

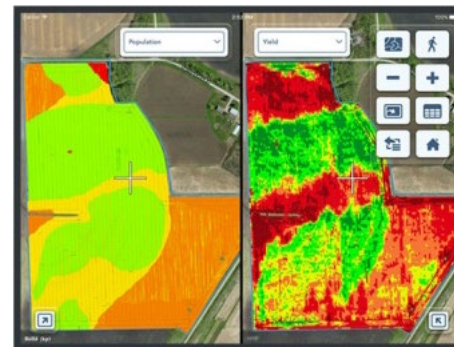
ERIC HANSOTIA

SVP & COO



AGENDA

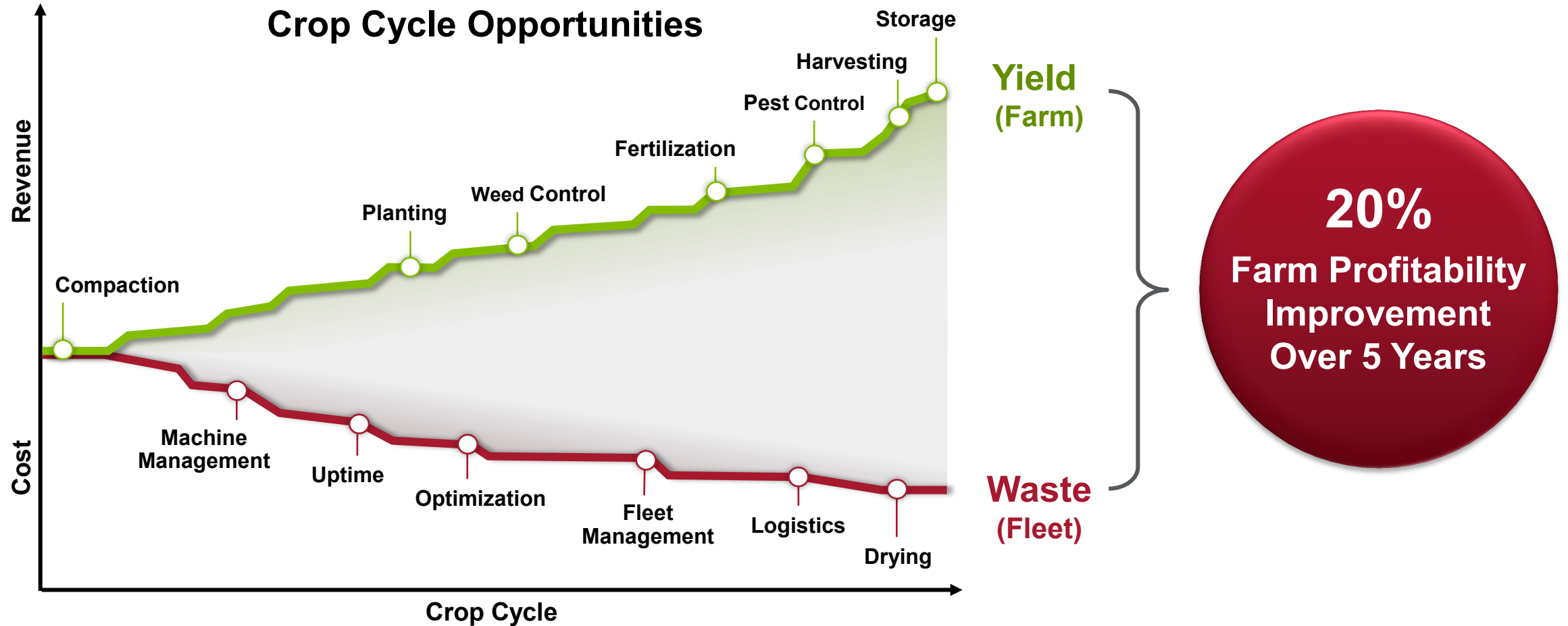
- ▶ Smart Farming / Fuse[®] Update
- ▶ Precision Planting[®] Overview



