



# Analyst Briefing

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# 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

Precision Farming Today

AGCO's Approach – Fuse™ Technologies

Where We are Headed



# Challenges of Today's Farmers

- Difficult economics
- Climate volatility
- Complexity of mixed fleets
- More advanced equipment

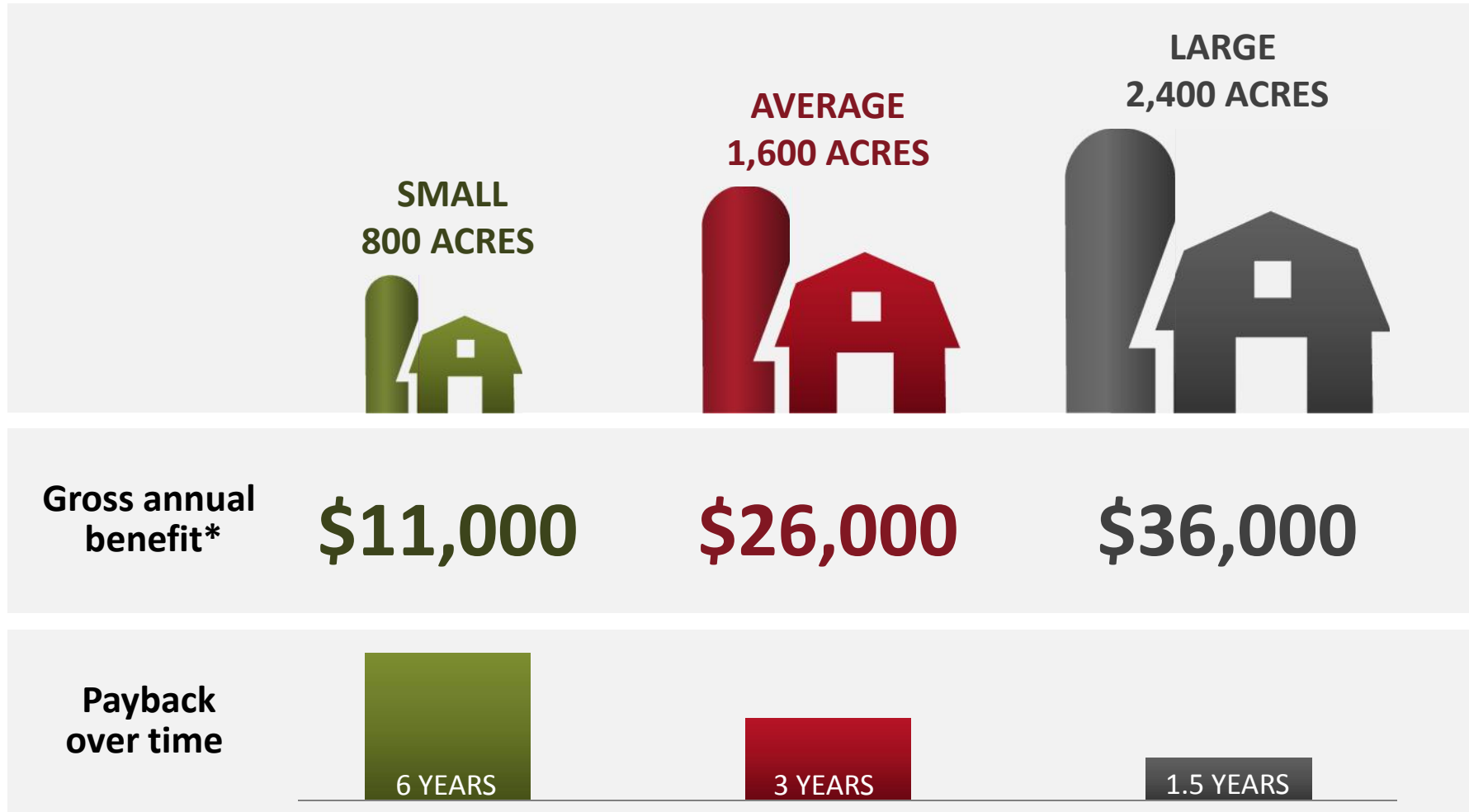
## Number of People Fed by One Farmer



**Technology must enable machines to keep up with population growth**

Despite downturn, farmers are willing to invest in productivity enhancing technology

