



Analyst Meeting

December 2014

Key Messages Today

Executing successful strategy



+

Focused on next generation farming solutions – FUSE™



+

Aggressively managing through the downturn



Committed to delivering improved Shareholder returns



Agenda

Martin Richenhagen, Chairman, President & CEO

- Market outlook
- Strategic update



Eric Hansotia, Senior Vice President Global Harvesting & Advanced Technology Solutions

- Fuse™ Technology – AGCO's approach to precision farming



Break – 5 minutes

Andy Beck, Senior Vice President & CFO

- Restructuring plans / Cost saving initiatives
- Cashflow allocation
- 2015 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 and timing of those 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, 2013 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

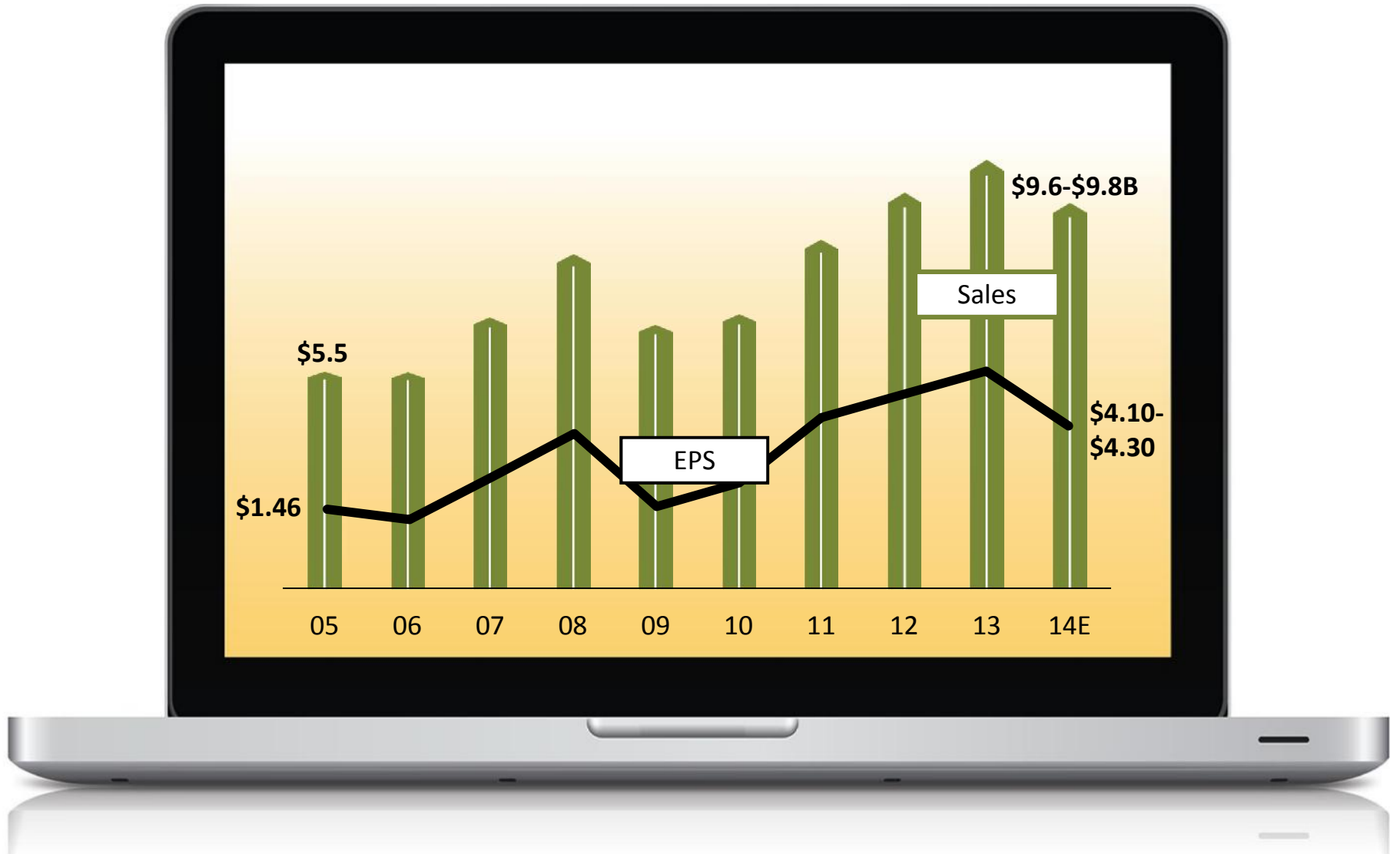
