

2025 Technology Event

September 30, 2025



Agenda

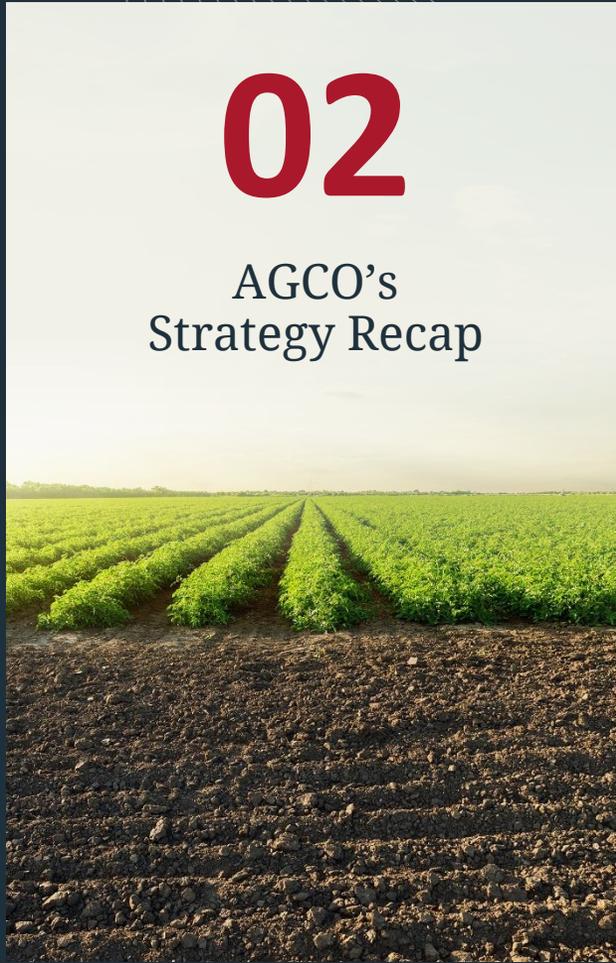
01

Welcome



02

AGCO's
Strategy Recap



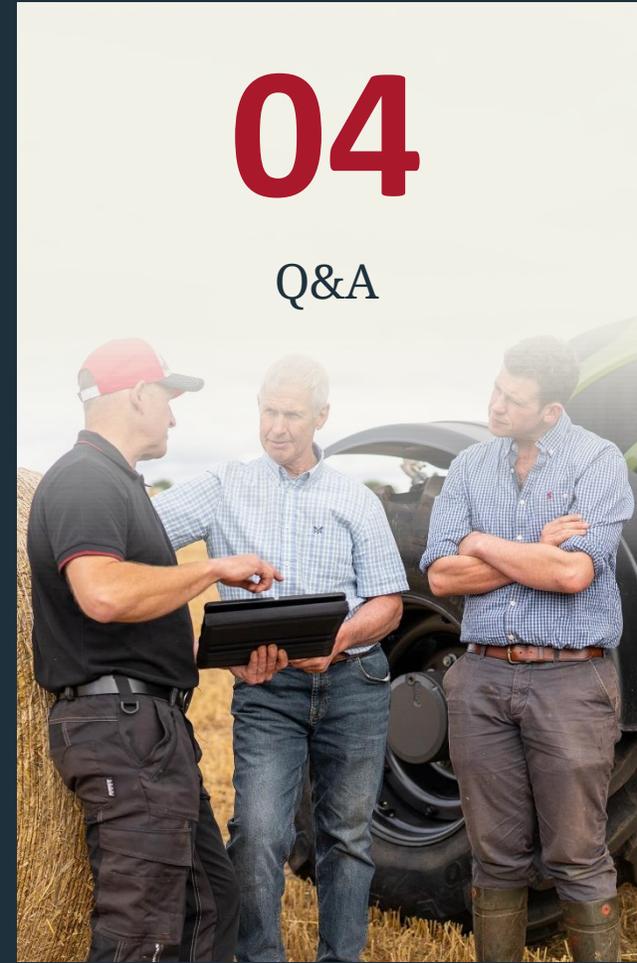
03

PTx (Precision Ag)
Deep Dive



04

Q&A





Safe Harbor

Forward-looking statements in this presentation, including statements about our strategic plans and initiatives as well as their financial impacts, demand, product development, and capital expenditure plans and timing of those plans, and our expectations with respect to the costs and benefits of those plans and timing of those benefits, future revenue, crop production and farm income, production levels, price levels, margins, earnings, operating income, cash flow, engineering expense, tax rates, 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 any, supply chain disruption, inflation, tariffs, weather, commodity prices, changes in product demand, interruptions in the supply of parts and products, the possible failure by us to develop new and improved products on time, including premium technology and smart farming solutions, within budget and with the expected performance and price benefits, difficulties in integrating the PTx Trimble businesses in a manner that produces the expected financial results, introduction of new or improved products by our competitors and reductions in pricing by them, the war in the Ukraine, 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. Actual results could differ materially from those suggested in these statements. 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, 2024, and subsequent Form 10-Q filings. AGCO disclaims any obligation to update any forward-looking statements except as required by law.

01

Welcome

Fendt Brand Story Video





Welcome @ Fendt AGCO Tech Days

Christoph Gröblichhoff

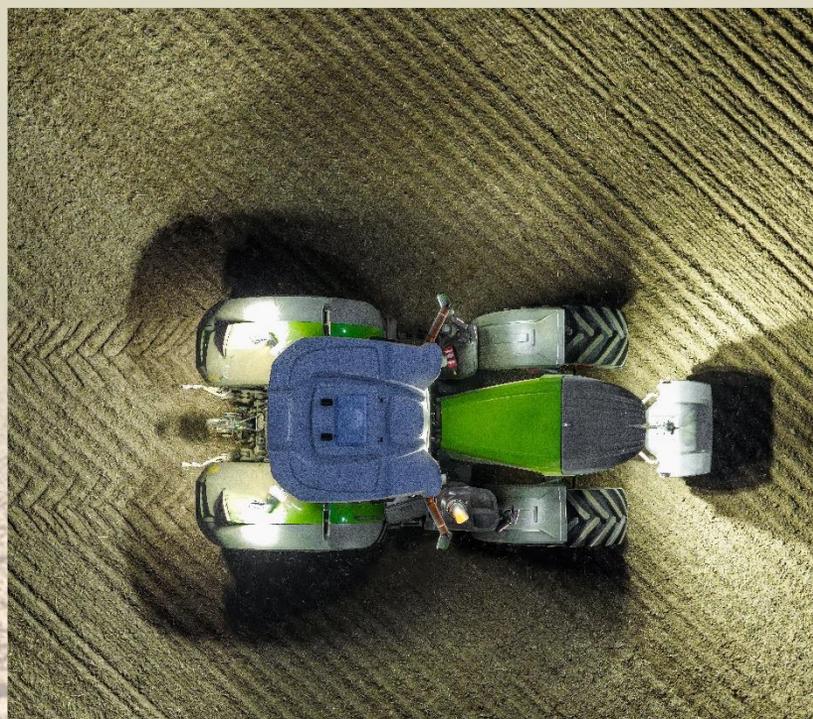
Vice President & Chairman of
the Fendt Management Board