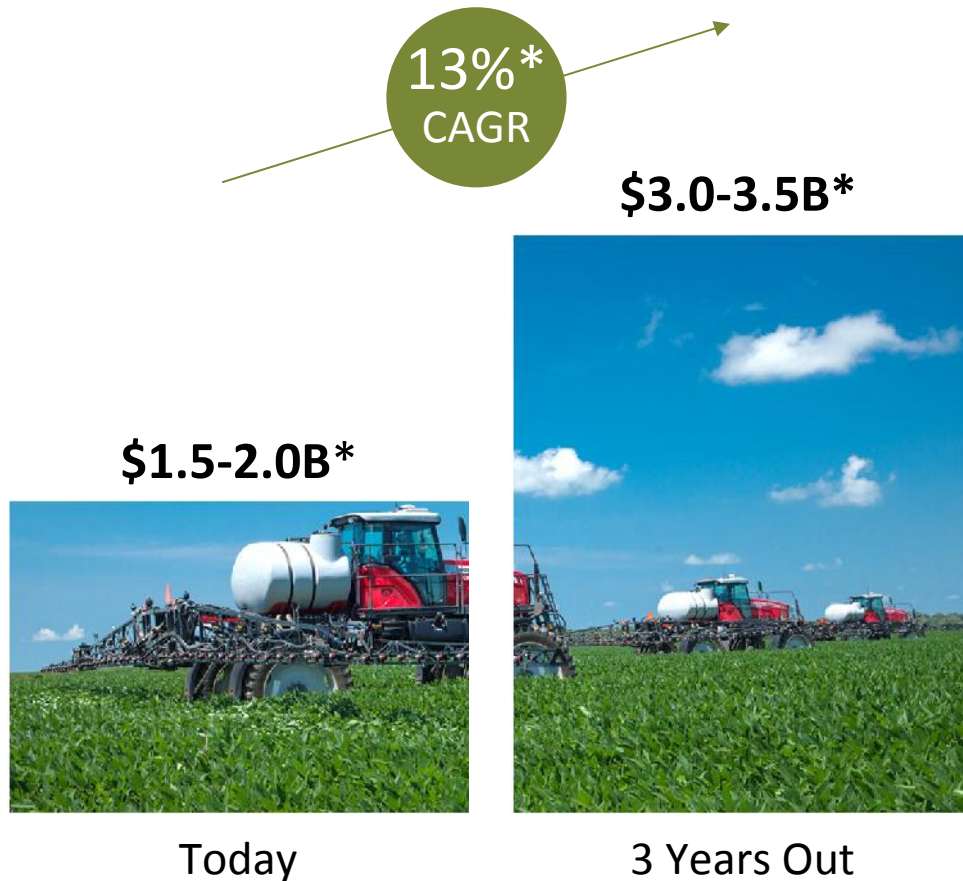
# Precision Farming Benefits



\*Gains for farmers using guidance and variable rate technology. Source: USDA Economic Research Service: Kevin Dhuyvetter, KSU

# Targeting a Large Growing Market

## Precision Agriculture Market



The need to improve productivity outside U.S. is even greater – market set to grow at 25% annually

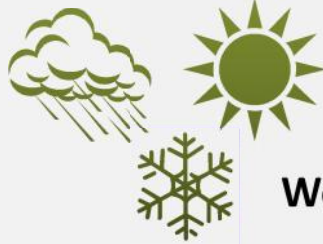


\*PRECISION FARMING MARKET, Global Forecast & Analysis (2013 - 2018), MarketsandMarkets, [www.marketsandmarkets.com](http://www.marketsandmarkets.com)

# What Is “Precision Agriculture?”



**Telematics**



**Weather**



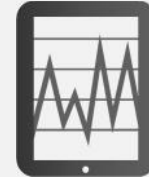
**GPS**



**Harvesting**



**Soil maps**



**Analysis**



**Prescription maps**

## ACTION



**Guidance systems**



**Variable applications**



**Monitor**



**Storage**

Source: USDA Economic Research Service: Kevin Dhuyvetter, KS



# Strong Precision Farming Tools: Fuse™ Products



## PLANNING

- AgCommand®
- TaskDoc™
- VarioDoc

## FIELD PREPARATION & PLANTING

- AgControl™
- Auto-Guide™ 3000
- TaskDoc™
- AgCommand®
- Section Control
- VarioDoc
- VarioGuide