Strong Fundamentals

Market Outlook

Strategic Update



Strong Track Record

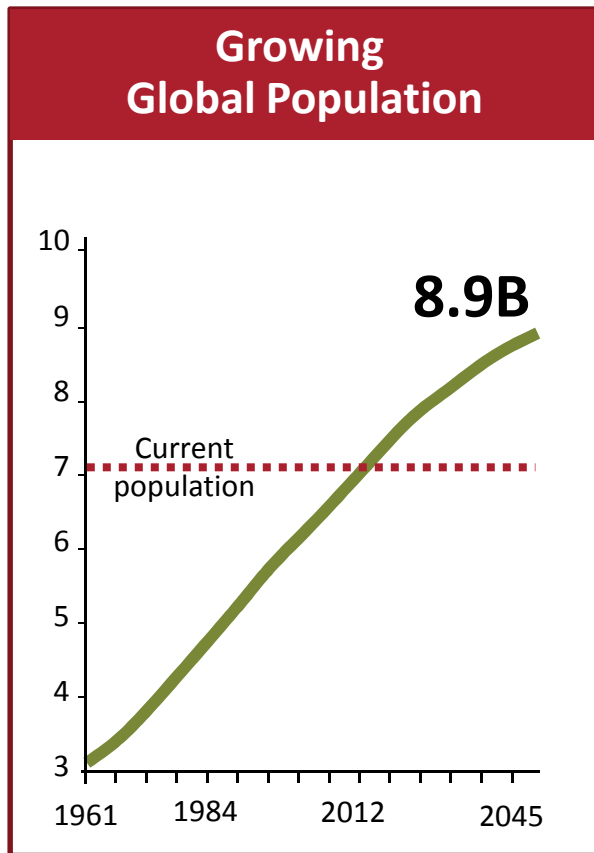


New \$500 Million Share Repurchase Program

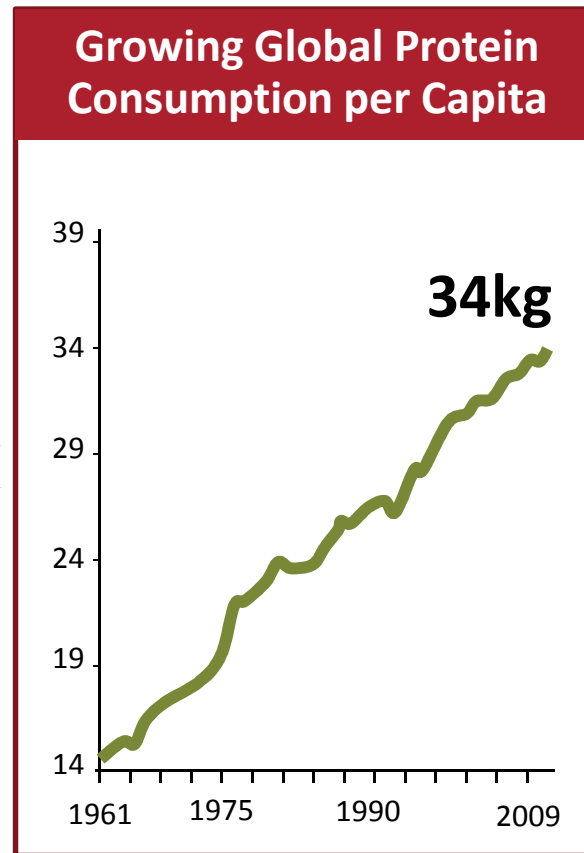
- Expect to complete initial \$500M program in early 2015
- AGCO BOD approved new \$500M program to extend through 2016
- Committed to dividend growth



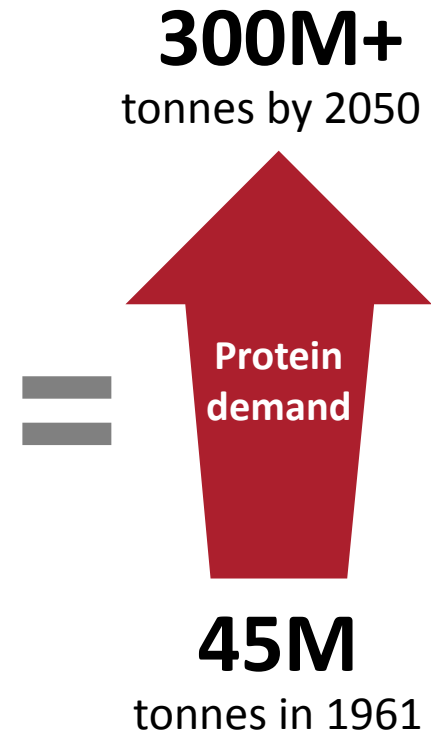
Positive Industry Fundamentals Support Growth



Source: World Bank

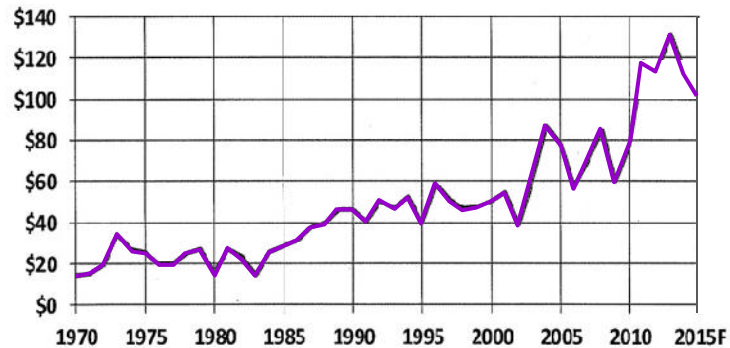


Source: USDA, World Bank



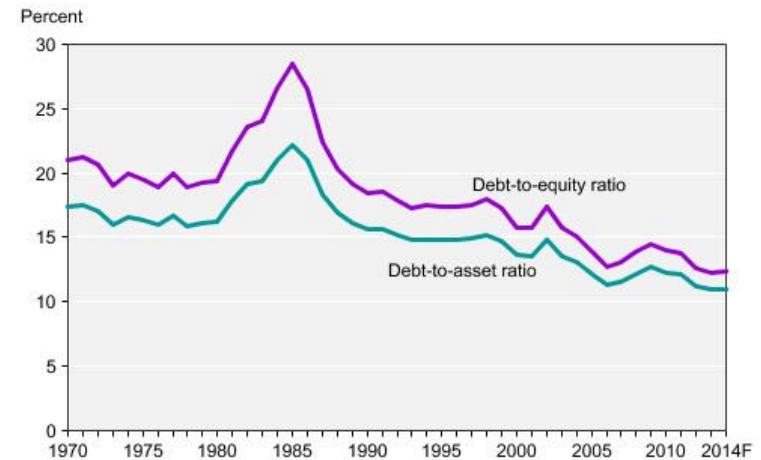
Farmers' Financial Condition – Still Exceptionally Strong

**Net Farm Income
(\$B)**



Source: USDA ERS

**Farm Sector Debt Ratios (%)
1970-2014F**



Note: = forecast.

Source: USDA, Economic Research Service, Farm Income and Wealth Statistics. Data as of November 2, 2014



