



IMPROVED OUTCOMES THROUGH TECHNOLOGY

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AGCO IS FOCUSED ON IMPROVING FARMER OUTCOMES THROUGH ADVANCED TECHNOLOGY

AGCO's Farmer First Strategy Brings Value and Sustainable Growth To Farmers Around The World

AGCO Delivers **Disruptive Technology Across the Crop Cycle and Equipment Lifespan** to Drive Improved Farm Profitability and Sustainability

DRIVING TECHNOLOGY FORWARD

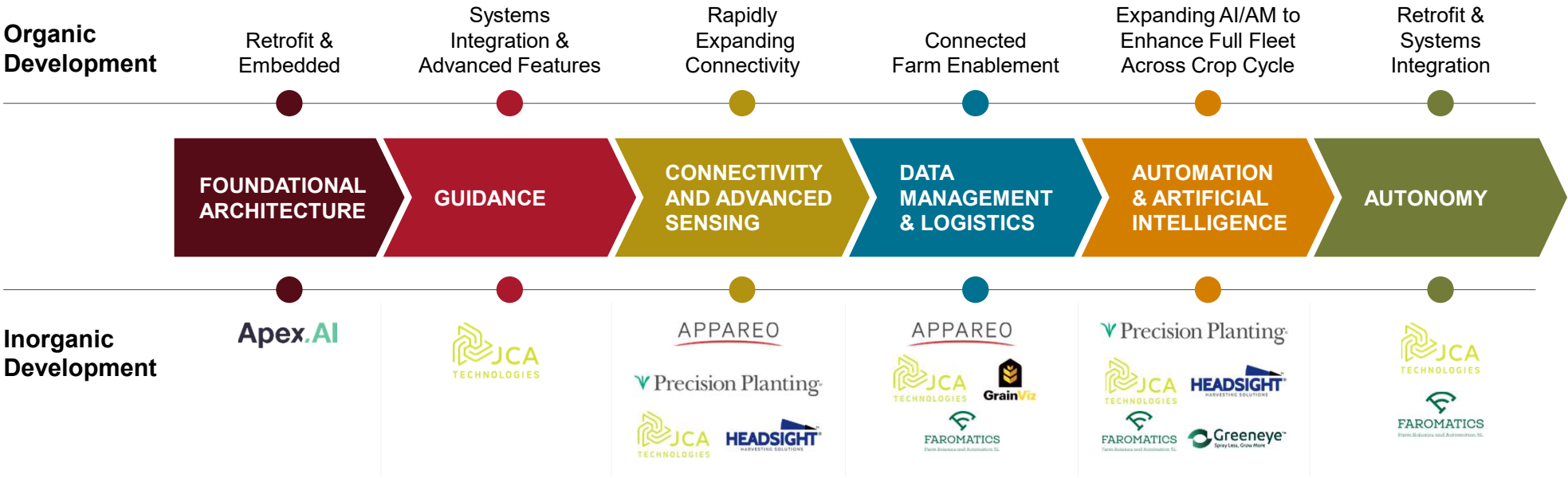
Strong Foundation to Deliver
**DISRUPTIVE TECHNOLOGY ACROSS THE
CROP CYCLE**