AGCO Tech Days 2025

Agenda



AGCO @ European market



Overview Fendt brand

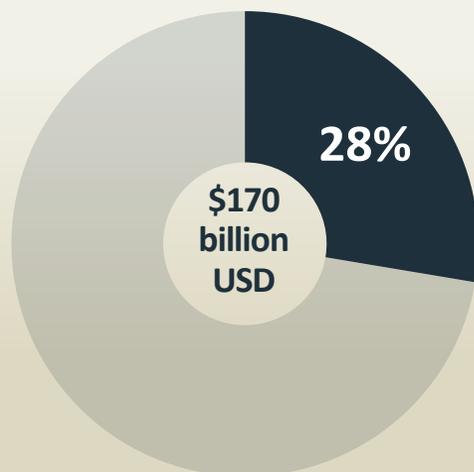


Fendt customer experience

Europe is a very large market

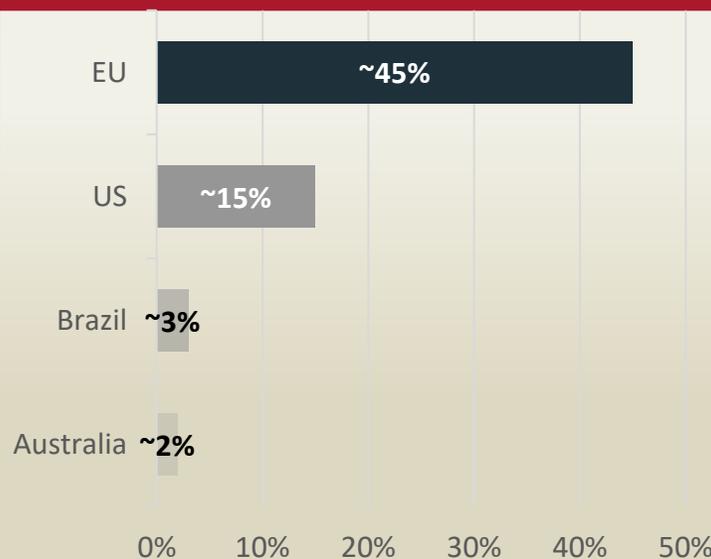
With steady growth potential

EUROPEAN SHARE OF WORLD
AG MACHINERY MARKET

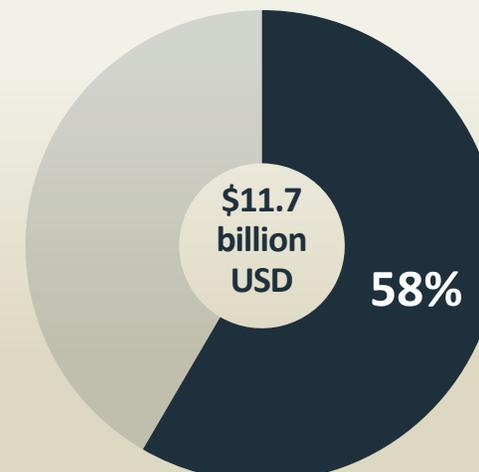


Source: VDMA (2022-2024 average, Europe excluding Türkiye)

AVERAGE GOVERNMENT SUBSIDY %
OF FARMER INCOME



EUROPE / MIDDLE EAST
SHARE OF AGCO REVENUE



Source: AGCO 2024 Net Sales

8 Secular
European
Themes

1

Farm consolidation will drive investment in precision agriculture

2

Less cyclical than other markets due to government subsidies and diverse farming due to livestock and dairy

3

Focus on sustainability

AGCO's presence in Europe is very strong...

And provides financial resilience

AGCO's
Competitive
Position in
Europe

A market leader and growing

AGCO is growing share with premium positioning of Fendt, complemented by volume brands Massey Ferguson and Valtra

Strong dealer network

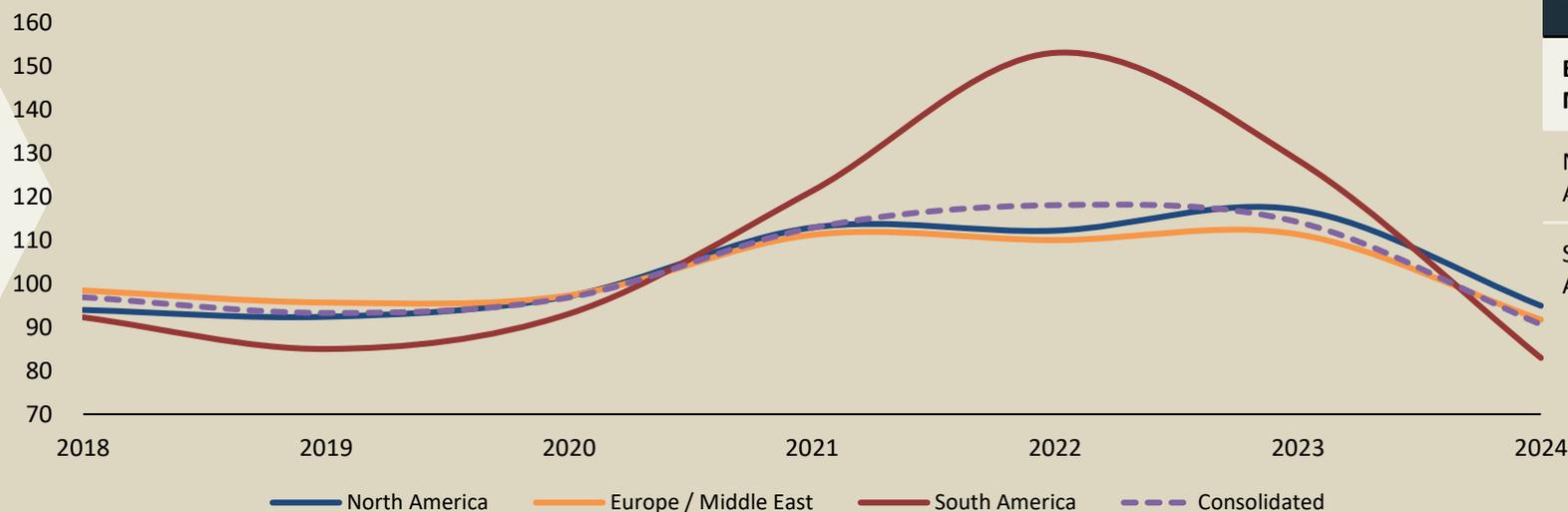
755 independent dealers and distributors

Widest coverage of OEMs through PTx

Technology and services for 100+ OEMs, including AGCO's equipment brands

Weighted Average Industry % of 10 Year Average

% of 10 Year Average by Region



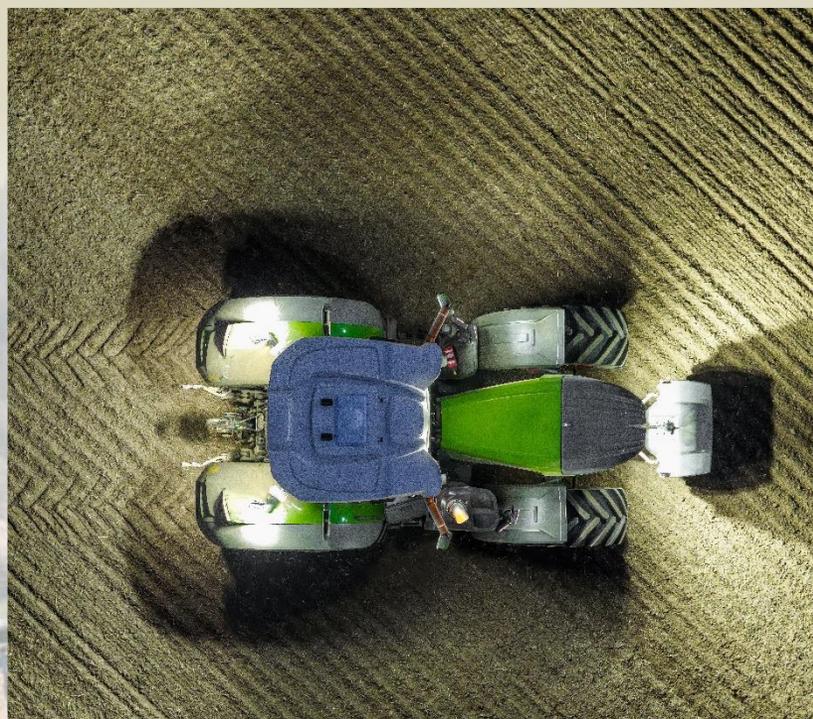
REGION	MIN	MAX	VARIABILITY
Europe Middle East	91	111	20
North America	86	117	31
South America	78	153	75