Agenda

Strong Fundamentals

Market Outlook

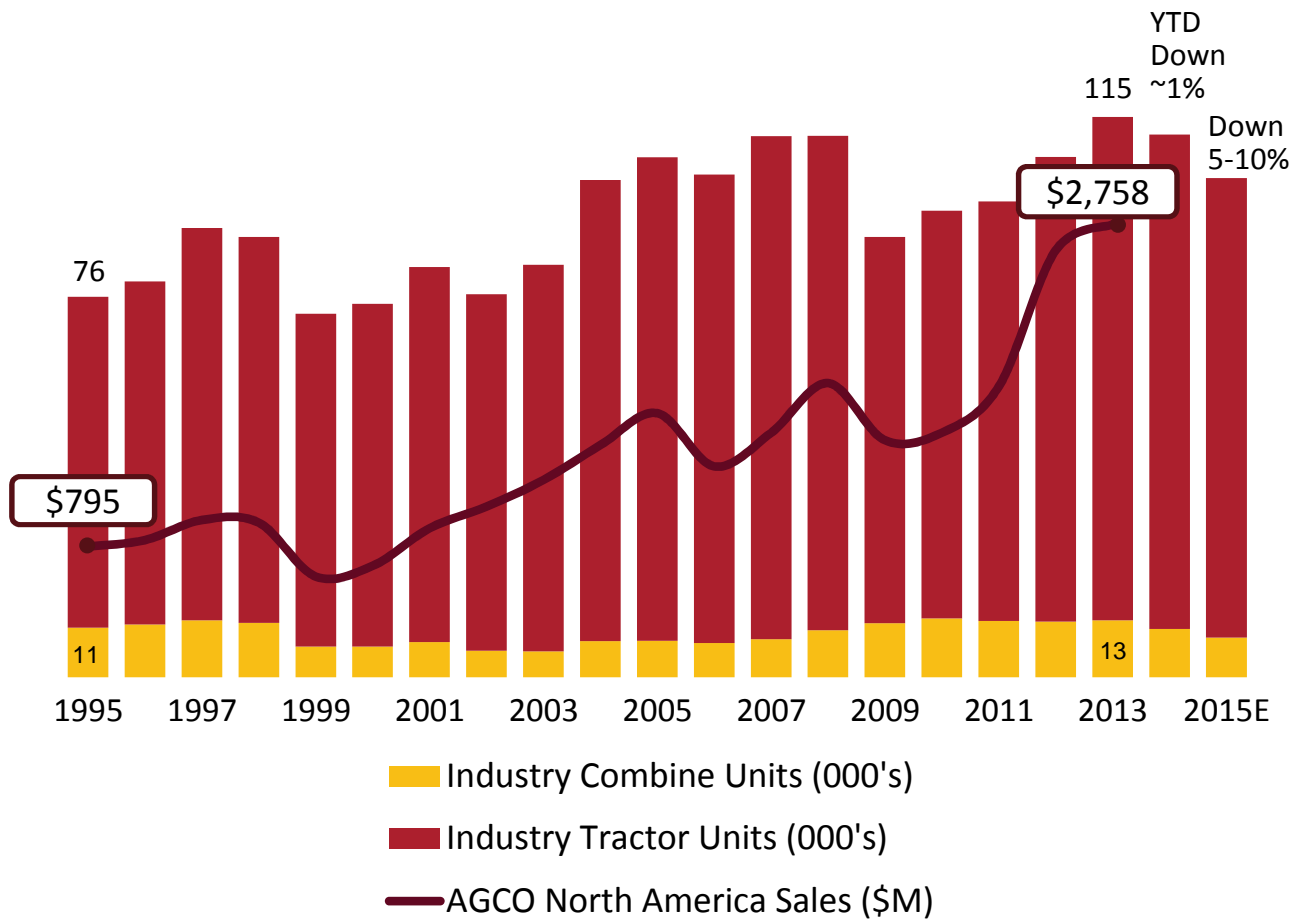
Strategic Update



2015 Market Outlook – Second Year of Weaker Demand



North America Industry Retail Units
Tractors* and Combines (000's)



- 2015 Farm Income lower but still elevated
- Row Crop sector weakens further
- Strength in Dairy and Livestock sectors
- Negative mix impacts

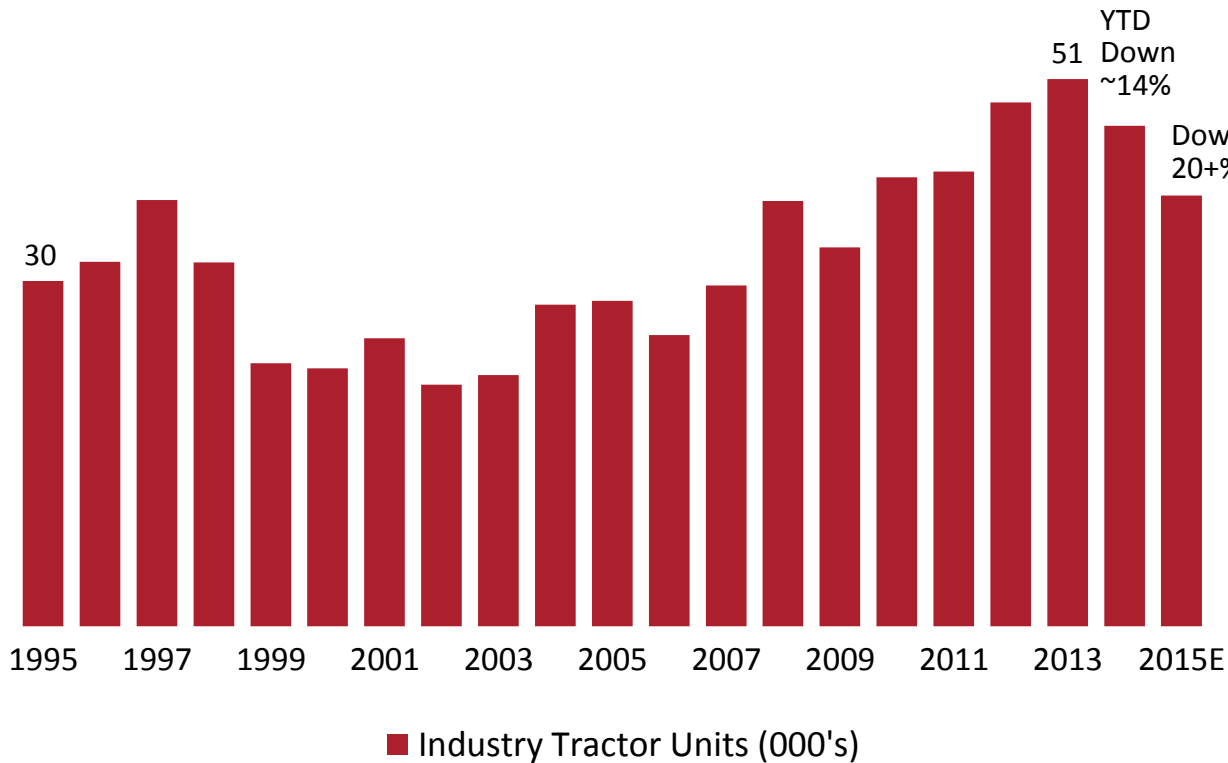
* Over 40HP



2015 HHP* Industry Outlook Significantly Lower



North America Industry Retail Units
High Horsepower Tractors* (000's)