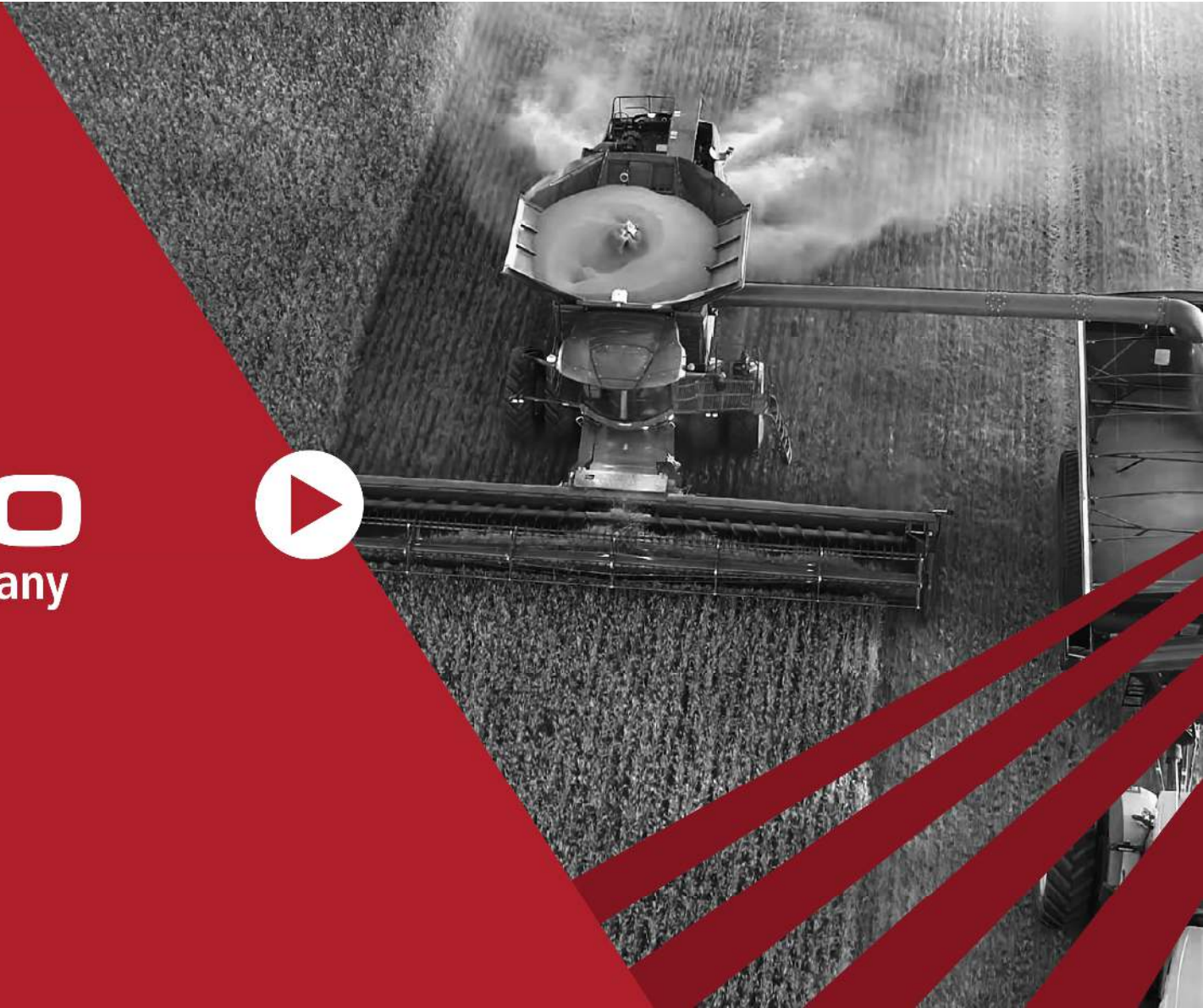
Focused on Developing Solutions That Are
Actionable and **IN-LINE WITH FARMER NEEDS
TODAY WHILE PREPARING FOR TOMORROW**

FARMER-FOCUSED INNOVATION Expands
AGCO's Current Product Offering and Total
Addressable Market

Strong Demand and Execution Position AGCO to
**DELIVER ABOVE ORIGINAL REVENUE
GROWTH COMMITMENTS**

ORGANIC AND INORGANIC TECHNOLOGY DEVELOPMENT POSITIONS AGCO FOR LONG-TERM SUCCESS





STRENGTHENING OUR COMPETITIVE POSITION THROUGH MULTI-PRONGED APPROACH TO STRATEGIC INVESTMENTS



Investment in Organic R&D

Targeting ~4% of Annual Net Sales

Seeding Venture Capital

Partnerships with **Academic and Sustainability Advocates**

Bolt-on **Acquisitions**



DRIVING HIGHER MARGINS AND RETURNS

- ✓ Increased Technology Development
- ✓ Refreshed, Competitive Products
- ✓ Expanding Key Differentiators



Expanding Engineering Excellence

OVER 500%
INCREASE IN
ENGINEERS SINCE
2018*

*Precision ag group only

FIRST RETROFIT AUTONOMOUS OFFERINGS

- Grain Cart and Tillage in 2025
- Full Crop Cycle Autonomy by 2030

FARMER- FOCUSED INNOVATION

TARGETED SPRAYING

- Retrofit Offering in 2024
- OEM Offering in 2026



ADDRESSING FARMER NEEDS TODAY AND TOMORROW

WE ARE WELL POSITIONED TO MEET FARMERS' CURRENT NEEDS

We Develop Solutions That Are Actionable and In-Line With Farmers' Needs Today While Preparing for Tomorrow