AGCO: FULL-LINE SMART FARMING SOLUTIONS THROUGH THE ENTIRE CROP CYCLE

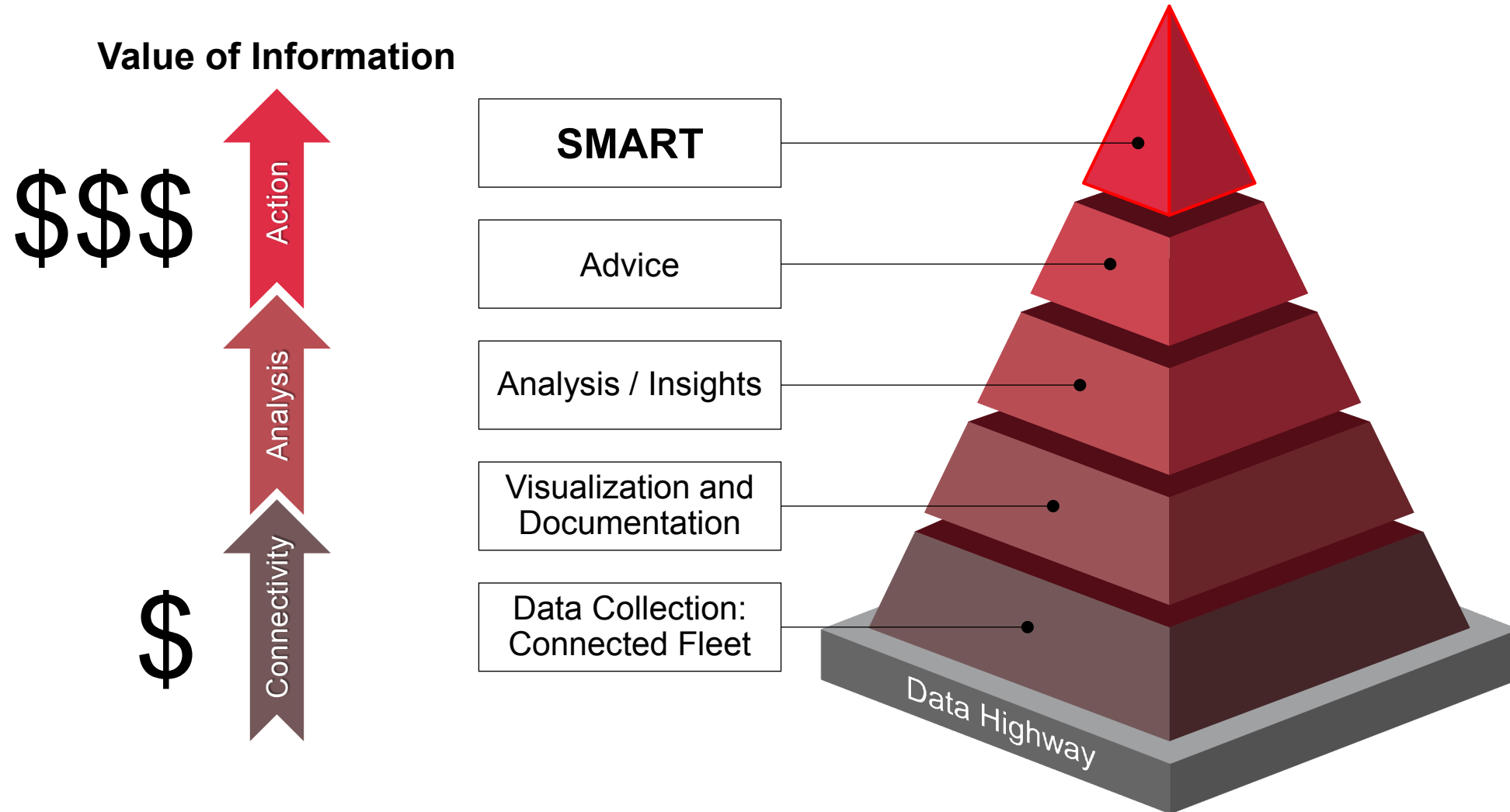


GOAL = DELIVER 20% IMPROVEMENT TO FARMERS



Focus on both agronomic improvement and cost – be broader through crop cycle

SMART EQUIPMENT – GOAL IS TO BE MOST INNOVATIVE SMART FARMING PROVIDER