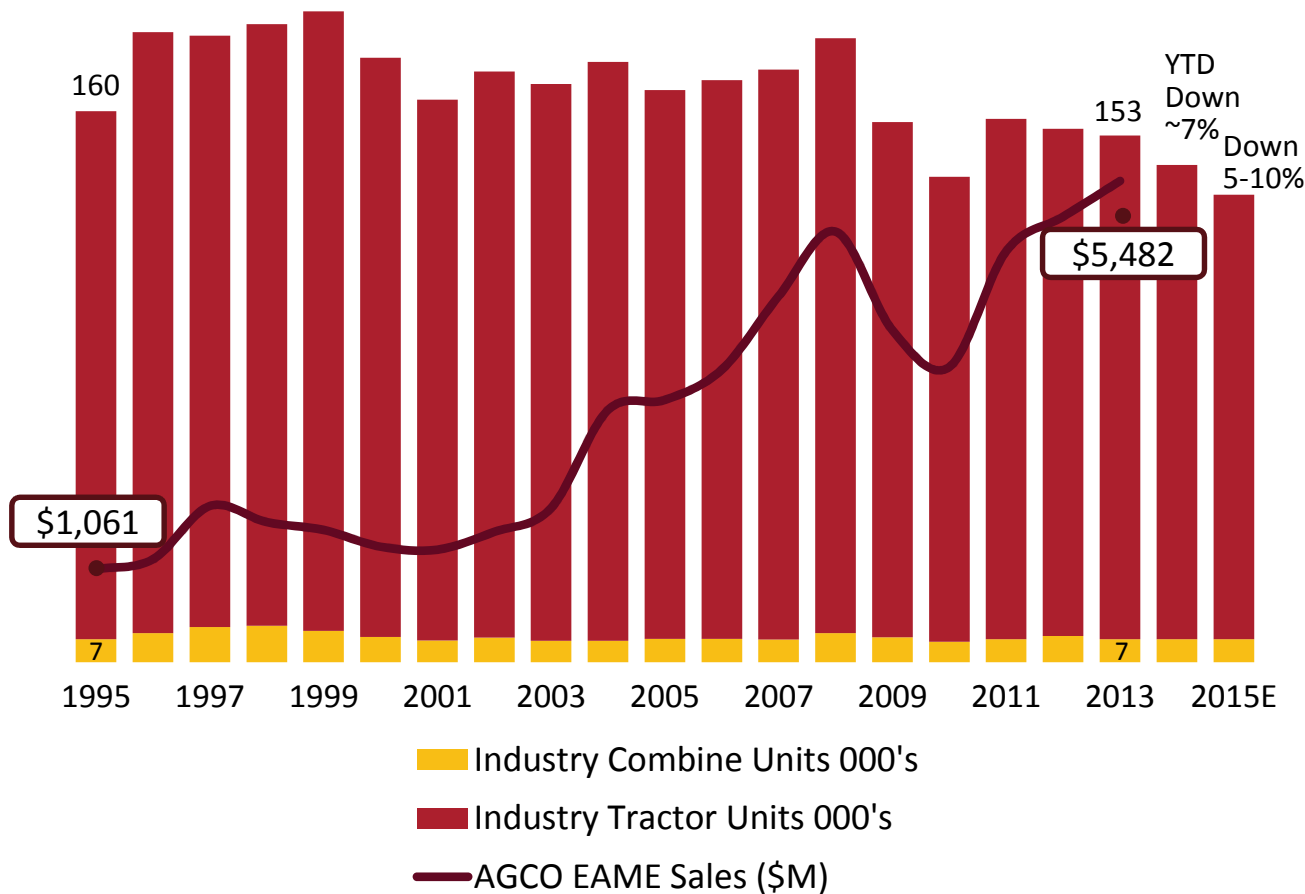
- HHP tractors good surrogate for Row Crop sector
- ~14% decline in HHP* tractors YTD in 2014
- Another 20+% decline expected in 2015

* Includes 100+ HP and 4 WD tractors

2015 Market Outlook – Softer Demand



Western Europe Industry Retail Units
Tractors and Combines (000's)



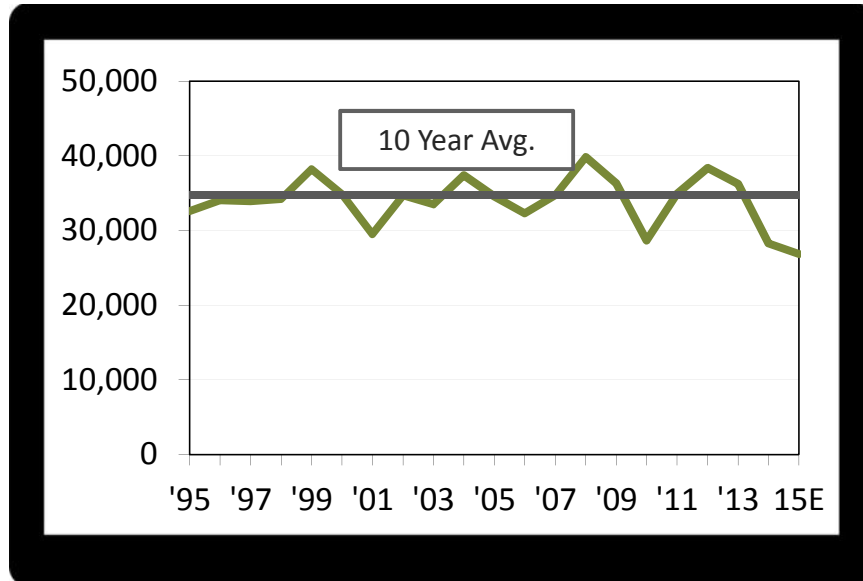
- Mixed weather impacts
- Lower farm income impacting demand
- Continued emphasis on professional farmer with new HHP tractors and harvesters

Note: Western Europe makes up approximately 90% of EAME sales



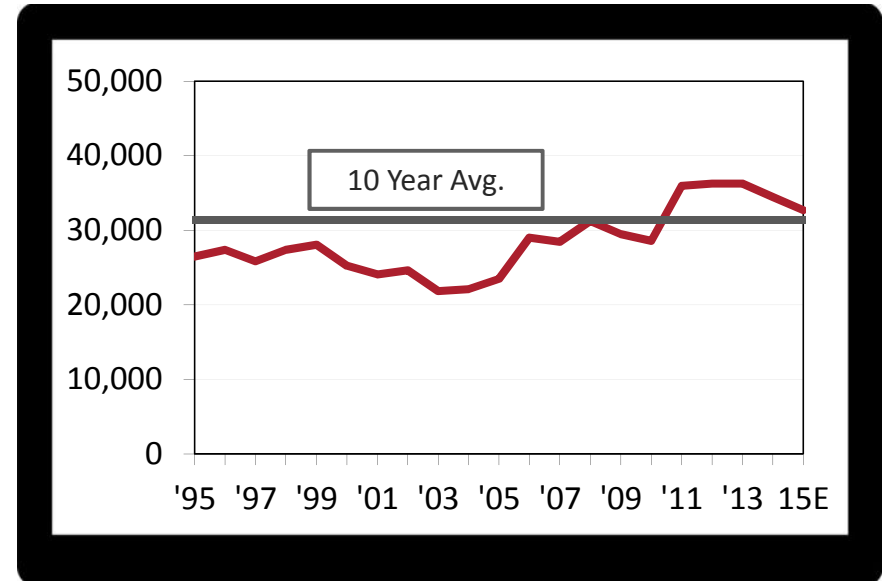
Key European Markets – Tractor Sales Trends

