

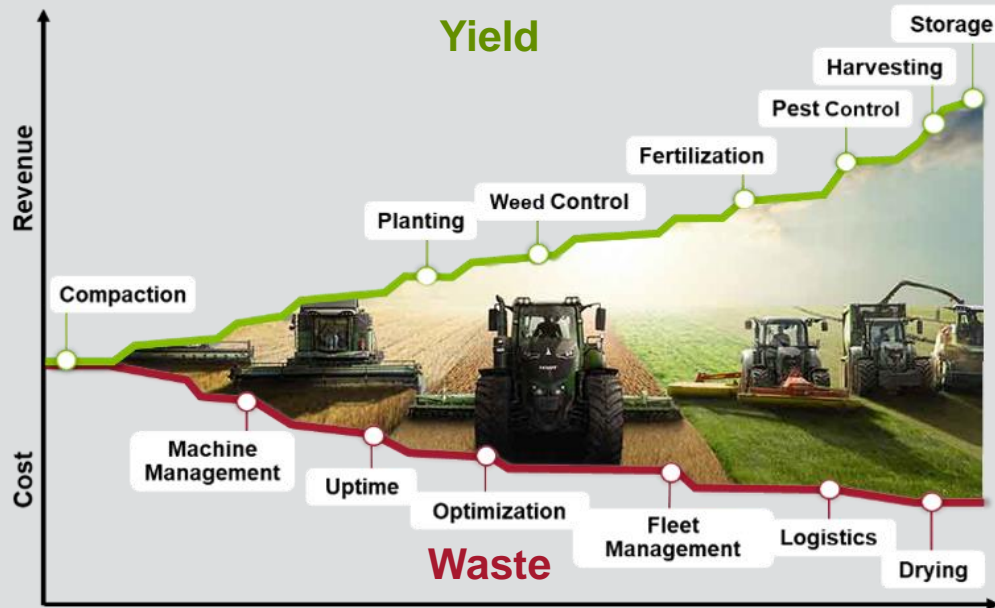
# SETH CRAWFORD

SENIOR VICE PRESIDENT  
PRECISION AG AND DIGITAL



# CREATING VALUE FOR FARMERS BY DELIVERING IMPROVED OUTCOMES

## Crop Cycle Opportunities



## AGCO's Goal is to Enable:

**20%**



**Improvement  
in net farm  
income**

**Productivity – Reliability – Ease of Use - Innovation**

# FARMER FOCUSED: PRECISION AG AND DIGITAL KEY TO SALES GROWTH AND MARGIN EXPANSION

**STRONG  
FOUNDATION**

**DIFFERENTIATED  
APPROACH**

**CLEAR PATH  
FORWARD**



# OUR FOUNDATIONAL PILLARS; TODAY A ~\$400M BUSINESS

1

**FUSE**<sup>®</sup>  
SMART FARMING. SYNCHRONIZED.

2

 Precision  
Planting<sup>®</sup>

3

**DCX**  
DIGITAL CUSTOMER EXPERIENCE

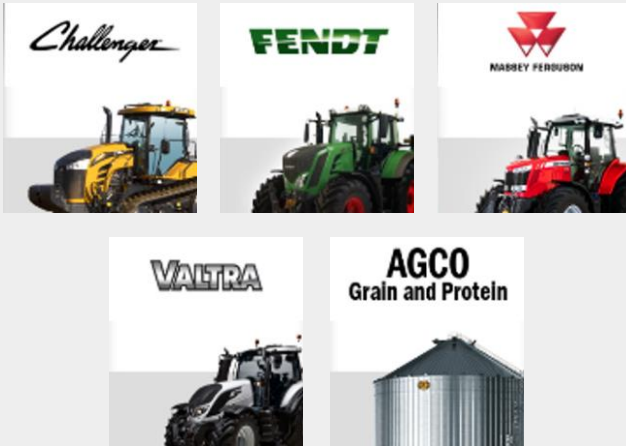
Making the most of our technology and global footprint to serve farmers

