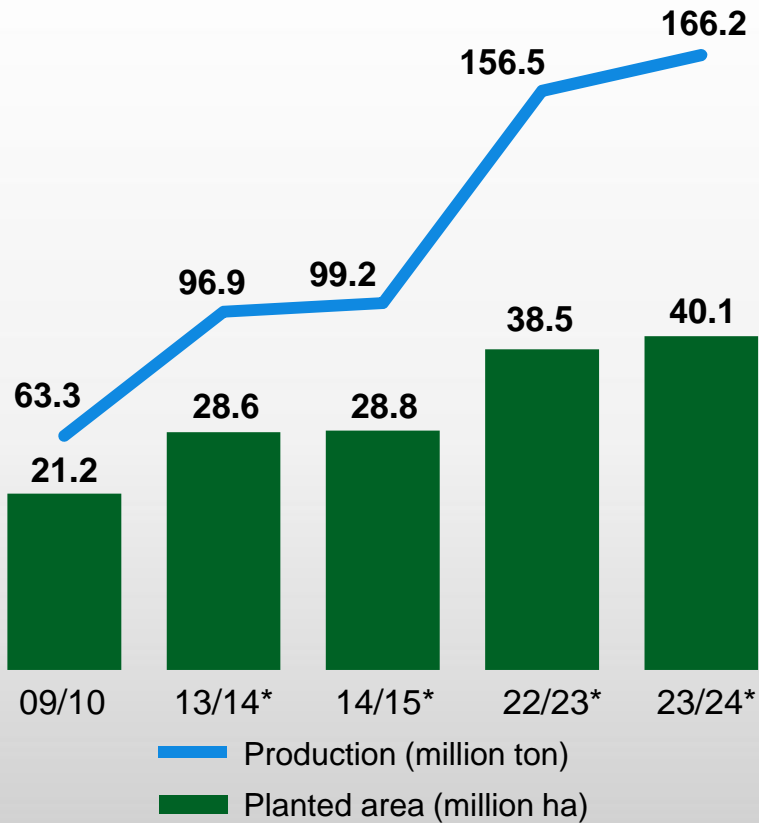
- Modest sales declines in 2015
- Longer term:
 - Macro trends driving growth in demand for grain storage and protein production
 - Increases exposure to counter-cyclical protein sector
- Strong cash flow generation in U.S.



Growth Opportunity – Brazil



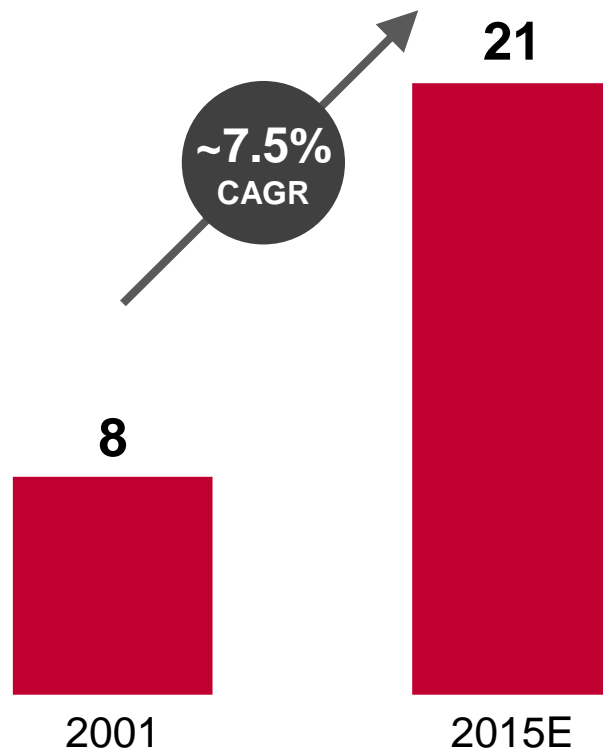
Cerrado: Rapidly Growing AG Production



- Expanding Dealer Network
- Localizing HHP products
- Improving parts availability