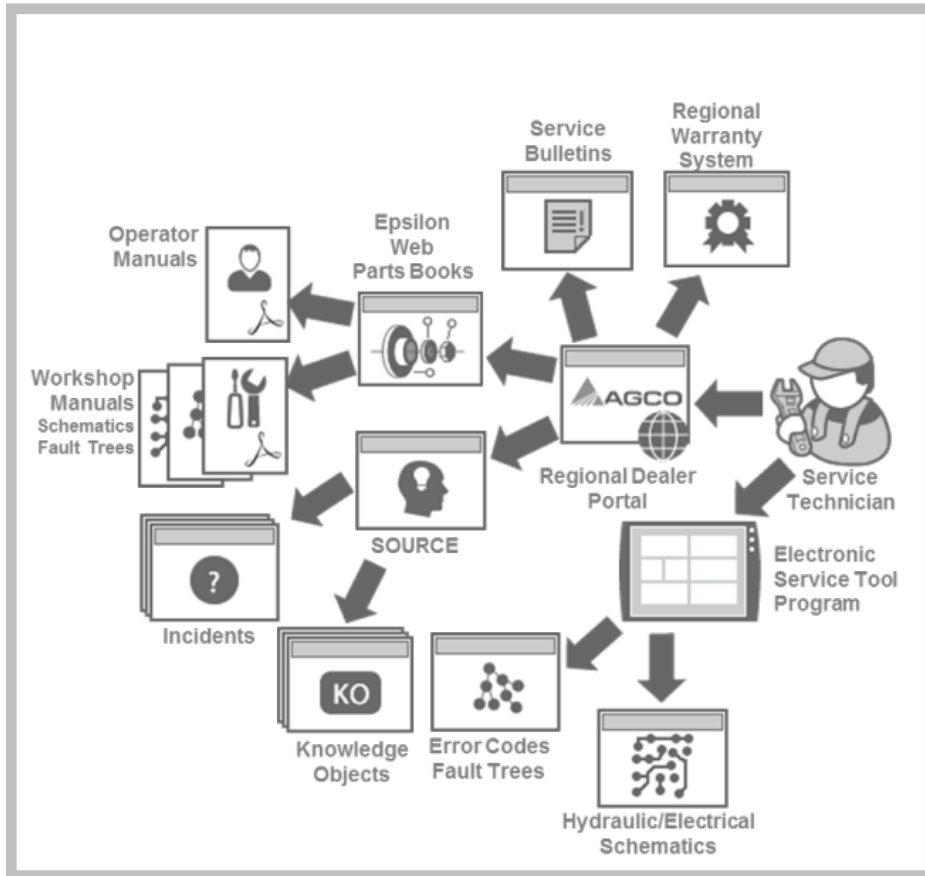


DELIVERING CONNECTIVITY TO AGCO CUSTOMERS

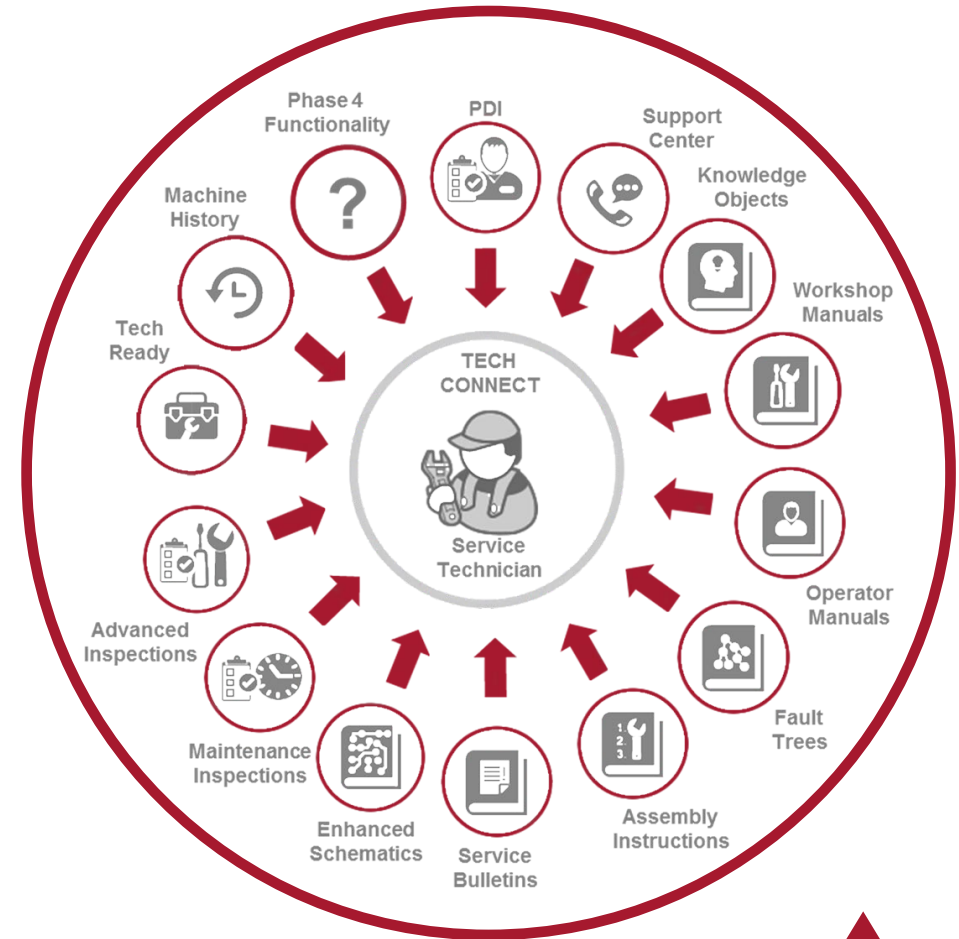


TECH CONNECT GIVES AGCO DEALERS INDUSTRY-LEADING CAPABILITIES

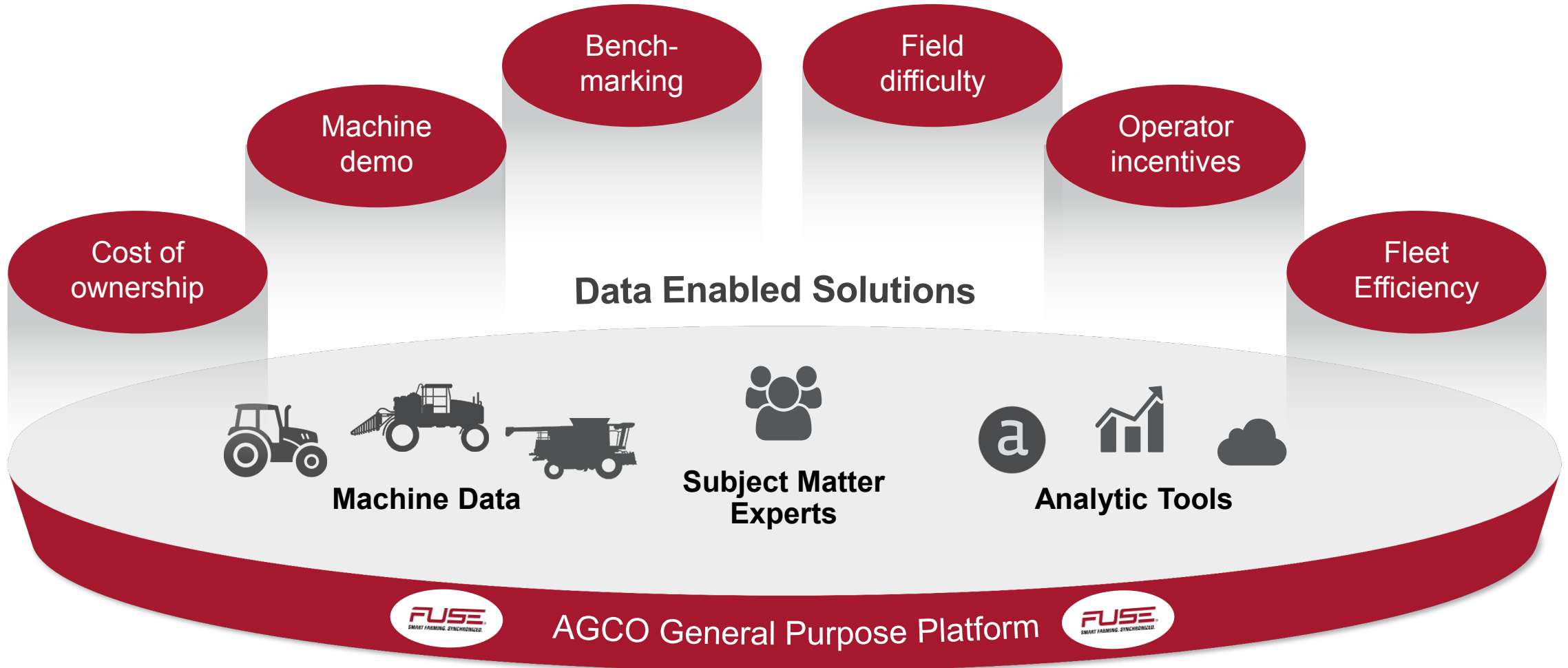
Yesterday... OEM Centric



Today... Technician Centric