France 



- France below 10 year average

Germany 



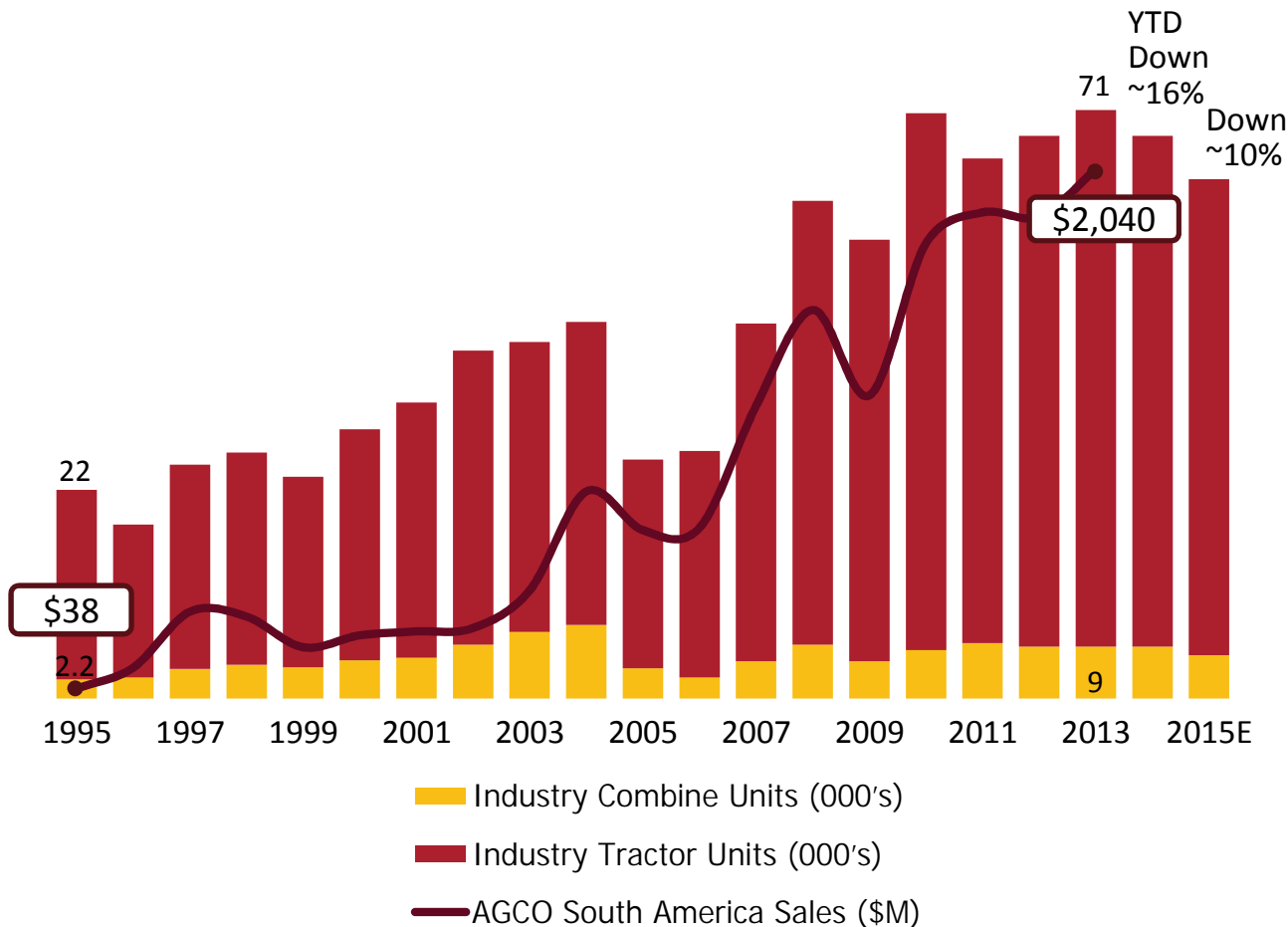
- Germany slightly above 10 year average

SOUTH AMERICA

2015 Market Outlook – Down ~10%



South America Industry Retail Units
Tractors and Combines (000's)



- Sugar sector expected to remain weak
- Brazilian Government subsidized interest rates still unknown for 2015
- Weaker Brazilian Real supportive to farm exports