Europe sees lower volatility from year to year

AGCO Tech Days 2025



AGCO @ European market



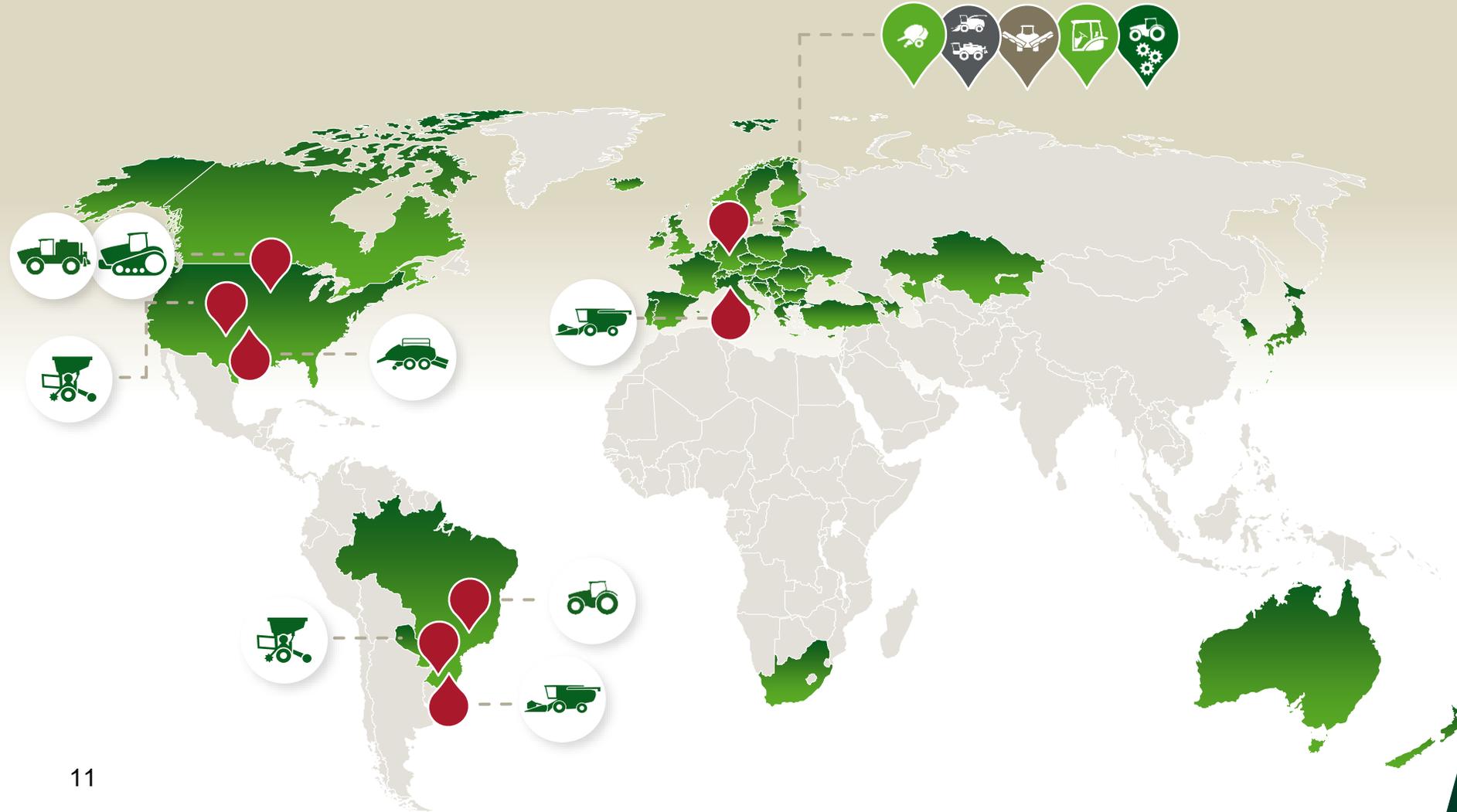
Overview Fendt brand



Fendt customer experience

Fendt produces globally

The Fendt brand



Fendt at a glance

Brand Fendt

ESTABLISHMENT:

1930

LOCATION:

Marktobersdorf



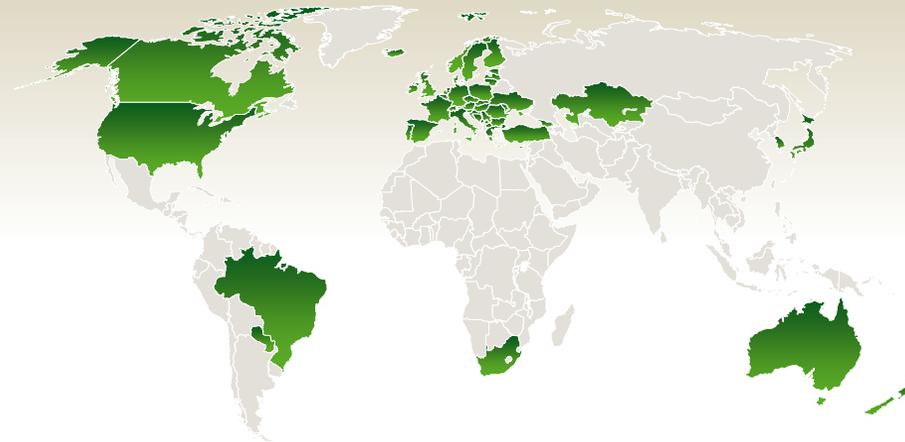
TODAY:

11

production sites worldwide

480
dealers

about
1,600
suppliers



Over
10,000
employees worldwide

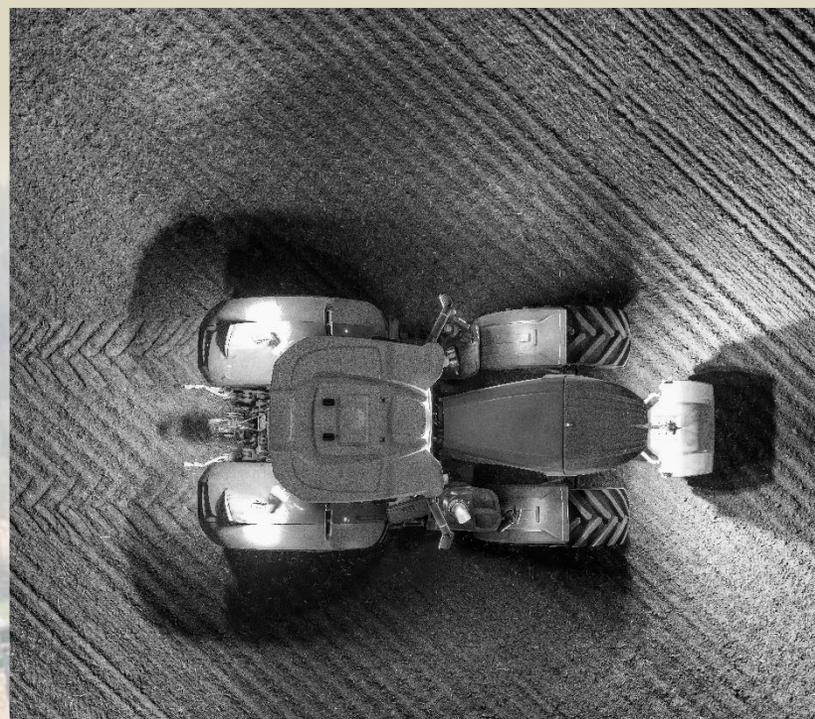
Active in
48
countries worldwide



AGCO Tech Days 2025



AGCO @ European market



Overview Fendt brand



Fendt customer experience

Fendt Creator Days

August 26th & 27th

24

influencers

8

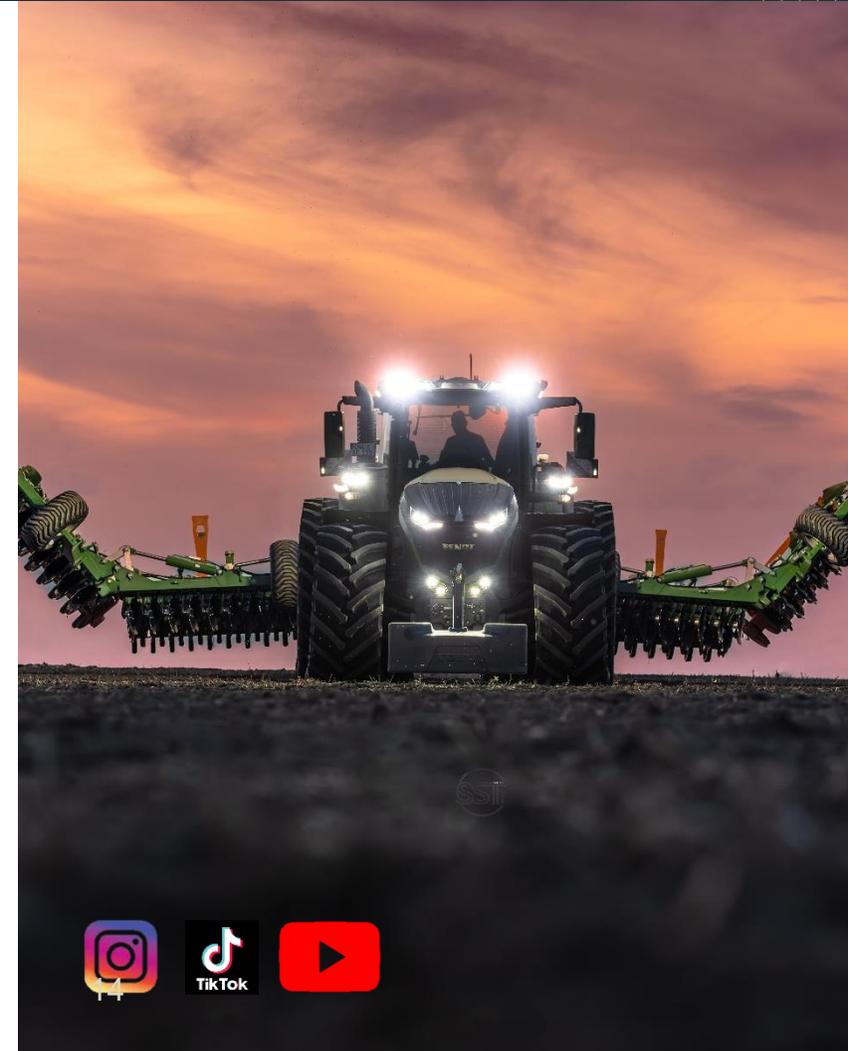
different
countries

19.1

million
views

1.4

million
engagements



 **AGCO**
Your Agriculture Company

Fendt Holiday Weeks

August 4th – 29th

30,000
visitors

3,800
servings of fries

2,400
servings of ice cream,
currywurst,
& schnitzel

8,334
pedal tractor
driving licences



AGCO
Your Agriculture Company

Vario 30 Year Anniversary

Start @ Agritechnica



Fendt Teaser Video



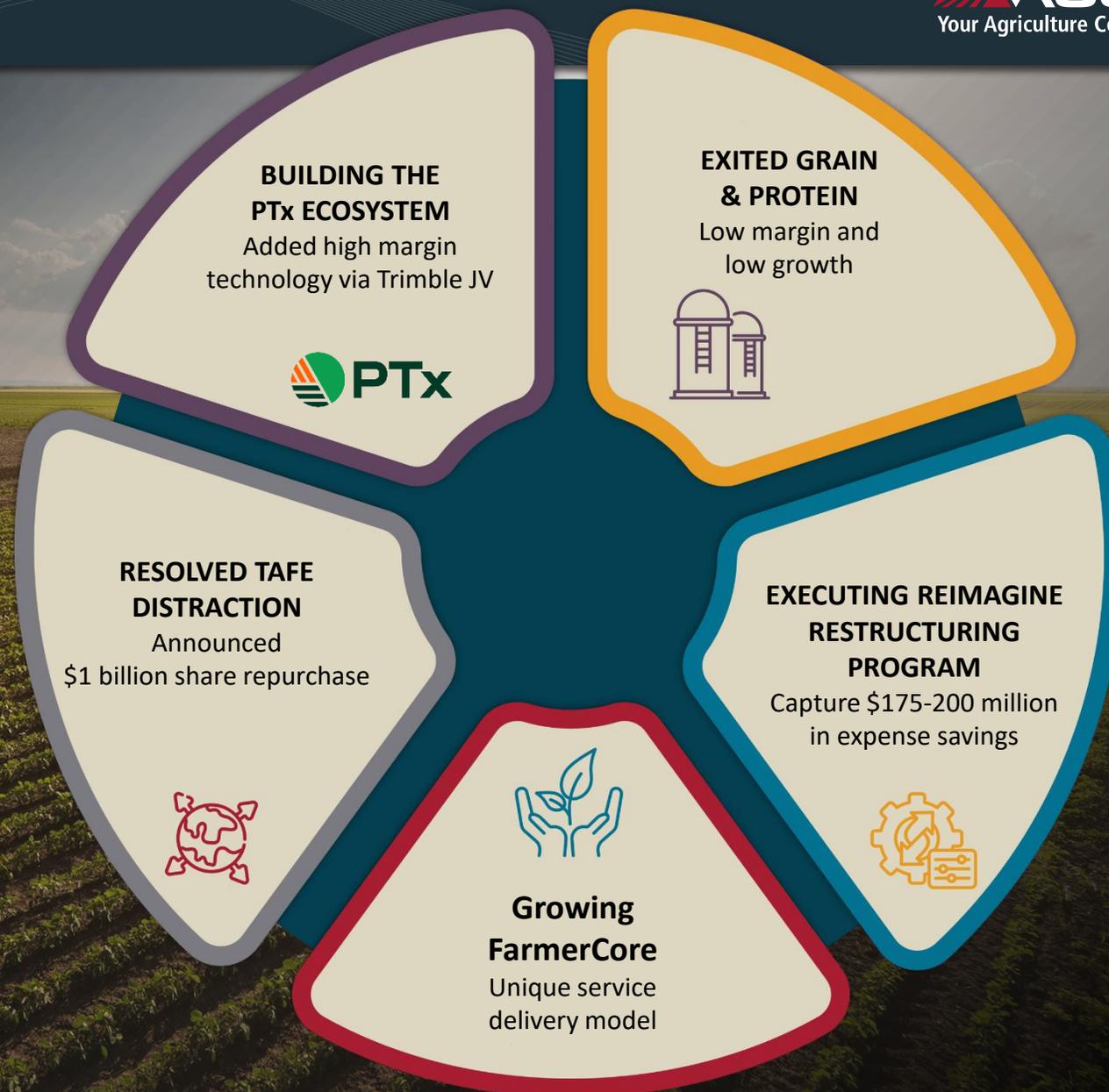
02

AGCO's Strategy Recap

BUILDING THE AGCO WE WANT:

Five Big Strategic Shifts

Strategic Transformation for Sustainable Growth:
Transforming AGCO into a higher-performing, more resilient company – delivering higher highs and higher lows across the cycle



AGCO's vision is to be the farmers' trusted partner for industry-leading smart farming solutions