 Precision Planting

RETROFIT



**FARMER
FOCUS**
Digitally Enabled



**SPECIALIZED,
AG-FOCUSED**
Brands

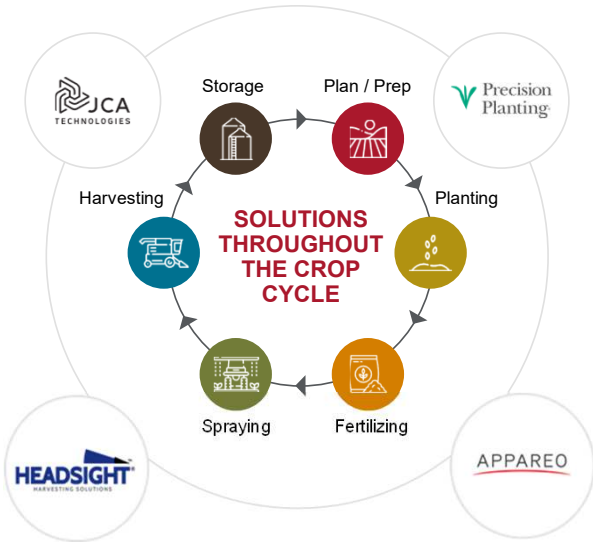


FUSE
SMART FARMING. SYNCHRONIZED.

Full-line
**SMART
FARMING**
Portfolio

**STRONG TECH STACK
PROVIDES RETROFIT SOLUTIONS
ACROSS PORTFOLIO OF OFFERINGS**

**Accelerated by
Strategic Acquisitions**



**POSITIONS AGCO TO ADDRESS
AN ADDITIVE AND SEPARATE
MARKET OPPORTUNITY**

**Via the Retrofit
Portfolio of Solutions**

**7%
Buy New
Each Year**



**93%
Incremental
Opportunity**



**RETROFIT:
INCREASING TOTAL
ADDRESSABLE
MARKET &
ACCELERATING
TECHNOLOGY
ADOPTION**

Brand Agnostic Retrofit Enables Incremental Opportunity Unique to AGCO

RETROFIT STRATEGY



INCREASING ADDRESSABLE MARKET

Disruptive Change to How Inputs are Used (e.g., Targeted Spraying Reducing Chemical Need)



SPEED TO MARKET

Specialized Channel to Take Innovations to Market Multiple Years Earlier, as Compared to Traditional OEMs



ACCELERATING ADOPTION OF TECH SOLUTIONS

Incrementalizing Farmer Investments
Lowering Start-Up Costs for Technology Adoption



INCREASING FARMER PROFITABILITY

Input Savings and Yield Improvement



DRIVING SUSTAINABILITY

Making Machine Park More Efficient and More Productive

90% OF RETROFIT ITEMS are Leveraged on Non-AGCO Products

SMART FARMING WITH EDGE PROCESSING:

Leveraging the Right Data to Drive Better Yields

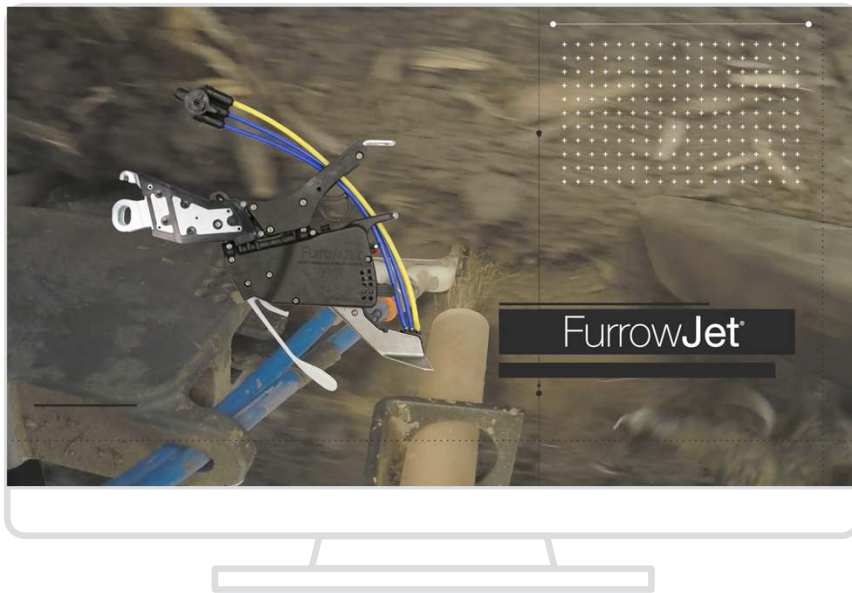
9 SENSOR Products
Measure **18 CRITICAL ENVIRONMENTAL** Factors