Note: Market includes Brazil + Argentina



Agenda

Strong Fundamentals

Market Outlook

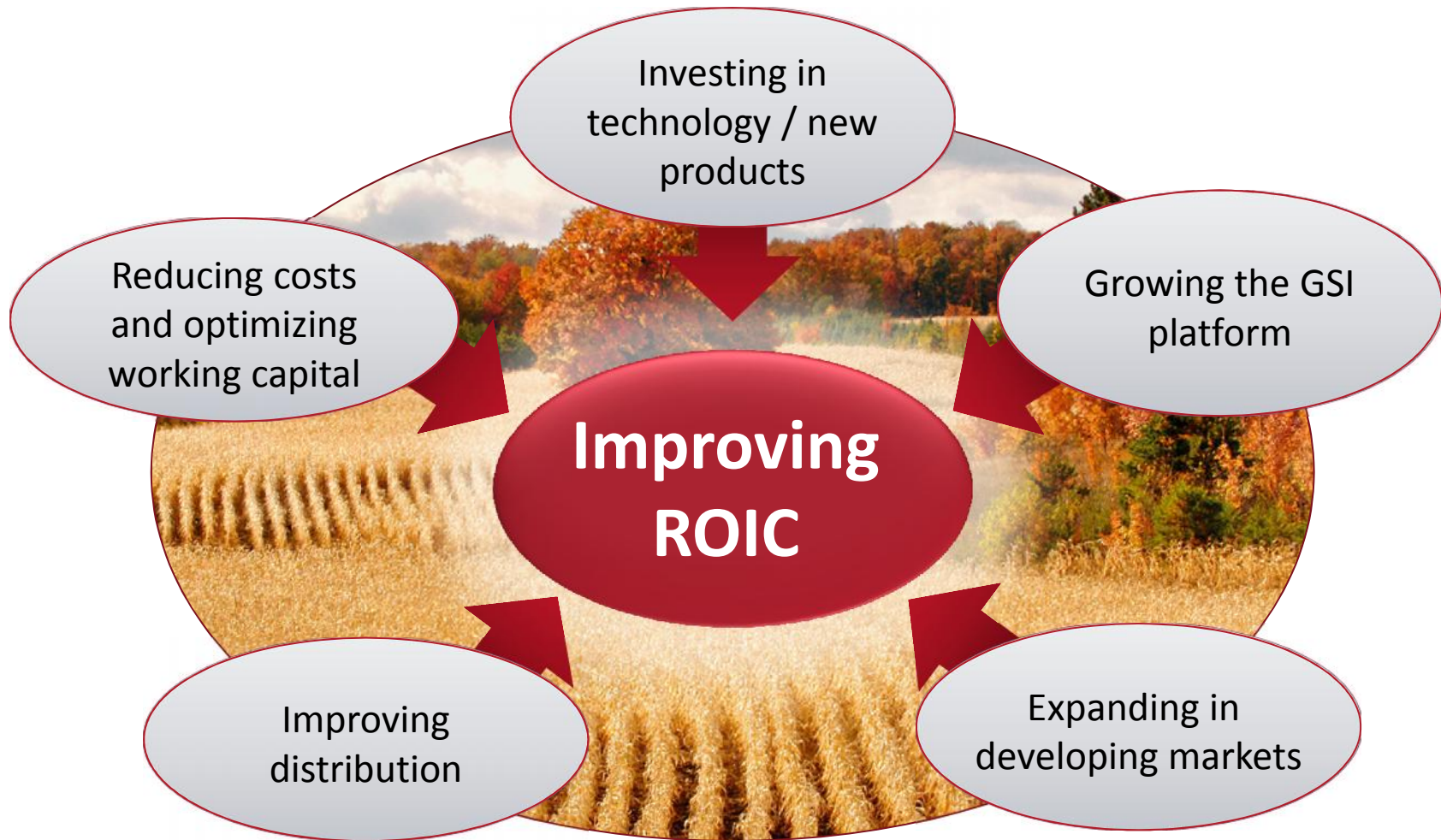
Strategic Update



A Company with a Clear Vision

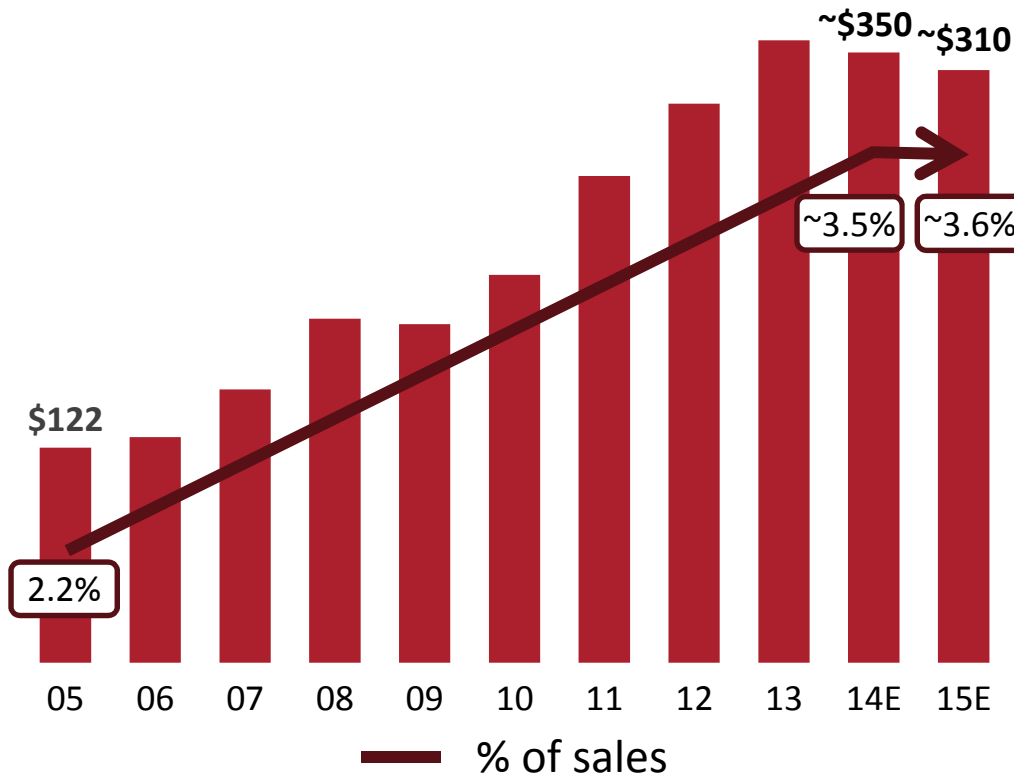


Executing Consistent Strategy



Investing in New Products

R&D Spending
(\$ millions)