TECHNOLOGY EVENT

Products shown are available today or in the near future

Illustrate problems farmers face across the world



Demonstrate how AGCO's solutions solve farmer problems



Show the impact to AGCO and progress against commitments

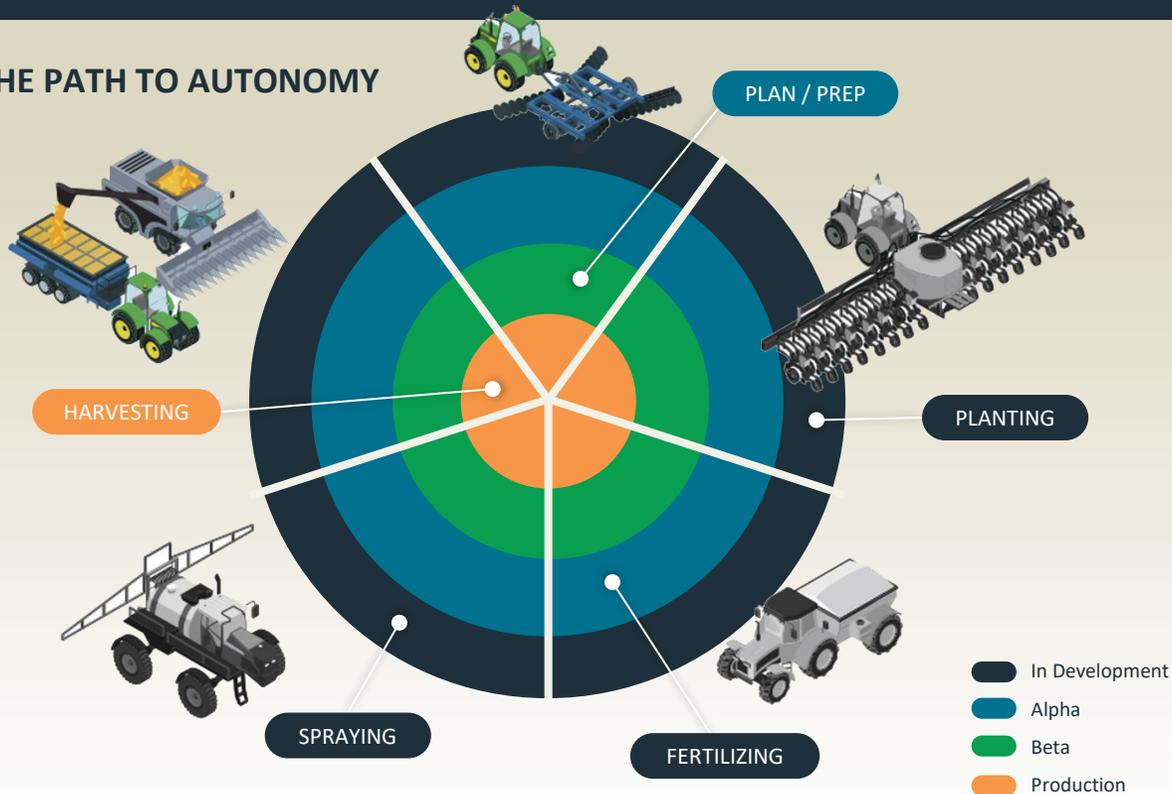


AGCO is positioned very well to win

The next decade will be focused on automating challenging farmer tasks to enable full autonomy

Bundling features and automating each phase of the crop cycle is the future

THE PATH TO AUTONOMY



AGCO has three tools in its portfolio to support the technological evolution:



Products are designed for autonomy



Data platform

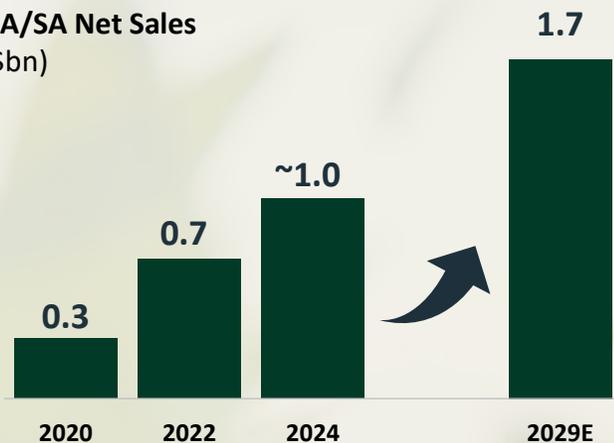


Dedicated retrofit channel

AGCO's three growth pillars will enable higher sales and margins

UNLOCKING FENDT'S FULL POTENTIAL

NA/SA Net Sales
(\$bn)



- ✓ Globalization and full-line product rollout of Fendt brand
- ✓ Targeted growth in North America and South America

LEADING THE WAY IN PRECISION AG

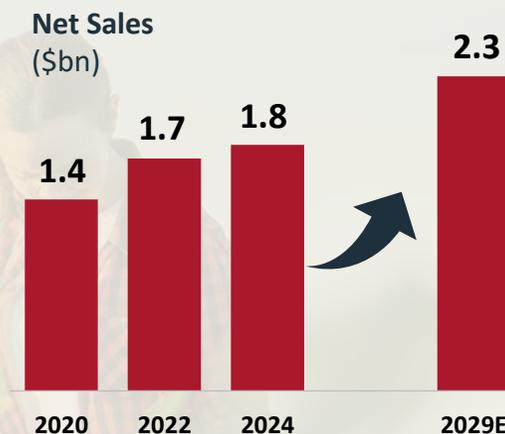
Net Sales
(\$bn)



- ✓ Expanding addressable market
- ✓ Innovation across all makes (e.g., mixed fleet) enables right to win

ACCELERATING GLOBAL PARTS GROWTH

Net Sales
(\$bn)



- ✓ Increasing market share of genuine AGCO parts
- ✓ Industry-leading fill rates
- ✓ Growth aided by FarmerCore

Growing since 2018, bringing the best everywhere

Fendt product innovations



23

new product introductions across the regions



12

launches focused in NA and SA



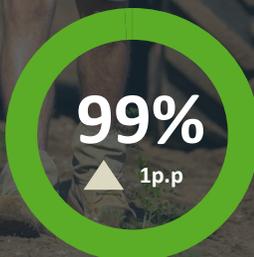
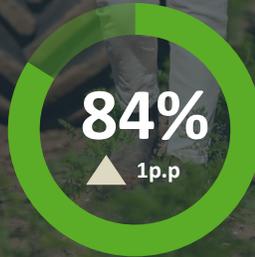
\$1.3 billion