AGCO REMOTE MONITORING ENABLES IMPROVED CUSTOMER RESULTS



DATA MANAGEMENT FOCUSED ON CUSTOMER'S CHOICE

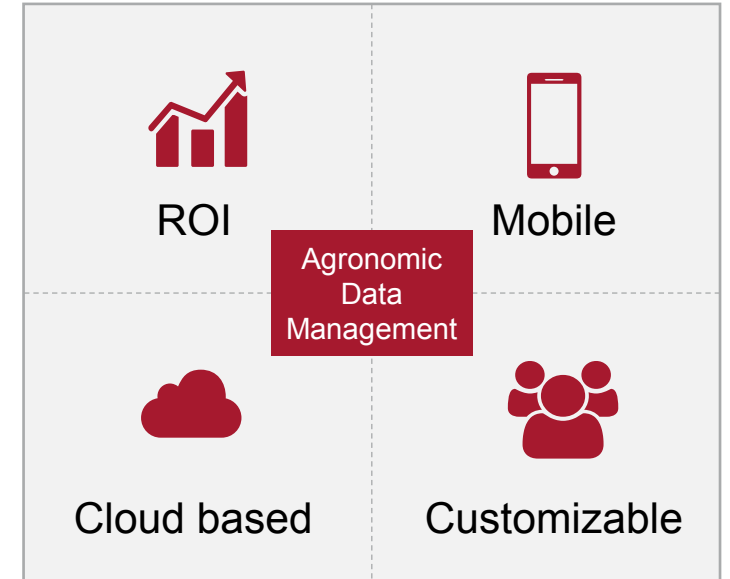
Industry Offering



Agro-Link

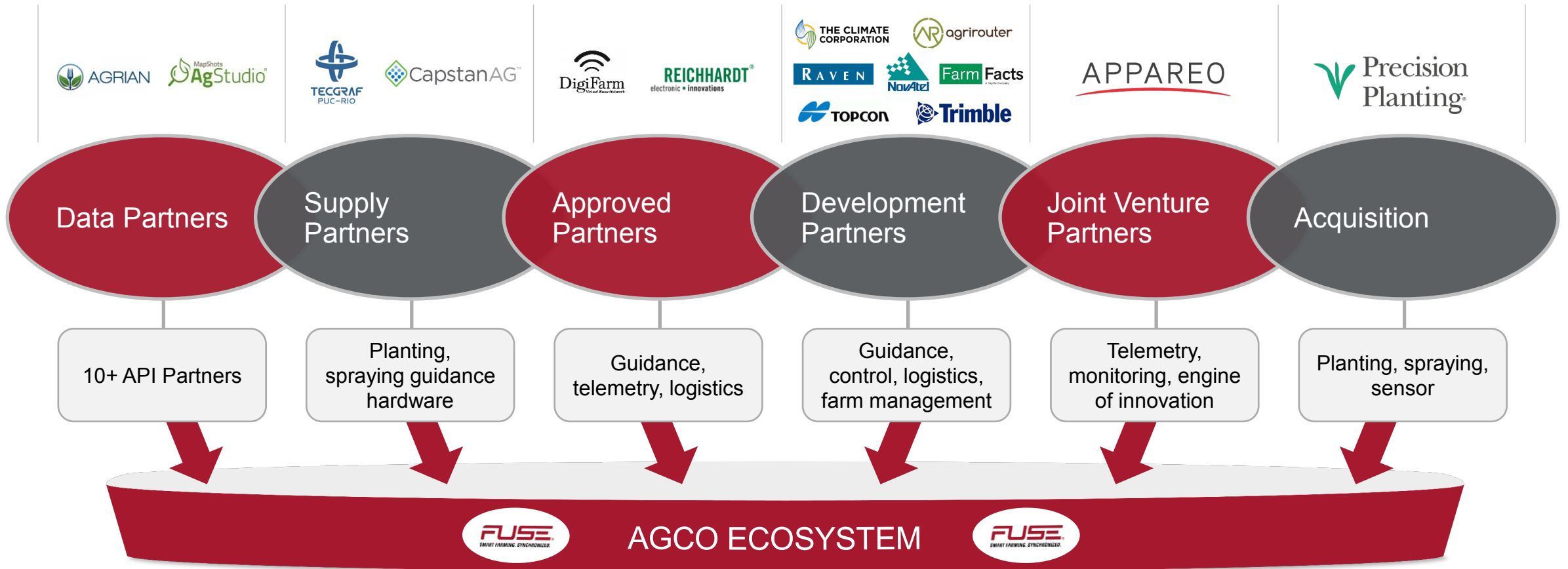


Agronomic Data Management



AGCO BRINGING TOGETHER ECOSYSTEM ON OPEN PLATFORM

Spectrum of 30+ *real* partners give farmers choice in how to optimize their operations



AGCO LEADING SMART EQUIPMENT SOLUTIONS DEVELOPMENT

Examples



IDEAL Combine



BinRite



SMART Capabilities

- ✓ Collect and process machine, agronomic and environmental data
- ✓ Suggest course of action
- ✓ Real time autonomous actions