## GROWING

- AgControl™
- AgCommand®
- Section Control
- Viper Pro™

## HARVESTING

- FieldStar® II
- TaskDoc™
- AgCommand®
- VarioDoc

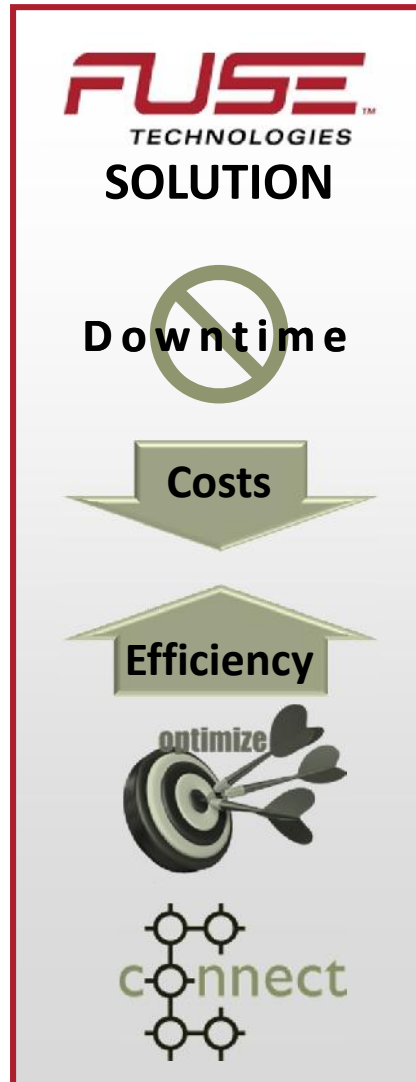
## GRAIN STORAGE, MONITORING & CONTROL

- AgCommand®
- WatchDog™
- Vision®



# Precision Technology Benefits for Growers

## Challenges



## Benefits



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Where We are Headed



# Fuse™ Technologies – Advantages

Precision Technology & Precision Machine Management

Always  
Running

**INCREASED  
UPTIME**

Right Place,  
Right Time

**COORDINATED  
LOGISTICS**

Connecting  
the  
Crop Cycle

**SEAMLESS  
TECHNOLOGY**

**FUSE**  
TECHNOLOGIES

 **AGCO**

# What Makes AGCO Different?



## A Differentiated Approach



**1**

### Solutions for Mixed Fleets

Other brands / equipment



**2**

### Data Privacy

Agronomy data separate



**3**

### Maximum Mobility

Farmer friendly solutions



**4**

### Open Approach

Leveraging partnerships



# Solutions for the Mixed Fleet

## CONNECTS

- AGCO's brands and competitors' brands
- Across product categories
  - tractors / combines / sprayers
  - tender trucks
  - grain bins
  - dryers



# Data Privacy – Only AGCO Provides Two Distinct Data Pipes

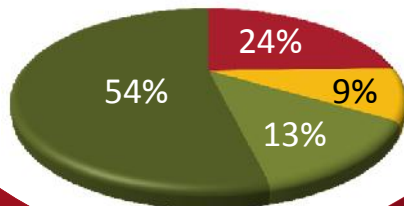
Farmers don't have to share their farm data with AGCO to use our products or connect with other trusted partners

## SHARED

### Machine data

- Equipment performance
- Idle and downtime
- Power utilization
- Error codes
- Failure points

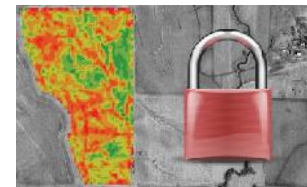
### Machine Efficiency



## PRIVATE

### Agronomic data: Sensitive data shared only with the seed and fertilizer companies

- Yield data
- As-applied
- As-planted



## Mobile Interfaces

- Mobile functionality and diagnostic services gives farmers the flexibility to manage their operations when, where and how they want
- Utilizing commercially available mobile devices, whenever possible, to minimize redundant development, to enhance customer usability and adoption



# Open Approach – Leveraging Best-in-Class Partnerships

- New development model
- Facilitation not limitation
- More nimble, more diverse, faster to market
- New kind of investment strategy

## Growing List of Service Provider Partners





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## Priorities Going Forward

1. Shift focus to selling “technology enabled iron” from selling “iron”
2. Transform dealers to proactive service providers
3. Provide new services to farmers by utilizing data collected