top line increase since 2018

LARGE AG BUSINESS

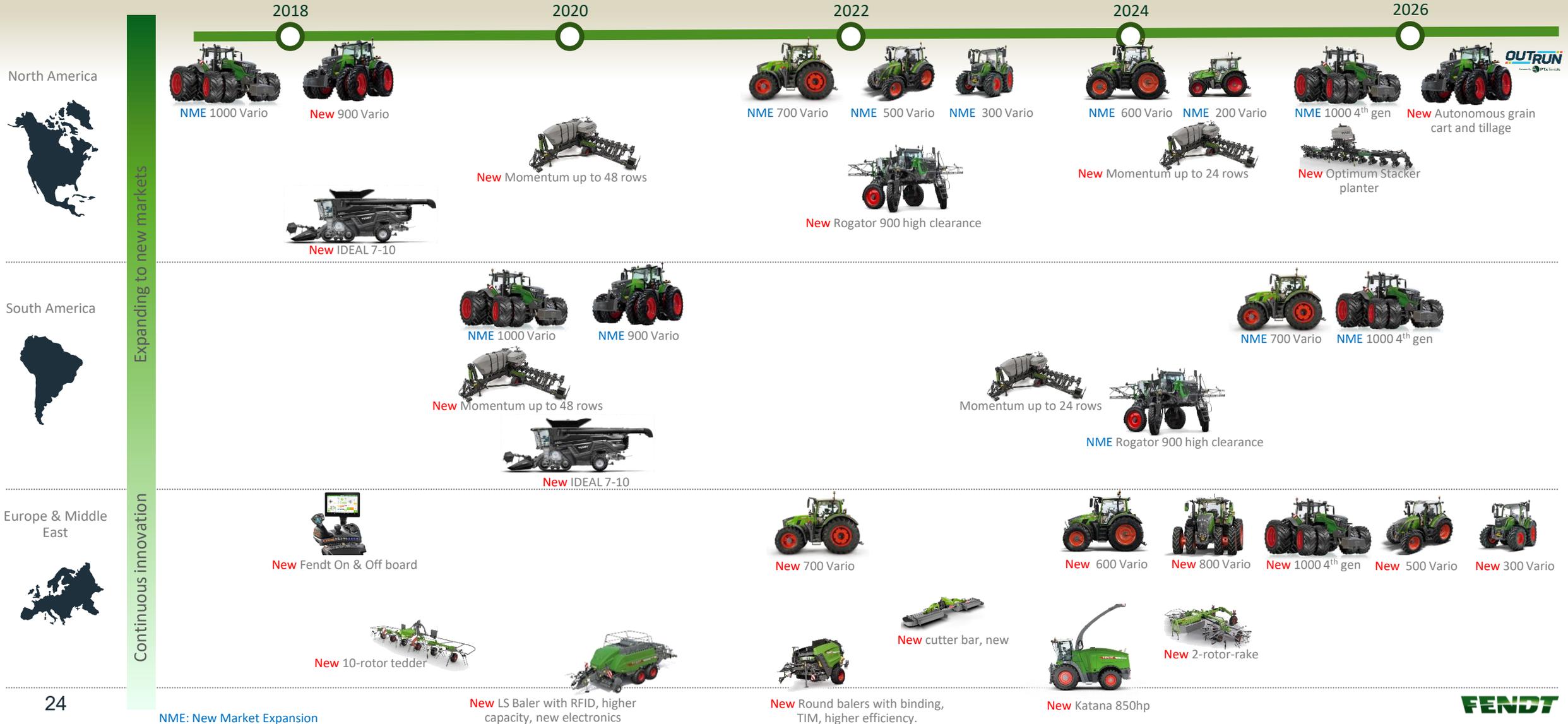
% OF INDUSTRY ADDRESSED BY OFFERED PORTFOLIO

DEALER COVERAGE



Growing since 2018, bringing the best everywhere

Fendt product innovations



Fendt Customer Video 1

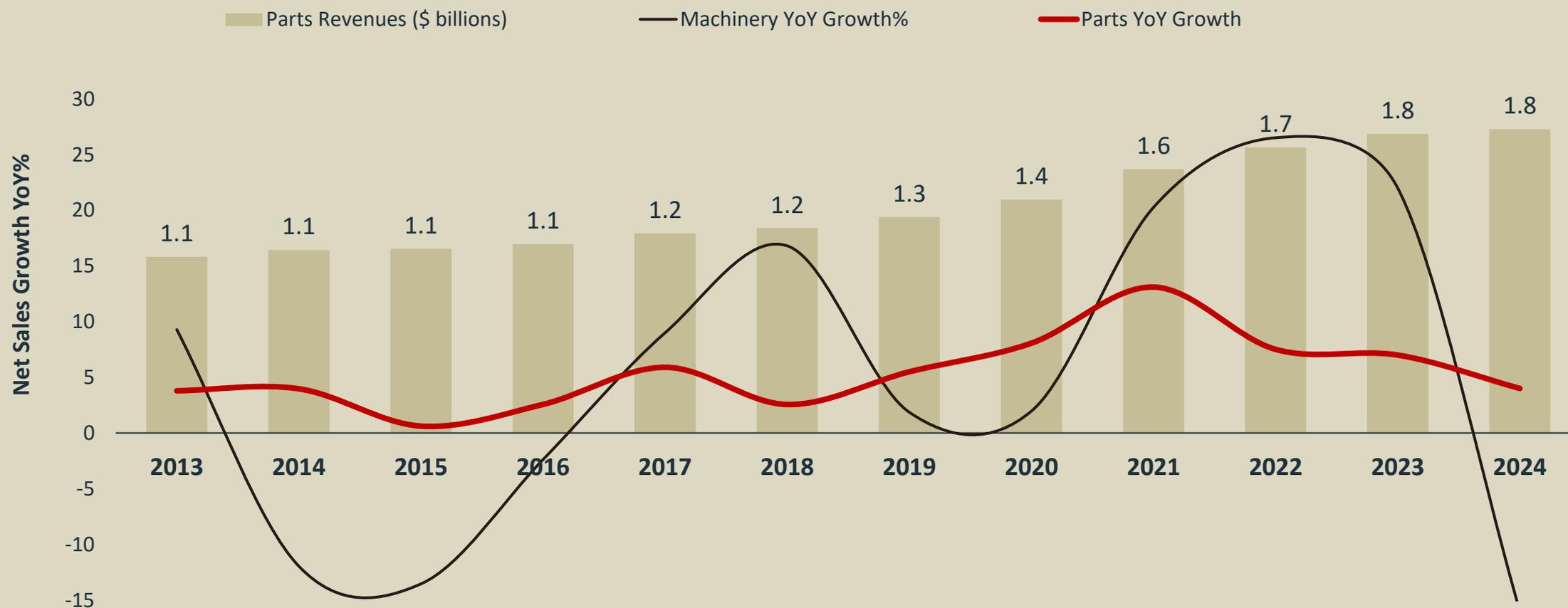


Fendt Customer Video 2



Parts is historically approximately 15% of AGCO's global sales, with the highest percentage in Europe

Aftersales dampens the negative impacts of cyclicity of the AG NEW machinery industry



Parts growth will come from improving parts fill, driving customer loyalty, enhancing digital solutions and continued capital investment

NET SALES GROWTH DRIVERS

- Right parts at the right place
- Customer loyalty & repurchase rate
- Digital-enabled solutions for seamless customer interactions



CONTINUED INVESTMENT

- \$23M investment to modernize US and French Parts Distribution Centers
- Infrastructure & Automation: \$12M investment in improvements
- Remanufacturing: ~\$17M investment in Brazil and Finland to increase capacity and expand the portfolio

OTHER GROWTH LEVERS



More on-farm capabilities through asset-light approach

**Proactive
ALERTS**

Analytics to assess and predict machine behavior

03

PTx (Precision Ag) Deep Dive

AGCO has taken transformative steps to fuel precision ag growth and bolster its retrofit first strategy

RETROFIT FIRST



INCREASES
ADDRESSABLE MARKET



ENHANCES SPEED TO
MARKET



ACCELERATES ADOPTION OF
TECH SOLUTIONS



RAISES FARMER
PROFITABILITY



DRIVES SUSTAINABILITY



INCREMENTALIZES
FARMER INVESTMENTS

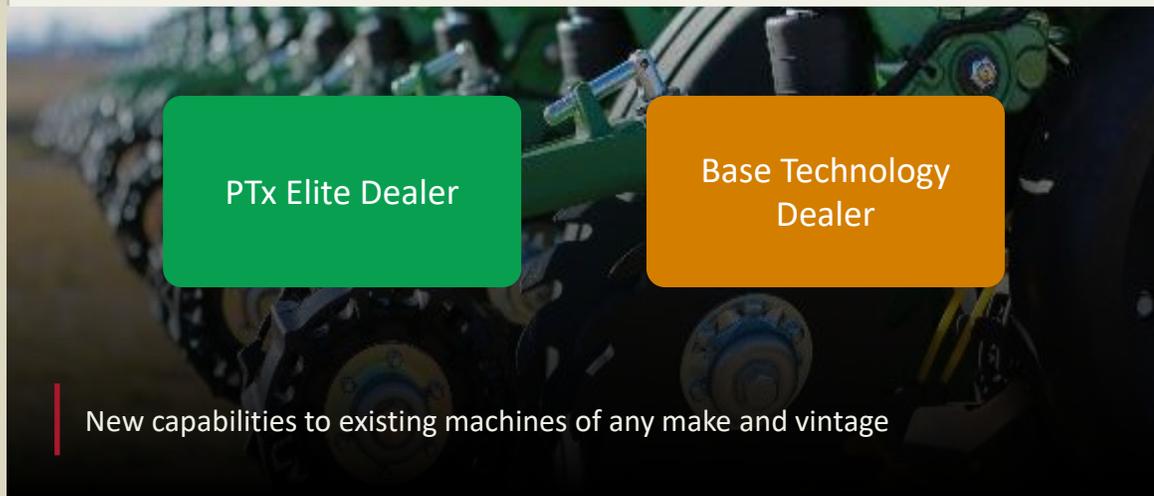
Industry-leading global mixed-fleet precision ag platform enables technology across brands