INDUSTRY LEADING CAPABILITY – SmartFirmer



Seeding Rates



Hybrid



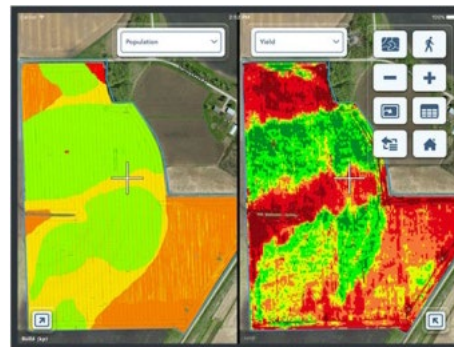
Fertility Rates



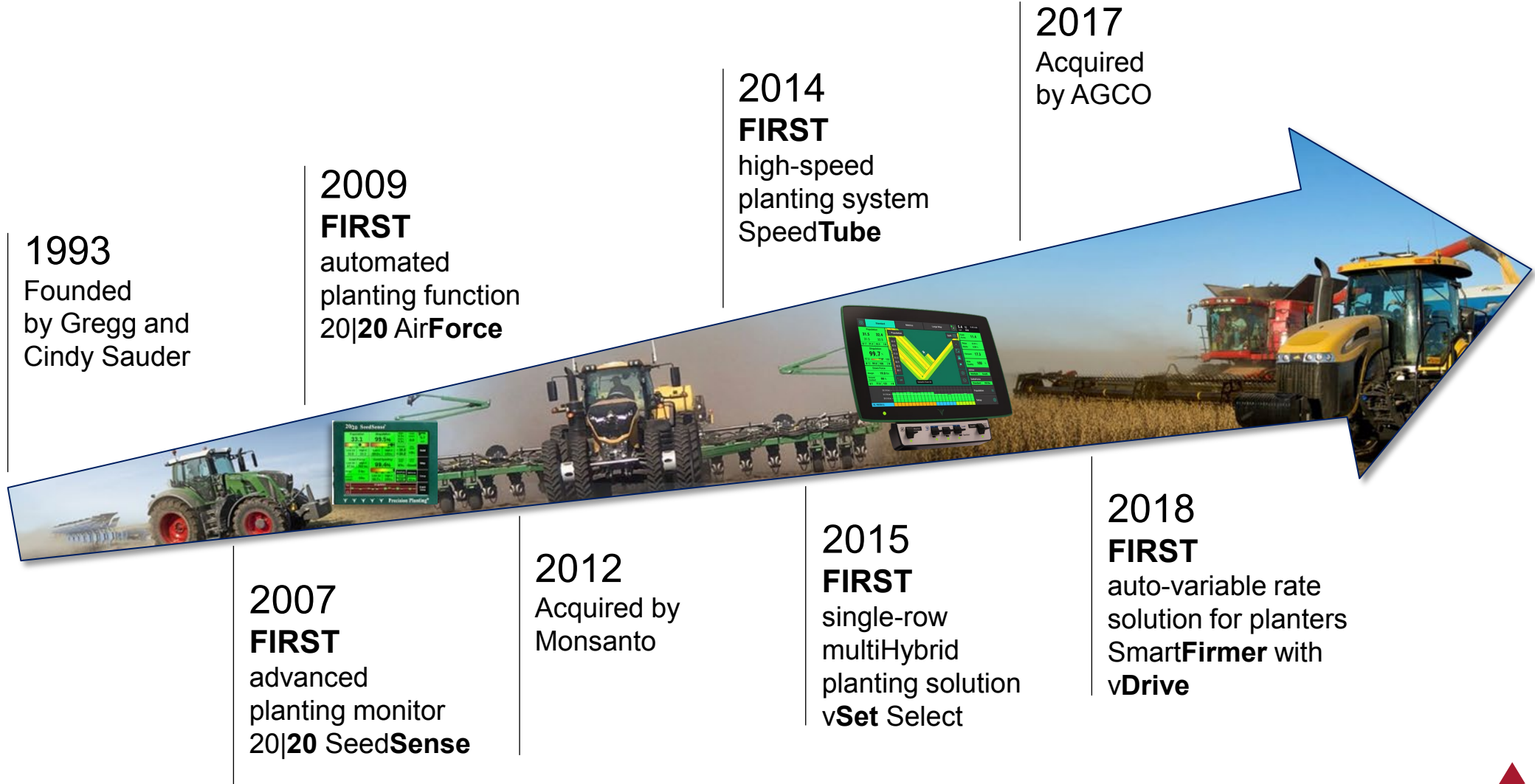
AGENDA

▶ Smart Farming / Fuse[®] Update