Leveraging
EDGE PROCESSING
and **DATA COLLECTION**

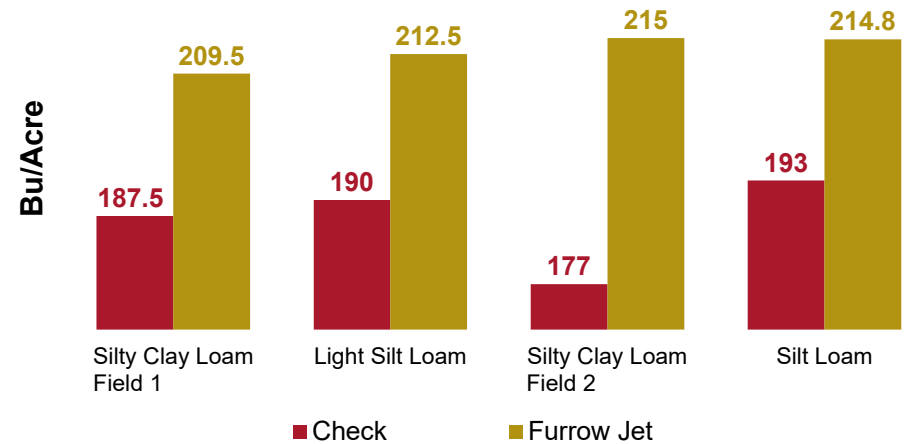


SMART PRODUCTS FOCUSED ON PRODUCTIVITY AND SUSTAINABILITY

Precision Planting: Furrow Jet



YIELD RESPONSE TO PLACEMENT

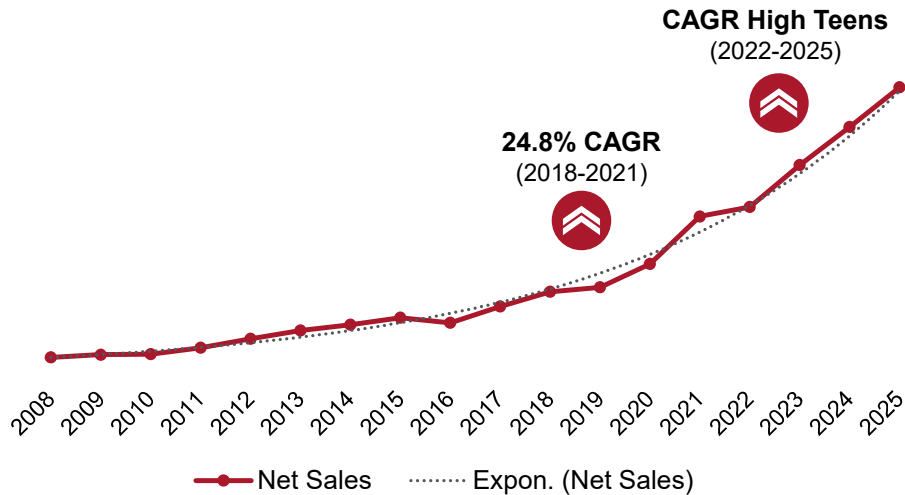


RETROFIT GROWTH

Developing Smart Products that Improve Operations on Farms Across the World Using a Unique Approach