Growth Opportunity – Africa: Significant Reserves of Fertile Land

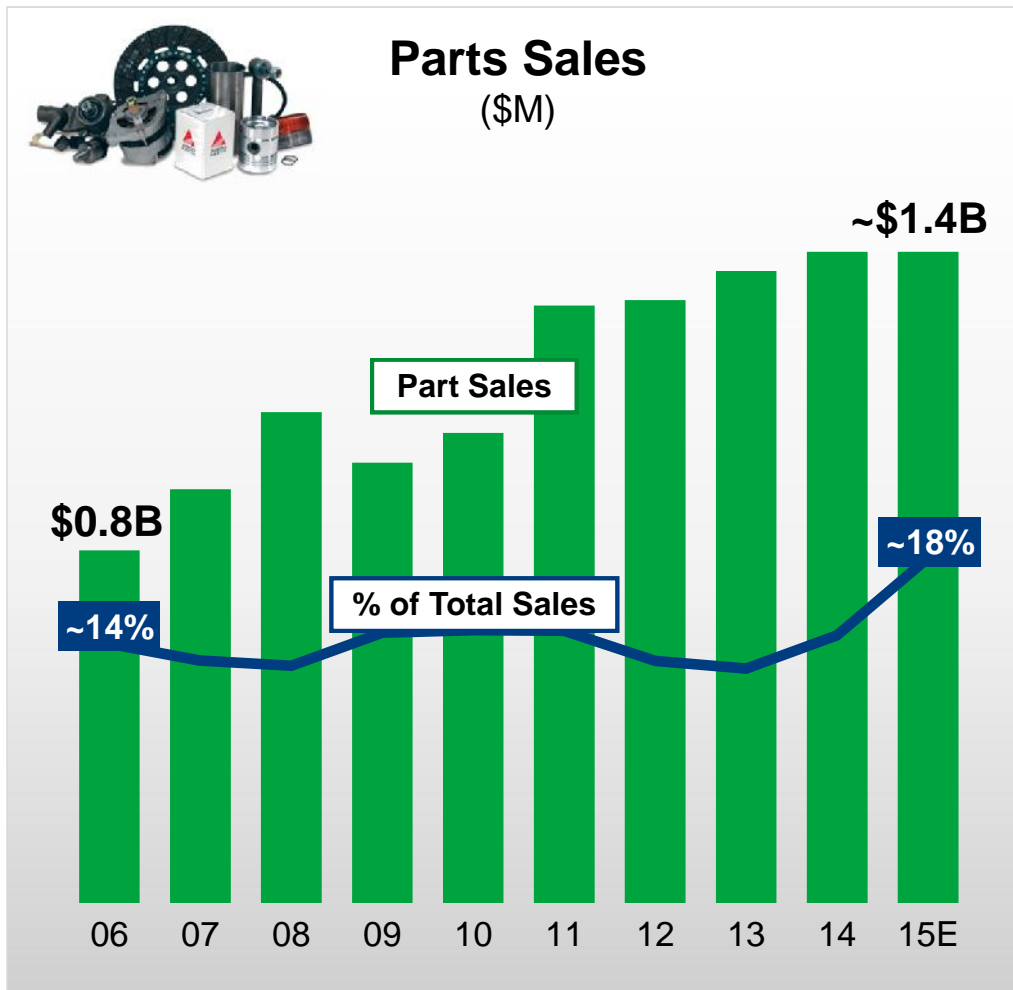
African Industry Tractor Units (000's)



- Massey Ferguson has meaningful share and brand equity
- AGCO strategy focused on:
 - improving distribution
 - utilizing on-farm training
 - expanding product offering
 - leveraging production capability in Algeria

IMPROVE MARGINS

Importance of Parts Sales Growth



- High margins
- Stable revenue stream
- Growth opportunities
 - Harvesting products
 - Increased penetration through proactive service model – Fuse™ Connected Services



Future Opportunity for Cost Reduction

COGS
2015E = \$~6B



~70%
Material Spend
~\$4.2B

Aggressive Supply Chain Management

- ✓ Leverage buying power
 - Global commodity based organization
- ✓ Capitalize on new products
- ✓ Optimize processes