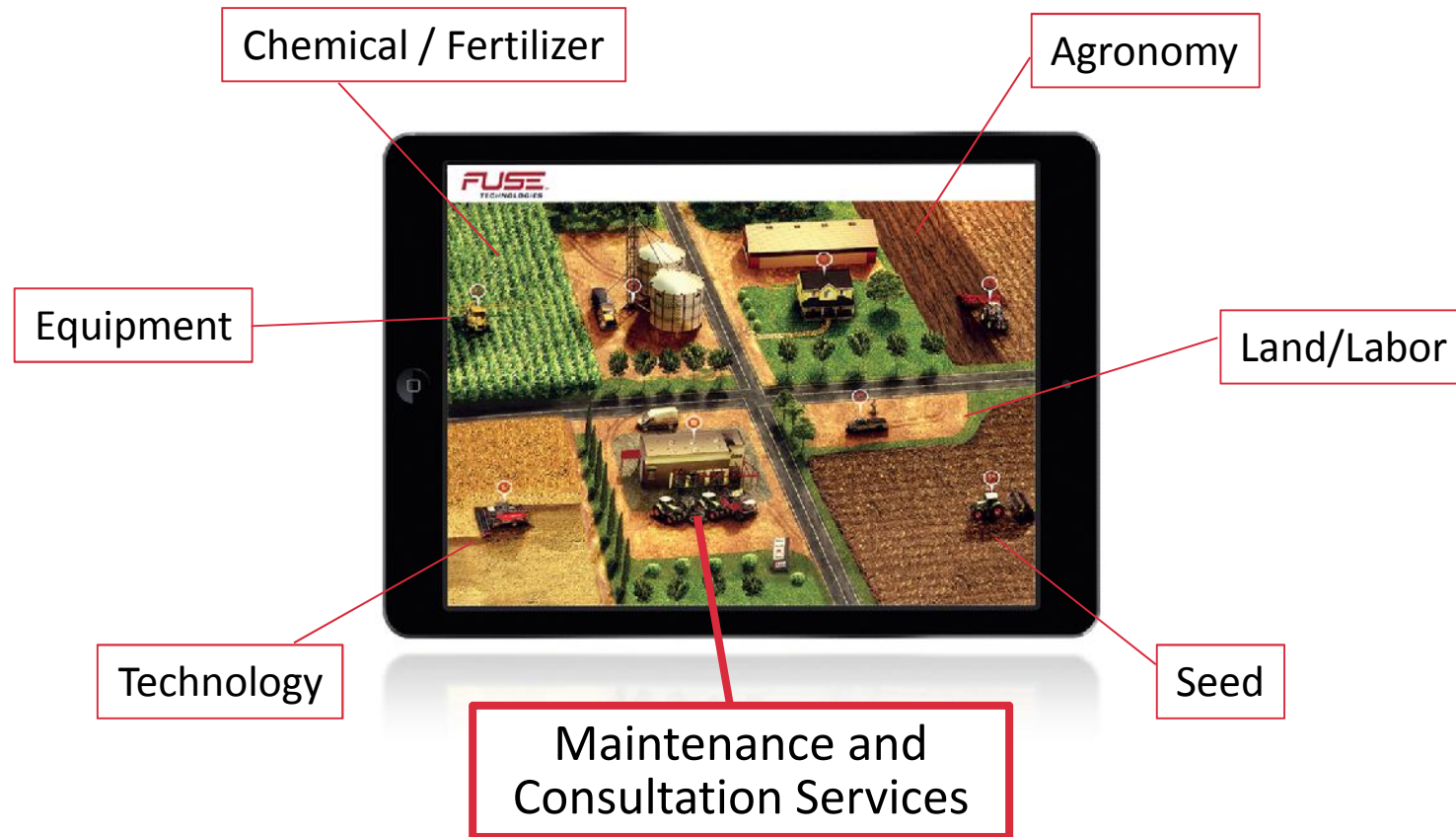
# Enhancing Dealer Service Capability

- AGCO/Fuse™ service model adapted from Caterpillar Dealer Solutions approach
- Fuse™ Equipment Management Solutions include:
  - Off-season preventive maintenance
  - Pre-season inspections and calibration
  - Support for data transfer
  - Operation consultation



# Fuse™ Grows Service Revenue Opportunity

## Growing Share of the Farmers' Wallets



**NEW**



# Why Fuse™ Technologies is Important To Our Future

- Farmers facing major cost / productivity challenges
- Fuse™ Technologies delivers unique advantages
- Provides AGCO and its dealers opportunities for:
  - Capturing and minimizing farmer productivity losses
  - Fundamentally changing dealer relationship
  - Introducing consulting services



**FUSE**  
TECHNOLOGIES

Fuse™ Technologies is a key AGCO differentiator