DRIVING STRONG RESULTS

√ Precision Planting® Net Sales



WITH CONTINUED GROWTH OPPORTUNITY

EXPANDING PORTFOLIO ACROSS BRANDS

Application | Soil Prep | Planning | Harvesting

GLOBAL OEM GROWTH

GLOBAL PENETRATION



FUSE: SMART FARMING. SYNCHRONIZED

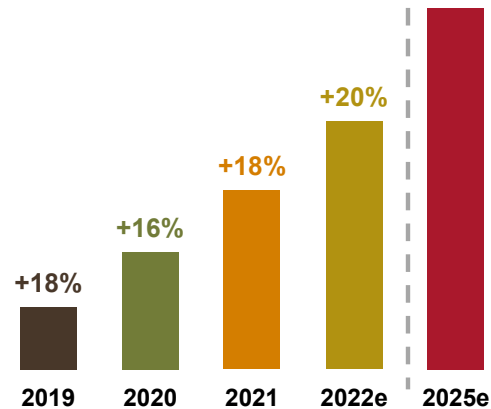
INCREASING RECURRING
REVENUE & SOFTWARE
ENABLED FEATURES

DRIVING STRONG
RESULTS

WITH CONTINUED
GROWTH OPPORTUNITY

90% INCREASE*
SUBSCRIPTION
REVENUE 2019-2021

Fuse Sales Growth



UPSIDE GROWTH POTENTIAL



FEATURES



CHANNEL DEVELOPMENT



GEOGRAPHY

SPECIALIZED AG: FENDT 700 VARIO GEN 7

Producing Great Innovations and Technologies Inspired by the Needs and Ideas of Our Customers

FUSE
SMART FARMING. SYNCHRONIZED.



PRECISION

GUIDANCE – The most wayline options of all tractor brands

IN FIELD AUTONOMY with Fendt's headland management

FendtONE terminal offers utmost control of guidance and core machine functions

MACHINE CONTROL

SECTION CONTROL – 96 sections on up to 5 booms

PRODUCTIVITY & EFFICIENCY

EXTENDED FendtONE Smart Ag Features

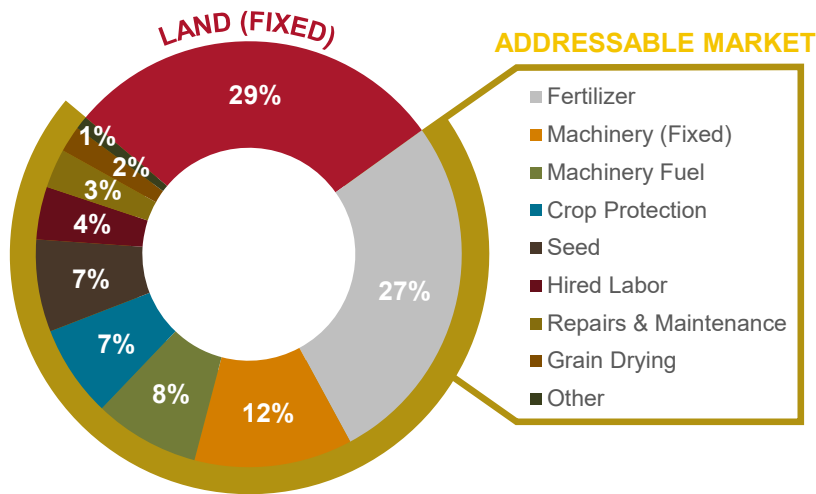
Fendt Connect fleet and performance monitoring



EXECUTING OUR PLAN AND DELIVERING ABOVE ORIGINAL COMMITMENTS

PRECISION AG BUSINESS

EXPANDING TOTAL ADDRESSABLE MARKET



EXPANDING BEYOND MACHINERY

Precision Planting

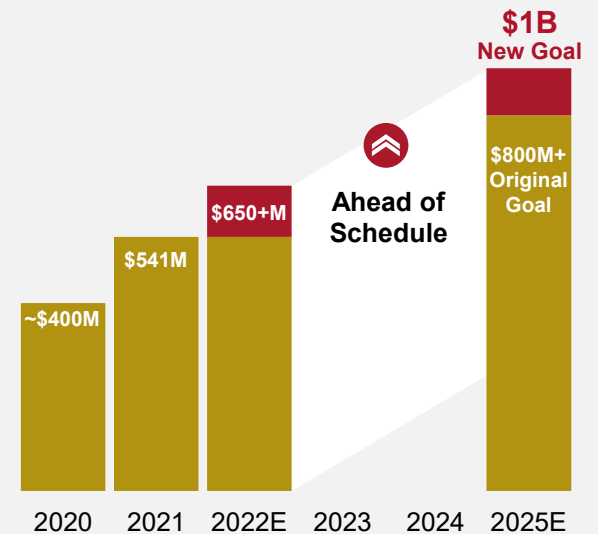


- Innovation Across All Makes
- Retrofit Channel Globally
- Expansion Across the Crop Cycle



- Expanded Portfolio
- Channel Development
- Global Penetration

DRIVING HIGH MARGIN REVENUE GROWTH



DRIVING TECHNOLOGY FORWARD

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