# FUSE SERVES ALL CORE BRANDS

## Brand Strategy



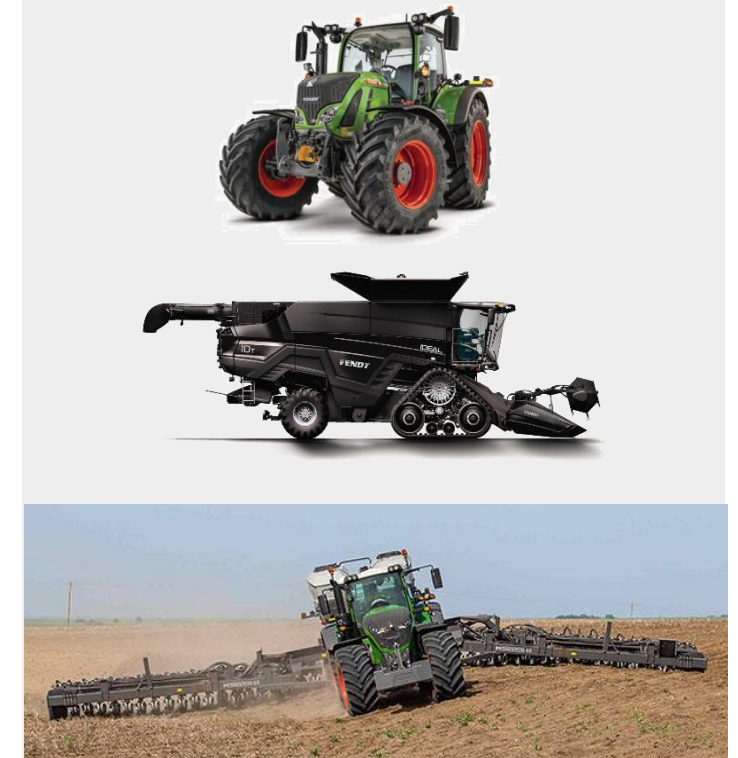
Fuse encompasses all core brands



## Technology

- ✓ Autonomy
- ✓ Automation
- ✓ Guidance
- ✓ Connectivity
- ✓ Architecture / UX

## Smart Machines



Fuse revenue growth over 2 years 2019-2020:

39%

# SYSTEMS INTEGRATOR ADVANCING RAPIDLY ADVANCING SMART MACHINE CAPABILITIES



Make

Source



Acquire / JV

Precision Planting®



Partner



NEVONEX

Driving Margin Expansion

# PRECISION PLANTING: RETROFIT THE INDUSTRY ON A GLOBAL BASIS



## Key Growth Drivers

### 1. Innovative New Features

SmartFirmer® 2020®

- ✓ Seeding Rates
- ✓ Hybrid
- ✓ Fertility Rates
- ✓ Planting Depth

### 2. Grow Globally



2 Year Revenue growth 2019 to 2020

35%



# FARMER FOCUS, DIGITALLY ENABLED

## Digital Customer Experience



Connected machine population increasing 2019-2021

**4X**



# HEAR FROM A DEALER: FENDTONE



**COLIN BLOOD**  
SALES MANAGER, B&B TRACTORS

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# AGCO KEY DIFFERENTIATORS

**Embrace  
retrofit first**

**Farmer focus  
digitally enabled**

**Specialized,  
Ag-focused  
brands**

**Full-line smart  
farming  
portfolio**



# HEAR FROM CUSTOMERS: FENDT MOMENTUM PLANTER



THE 1ST PLANTER  
CO-DESIGNED WITH

 Precision Planting®

# FULL LINE SMART FARMING PORTFOLIO– EXAMPLES

## Strategic Focus

- ✓ **Connectivity**  
Enabling remote accessibility, visibility, and management via the Cloud
- ✓ **Autonomy/Automation**  
Building out autonomous capability
- ✓ **Robotics**  
Developing machine vision & spray drift management technology
- ✓ **Electrification**  
Converting from mechanical to electrical power
- ✓ **Edge Computing**  
Harness agronomic potential on equipment in real-time

## Today's Smart Machines

IDEAL Combine



Momentum Planter



Fendt 700 Series



## Tomorrow's Smart Machines



**XAVER**

Autonomous Concept

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# PRECISION AG & DIGITAL – DRIVING REVENUE AND MARGIN GROWTH



2025  
Target  
**Double**

**2020  
Baseline  
~\$400M**

## **Fuse Precision Ag**

- Expanded portfolio
- Channel development
- Global penetration

## **Retrofit**

- Innovation
- Retrofit industry globally
- Expansion across the crop cycle

IN SUMMARY

# FARMER FOCUSED: PRECISION AG AND DIGITAL KEY TO SALES GROWTH AND MARGIN EXPANSION

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