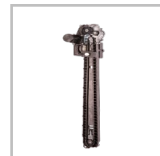
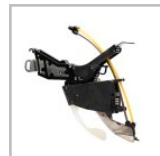
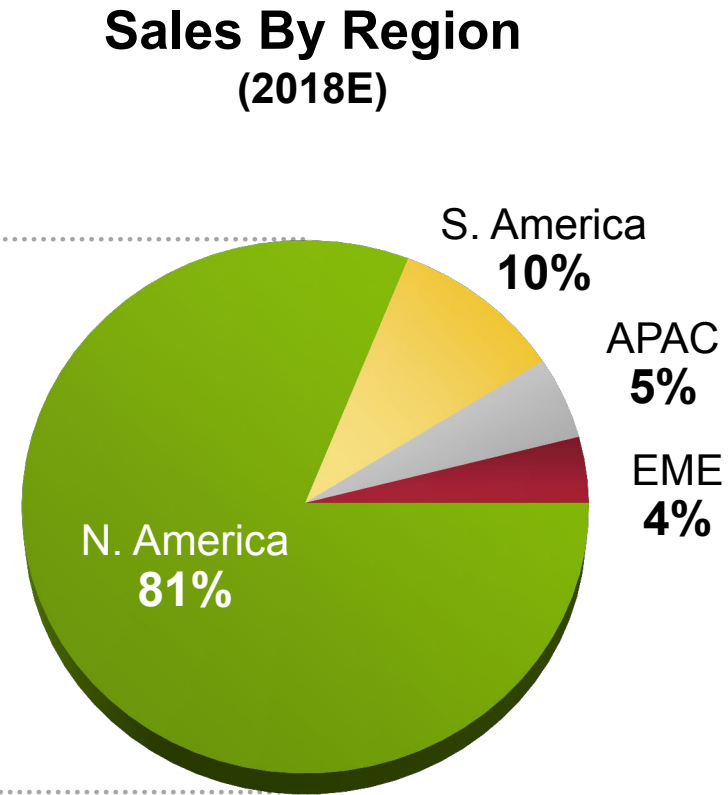
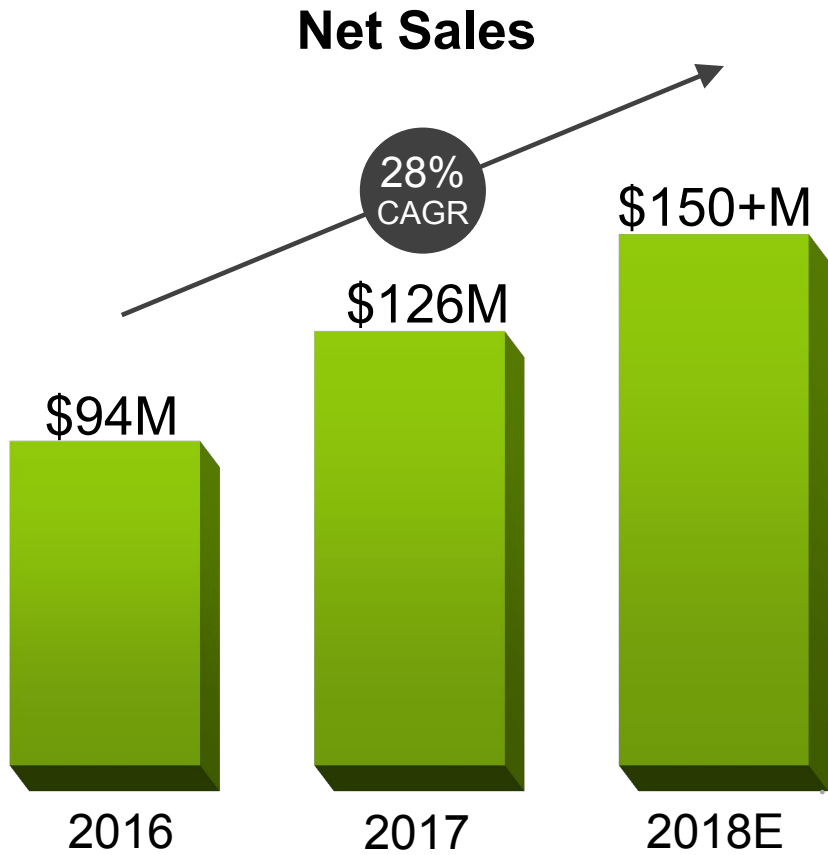
▶ Precision Planting[®] Overview