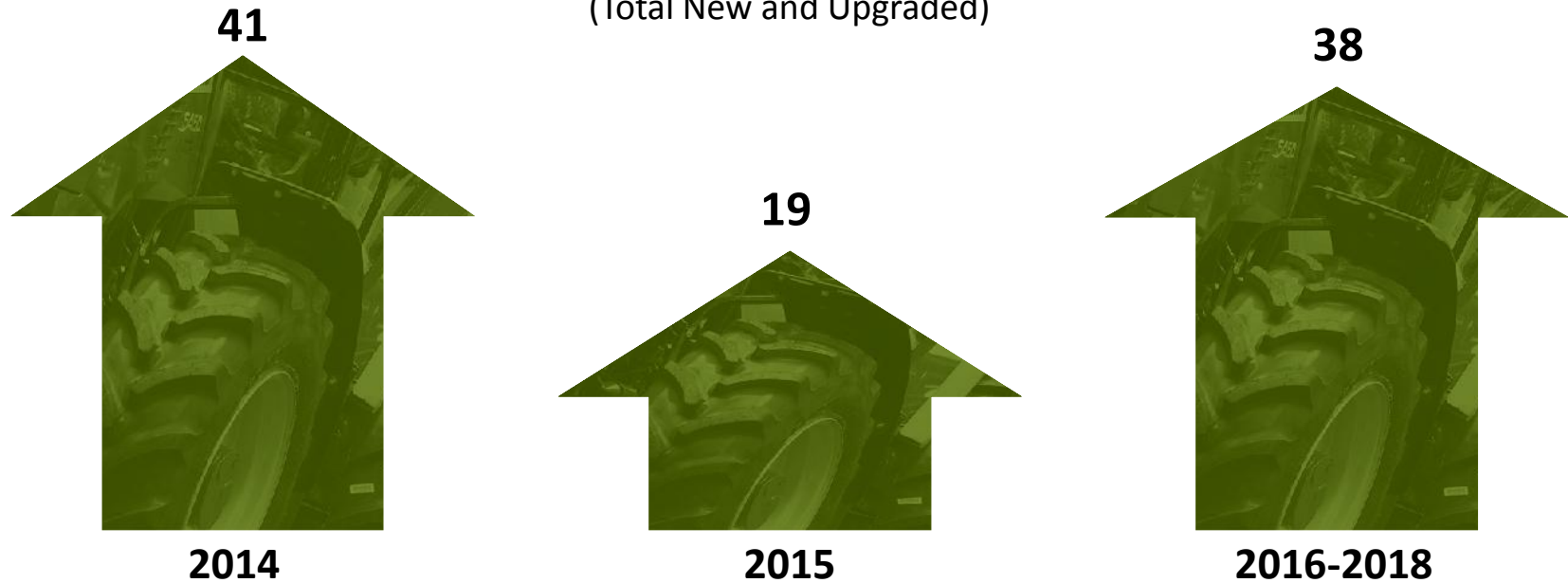


- Maintaining important strategic investments. Continuing to invest in:
 - New products
 - Common component solutions
- Tier 4 final launch to be completed in 2015
- Ongoing Fuse™ Technology investment



Multiple New Product Launches and Upgrades

Tractor Development Schedule (Total New and Upgraded)



2015 Launches



Massey Ferguson LHP
Global series



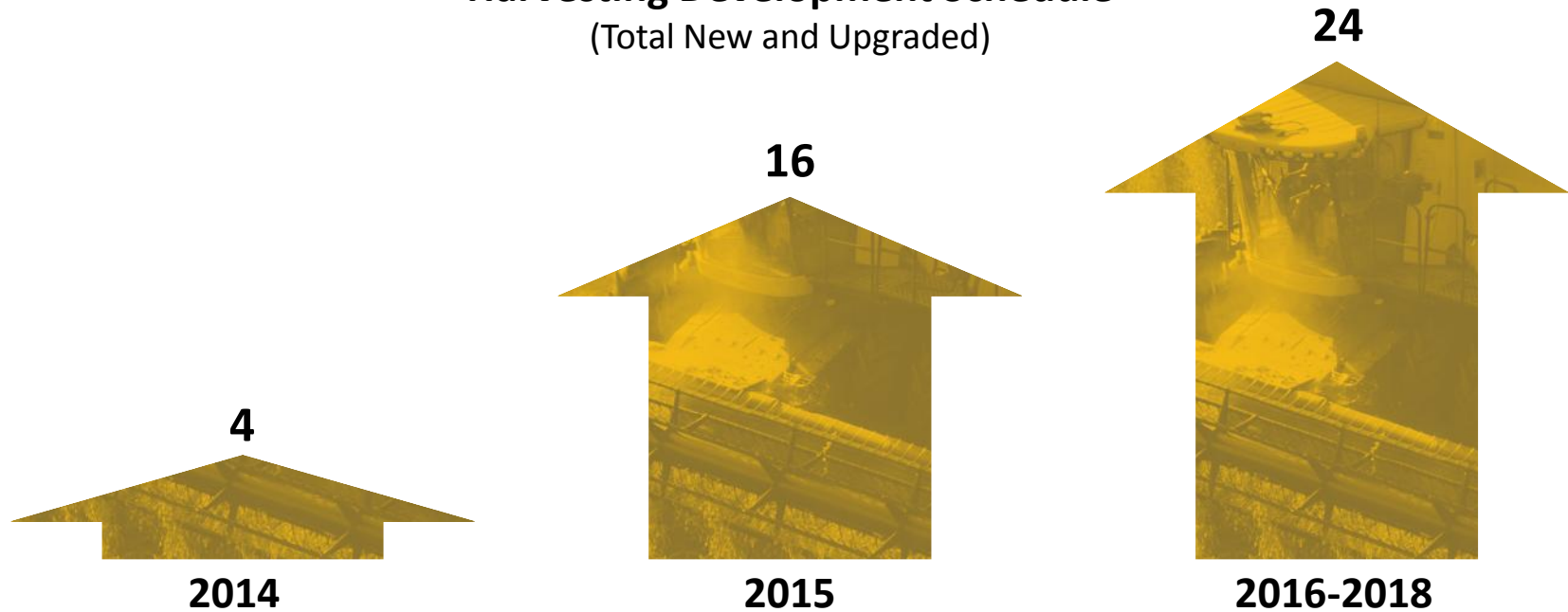
Fendt X1000



Challenger MT 770E

Multiple New Product Launches and Upgrades

Harvesting Development Schedule (Total New and Upgraded)