100+ OTHER OEMS

Our PTx distribution network is growing, with a clear go-to-market strategy and differentiated service offering

AFTERMARKET & RETROFIT



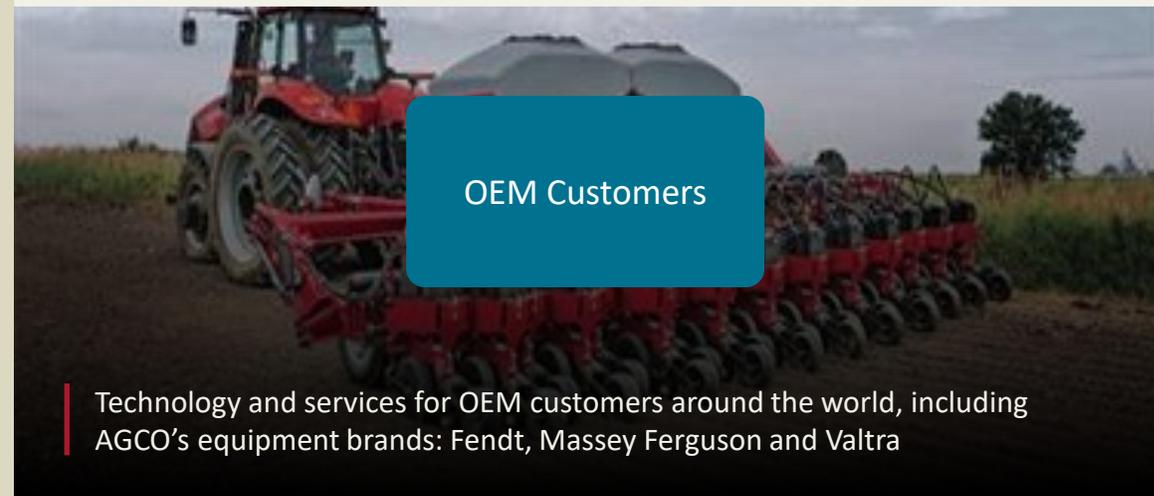
PTx Elite Dealer

Base Technology Dealer

New capabilities to existing machines of any make and vintage



PTx OEM SOLUTIONS



OEM Customers

Technology and services for OEM customers around the world, including AGCO's equipment brands: Fendt, Massey Ferguson and Valtra