IMPRESSIVE RECORD OF FIRSTS

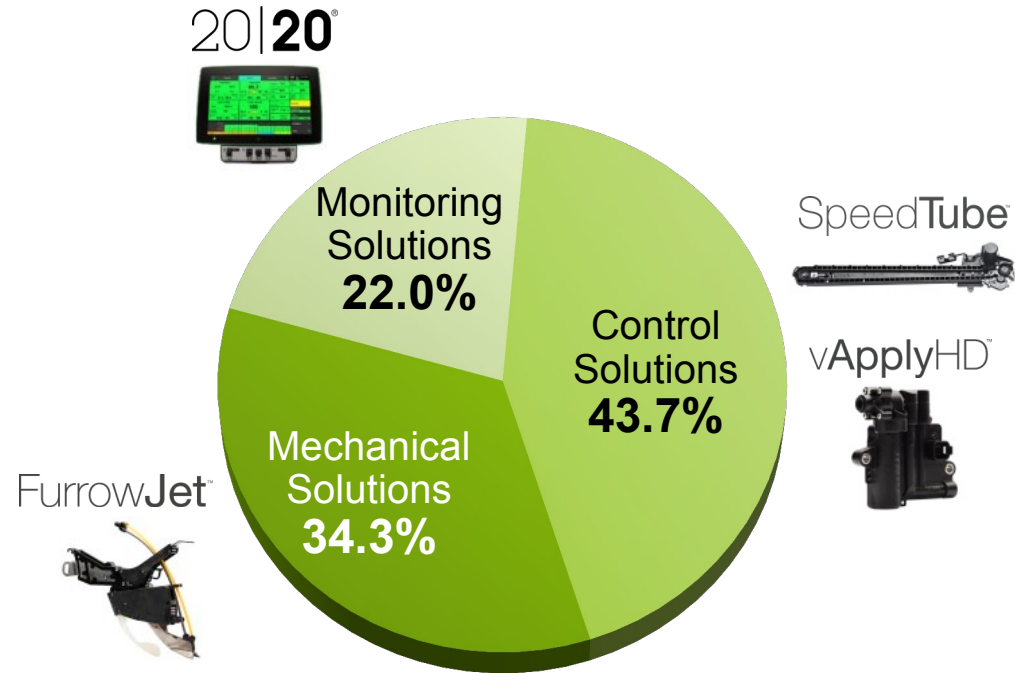


PRECISION PLANTING OVERVIEW – GROWING SALES



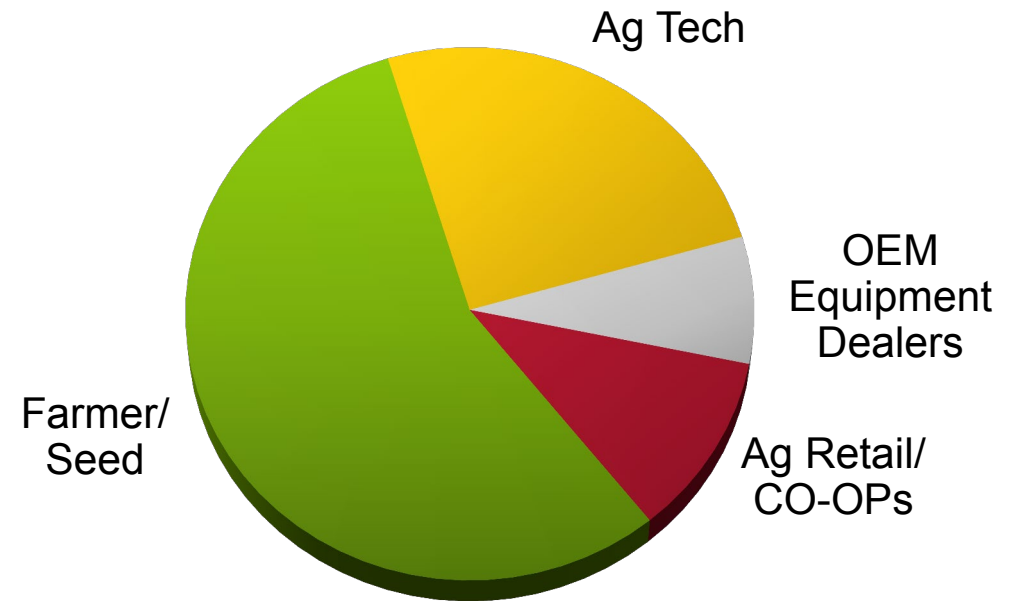
PRECISION PLANTING PRODUCTS AND DISTRIBUTION

Net Sales By Product Category



- Monetizing smart hardware and better agronomically performing mechanical solutions

2018 Sales By Distribution Channel

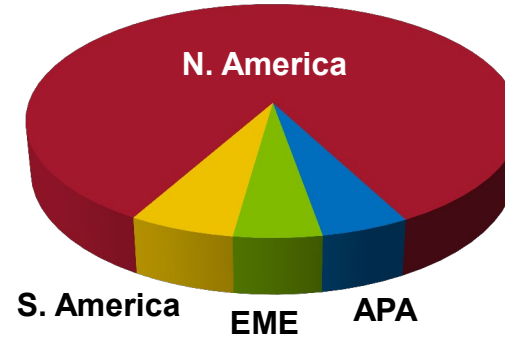


- Strong U.S. Distribution with minimal reliance on competitive dealers

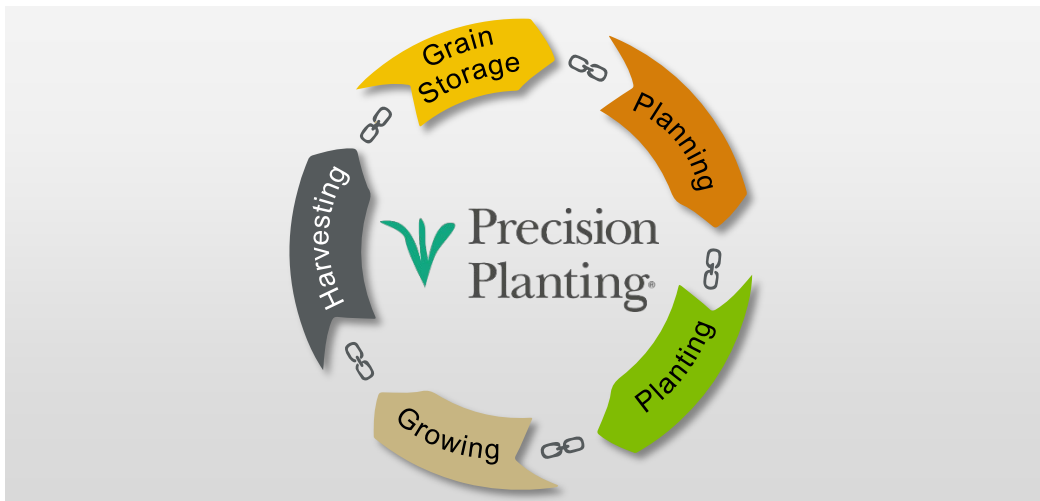
Growth Opportunities



Geographic Expansion



- Building sales and dealer infrastructure in Brazil and EME to enable growth



Expanding Capabilities Across the Crop Cycle

- Application Equipment
- Small Grains Seeding
- Tillage

SMART EQUIPMENT – GOAL IS TO BE MOST INNOVATIVE SMART FARMING PROVIDER