2015 Launches



Valtra Sugar Cane Harvester



Fendt Katana 65 Forage Harvester

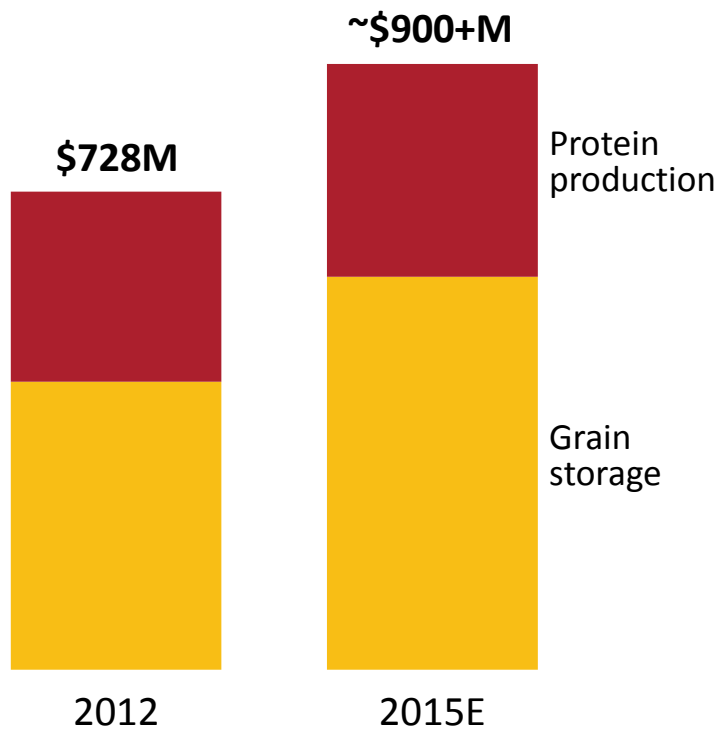


Massey Ferguson 9895 Axial Class 8

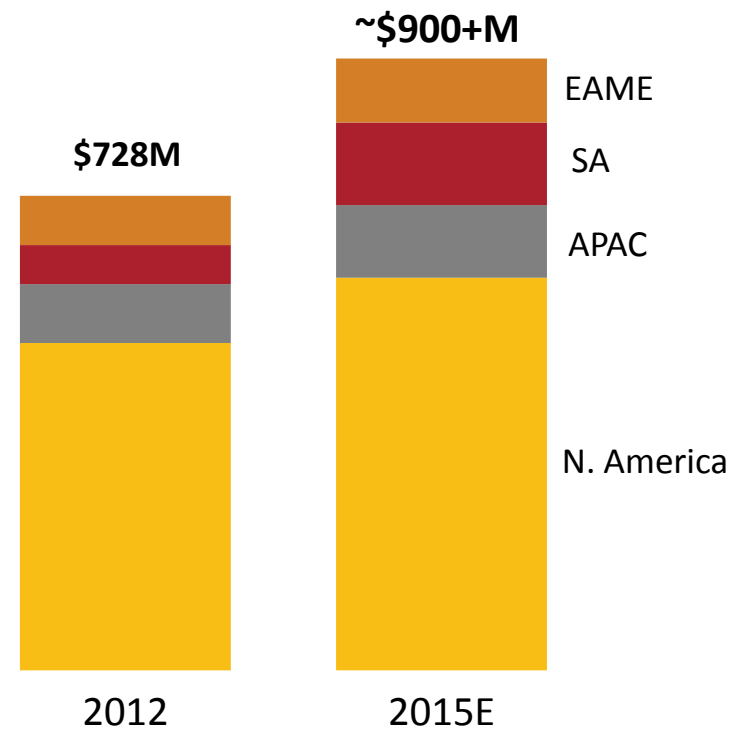


Opportunities for Both Storage and Protein Production

Sales by Product Type

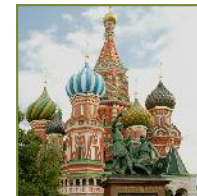


Sales by Region

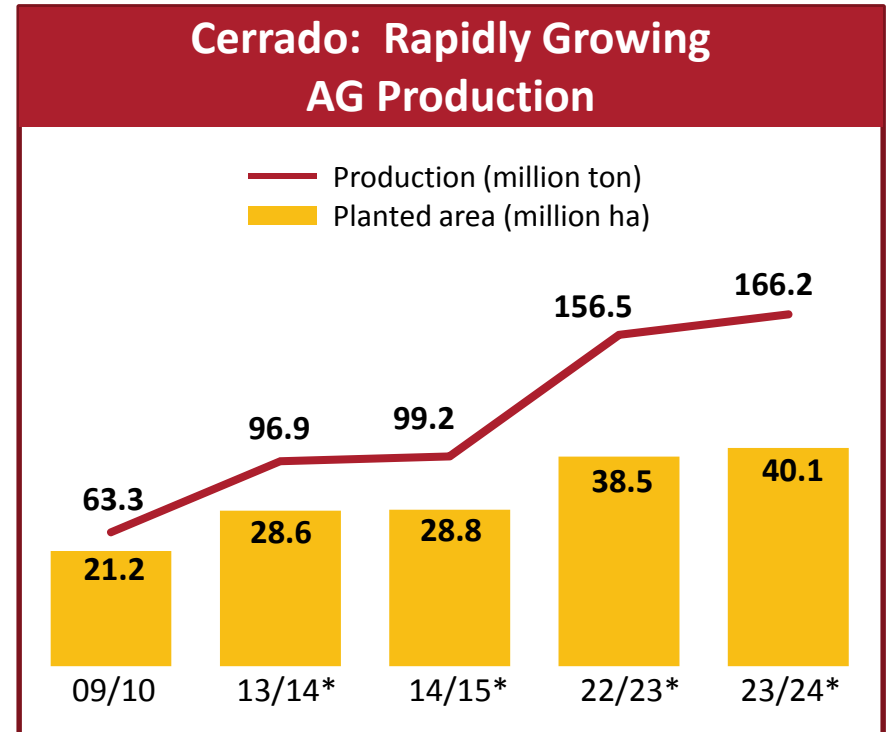


Grow in Developing Markets – JV with Russian Machines

- JV with Russian Machines for manufacturing and distribution
 - ~\$50M investment over 3 years
- Access to assembly manufacturing expertise and localized content
- Gain “Made in Russia” status for locally-made products
- Develop dealer network and access to market contacts



Growth Opportunity – Brazil



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

Source: Conab *Projections: Carlos Cogo Consulting (Sept 14)



Growth Opportunity – Africa: Significant Reserves of Fertile Land

African Industry Tractor Units

(000's)



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



Global LHP Series Update

“Global Series” 50-130HP replaces many diverse current products

Current Products...



...Converging to one Modular Tractor Family

New Models



Light
55-75HP

Medium
75-105HP

Heavy
95-130HP

~ \$1 Billion in global sales

Global LHP Series Update

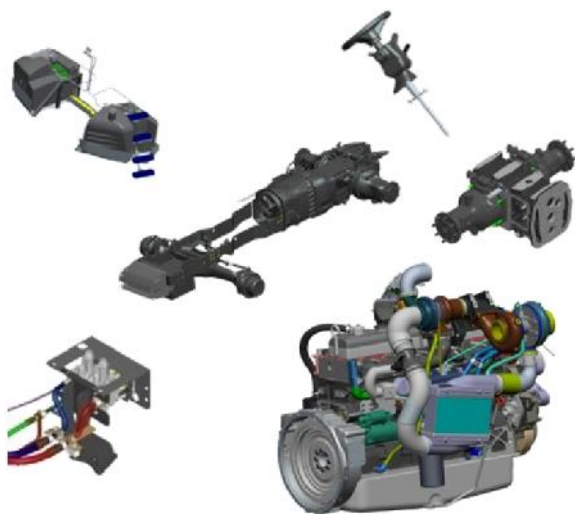
Preliminary Product Launch Activities Underway

- ✓ Africa General Market launch: Zambia, June 2014
- ✓ USA/Canada product preview to Top Dealers: Nashville, August 2014
- ✓ Mexico product preview: Irapauto Agrishow, November 2014
- ✓ APAC: AGCO Vision of the Future Melbourne, October 2014
- ✓ AGCO Europe: Product preview at Vision of the Future Beauvais, August 2014; EIMA show Italy, November 2014



Our Longer-Term Complexity Reduction Strategy: The HHP Tractor and Combine Products

Standardized Components



Advantages

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

Challenger



FENDT

VALTRA

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+

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+

Aggressively managing through the downturn



Committed to delivering improved Shareholder returns