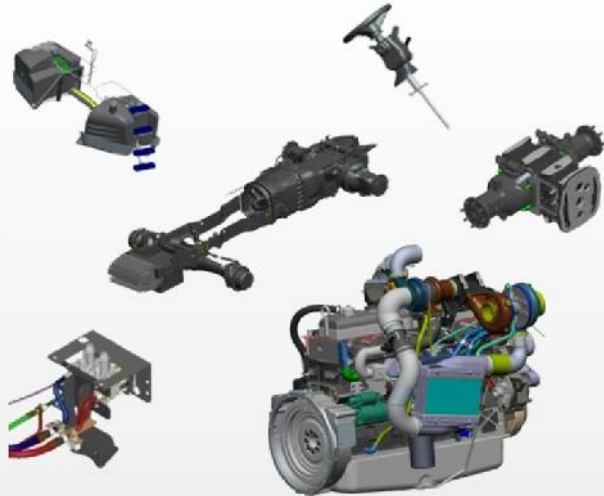


IMPROVE MARGINS

Our Longer-Term Complexity Reduction Strategy



Standardized Components



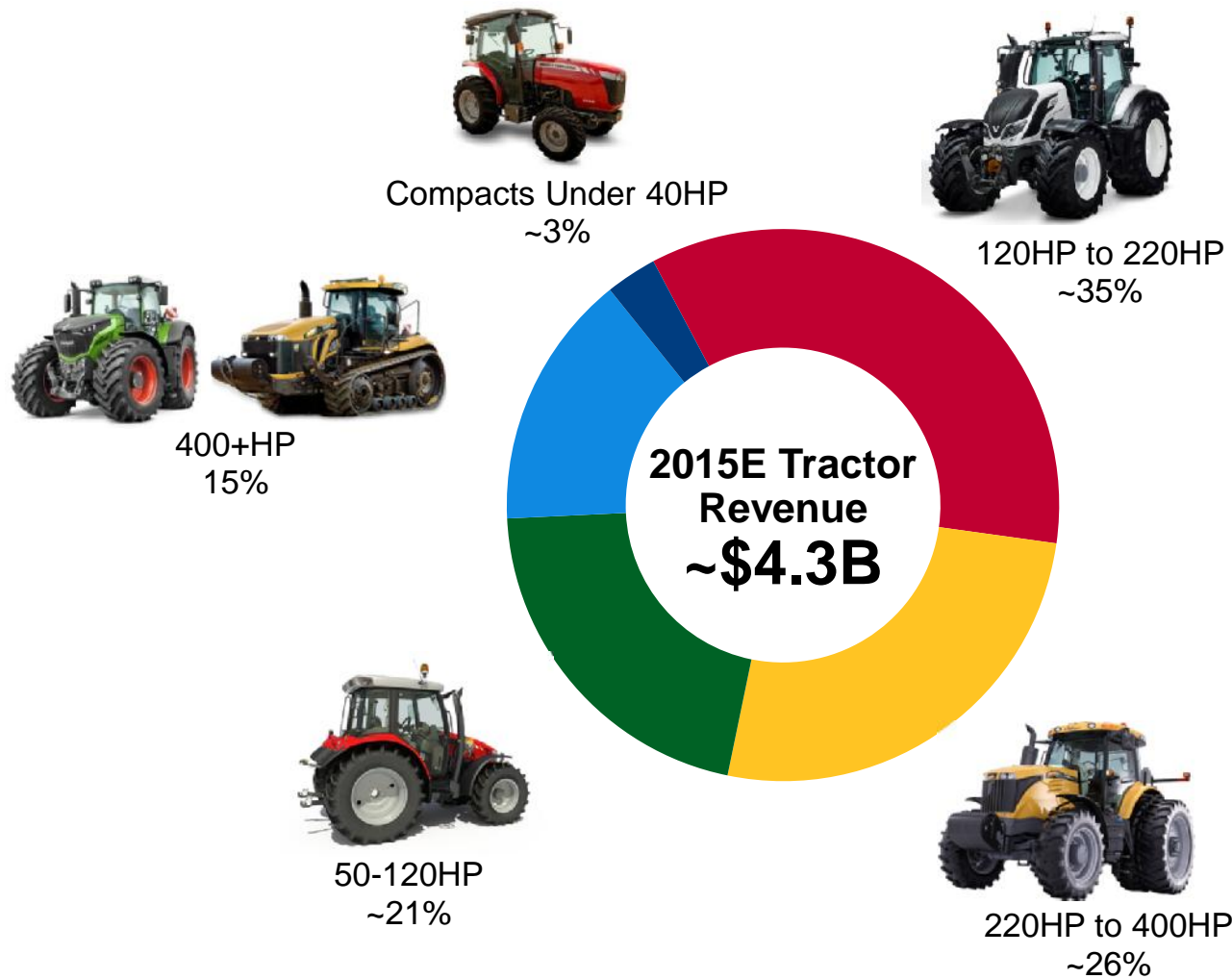
Advantages

- ✓ More effective use of R&D
- ✓ Fewer parts
- ✓ Reduced material costs
- ✓ Improved quality
- ✓ Better brand differentiation



IMPROVE MARGINS

Platform Initiatives Cover all Tractor Ranges



Global LHP Series Update

Product Launch Activities Underway

- ✓ Production began in Changzhou facility in January 2015
- ✓ Production ramps up through 2017
- ✓ 2nd Qtr. Launch in Brazil at Agrishow
- ✓ November 2015 Massey Ferguson 5400 series T4F wins Agritechnica utility tractor of the year 2016
- ✓ North American launch scheduled for 2H 2016



**Utility Tractor of the Year
MF5400 series**



**Changzhou Grand Opening
September 2015**

Combine Platform Strategy Objectives

- Removes **seven current** combine platforms into **one global** platform for our largest combines



- Delivers **exclusivity** in the AGCO dealer network



- Provides **innovative** new customer features



- **Grows** global combine market share and margin



- **Aligns** manufacturing & quality process + volume leverage with global suppliers



Key Messages Today