MASSEY FERGUSON

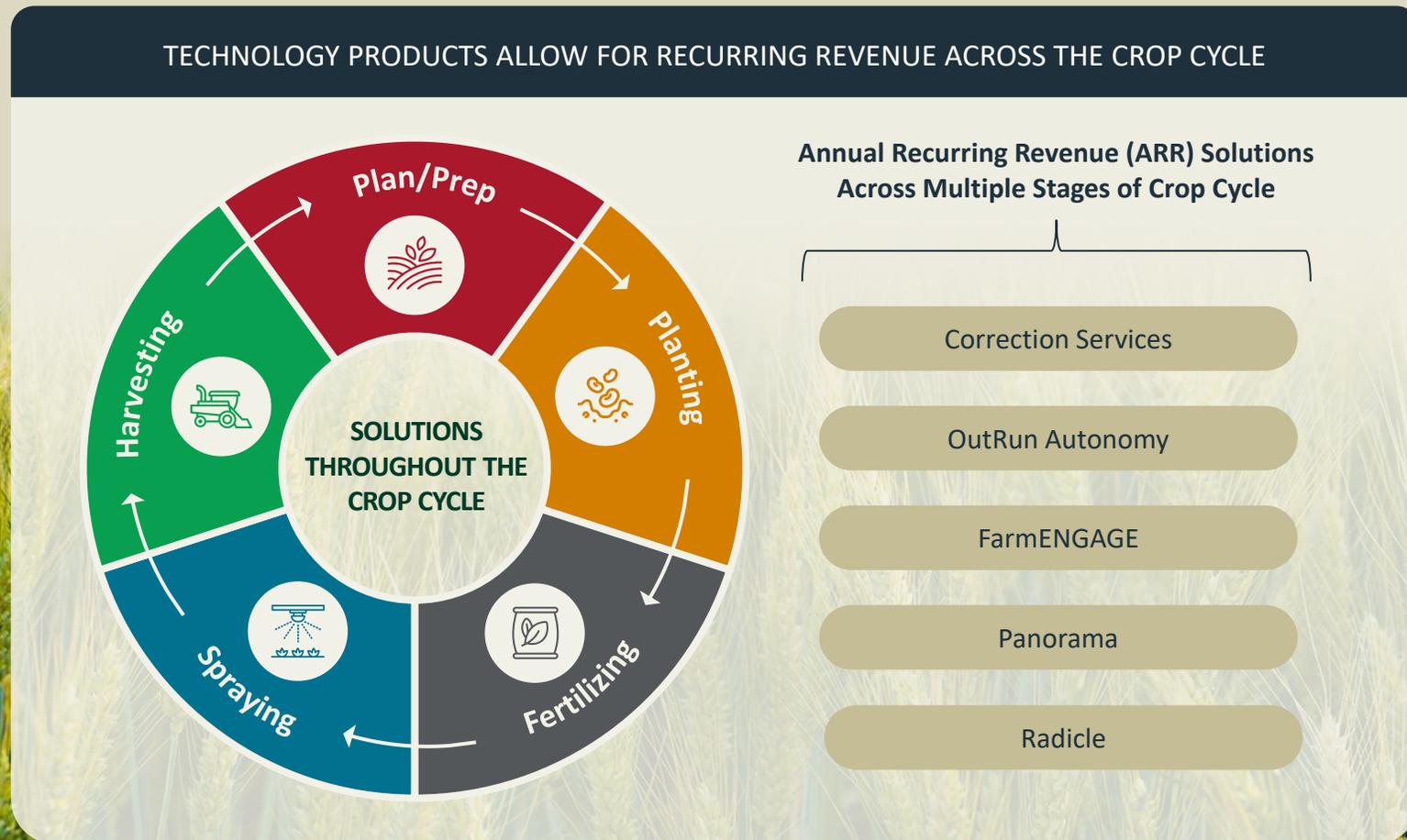


100+ OTHER OEMS

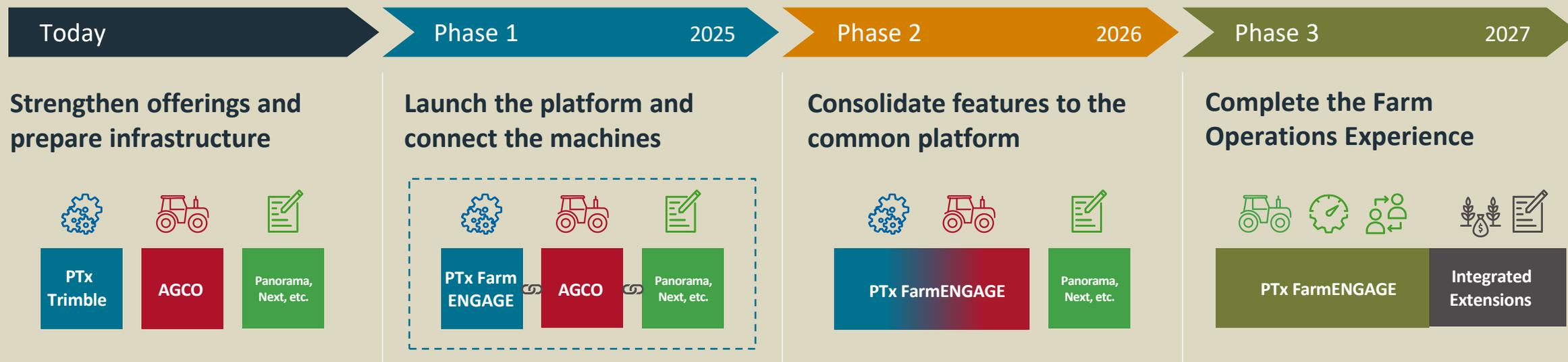
Global Expansion: Increasing Channel Coverage

AGCO's technology products have continued to advance and improve farmer productivity and profitability globally

COMMERCIALIZING 11 NEW TECHNOLOGY PRODUCTS IN 2025	
Major New Products	
Precision Planting	PTx Trimble
	Radicle Agronomics
	OutRun Autonomy
	FarmENGAGE
	Symphony



Data platform roadmap



Key Deliverables

Existing PTx Trimble offering, **plus** these new features

- PTx Branding & Common login
- Enable existing apps to be used together
- Connectivity Center to connect AGCO equipment
- John Deere Operations Center integration

- AGCO Connect functionality in FarmENGAGE
- FendtOne functionality in FarmENGAGE
- NEXT Farming Automatic documentation in FarmENGAGE

- New Farm Operations web and mobile user experience
- Full-featured machine and agronomic task management
- Mixed fleet data sync to cloud and machine to machine data share

Precision ag uptake varies across geographies and provides opportunity for revenue growth

TECH PENETRATION RATES BY REGION

	EUROPE	ASIA PACIFIC	NORTH AMERICA	SOUTH AMERICA
Guidance	60% – 75%	30% – 50%	70% – 85%	25% – 40%
Variable Rate Technology	35% – 50%	15% – 30%	40% – 60%	10% – 20%
Farm Management Software	45% – 60%	25% – 40%	50% – 65%	20% – 30%
Autonomy	Low	Low	Low	Low
Targeted Spraying	Low	Low	Low	Low



HIGH-TECH GROWTH BEYOND EUROPE



North America

- Strong presence through PTx Elite dealers
- Growth in Fendt market share
- Launch market for many new tech products – Symphony Vision, OutRun, Radicle



South America

- Growing R&D investment
- Local design and manufacture for all machinery except Fendt and MF High Horsepower tractors
- Growing PTx presence
- Growth in Fendt market share, especially Momentum planters

OutRun Autonomy Kit Highlight Video



AGCO leverages AI across the business to enable better outcomes for farmers

IN PRODUCT DEVELOPMENT

- Rapidly search thousands of global customer surveys to identify current farmer pain points to prioritize features
- Shortens product development times by allowing real time experimentation and optimization

IN PRODUCT PERFORMANCE

- Precision Planting Symphony Vision system processes ~7,500 pictures per minute to identify weeds and cut post emergent herbicide by as much as 70%
- Combine grain quality sensor analyzes 3 images per second to ensure proper settings and ultimately a higher price per bushel for farmers

IN CUSTOMER SUPPORT

- Millions of pages of product manuals can be instantly searched and summarized, enabling AI chat agents to solve problems faster
- AI chat agents reduce time to fix versus traditional troubleshooting methods

AGCO's \$2 Billion revenue ambition for 2029 is reaffirmed

Operate as one business, eliminate overlaps and optimize the operations

FOCUSING ON GROWTH

Net Sales
(\$bn)

\$0.9⁽¹⁾⁽²⁾



2024

\$2.0⁽²⁾



2029E



 **PTx GROWTH PILLARS**

OPTIMIZING PERFORMANCE

- Operating Model Implementation
- Realized promised cost synergies through a consolidated organizational structure

 **PTx TRANSFORMATION**

ORGANIZATION & OPERATIONAL EFFICIENCY

- Global range of manufacturing and sourcing capabilities
- Best-cost country opportunities
- Streamline and align enablement functions
- Drive sales force excellence
- Common systems and collaboration tools

 **PTx ENABLERS**

Technology stations on the farm

HARVESTING

Reduce yield loss
Avoid labor shortages

COMBINE HARVESTING SYSTEM

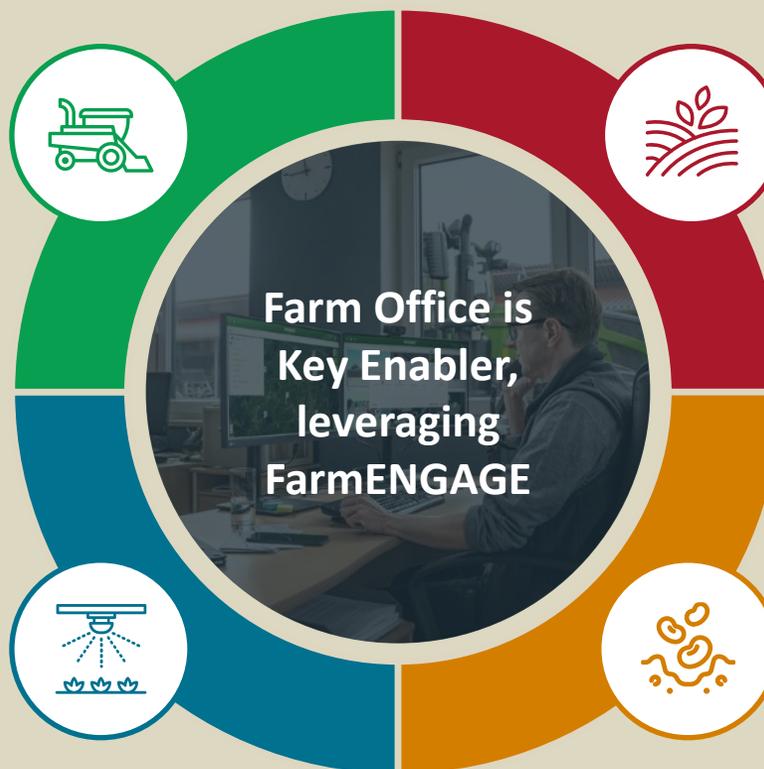
+4% Net Farm Income
Tech Stack Deployed: AM, L, C, G, S
Go to market: OEM AGCO, Retrofit

CROP PROTECTION

Reduce waste
Save time

WEED CONTROL

+2-5.5% Net Farm Income
Tech Stack Deployed: AM, C, G, S
Go to market: OEM AGCO, OEM Other, Retrofit



PLAN/PREP

Increase efficiency
Manage to ideal windows

AUTONOMOUS TILLAGE AND FERTILIZER

+3% Net Farm Income
Tech Stack Deployed: AT, AM, L, C, G, S
Go to market: Retrofit

PLANTING/NUTRIENT MANAGEMENT

Apply fertilizer precisely
Place seed consistently

AUTOMATED PLANTING

+6% Net Farm Income
Tech Stack Deployed: AM, C, G, S
Go to market: OEM AGCO, OEM Other, Retrofit

Total Net Farm Improvement on Display: +17%

Tech Stack Deployed

AT = Autonomy

AM = Automation

L = Logistics

C = Connectivity

G = Guidance

S = Sensing

04

Q&A



Thank you