



THE FUTURE OF FARMING

Welcome to Kverneland Group

Corporate Presentation Q4 2017



kverneland
group





Kverneland Group's Vision

Being a leading provider of intelligent and efficient farming systems contributing to sustainable agriculture, serving the world's growing population.



Kverneland Group's Mission

Our Mission is to develop, market and support products, systems, and services that are giving superior value to customers through out the whole value chain. Our products & innovations shall contribute positively to the contractors and farmers' development & long term success.

Kverneland Group in Brief

Kverneland Group is a leading international company developing, producing and distributing agricultural machinery and services. Strong focus on innovation allows us to provide a unique and broad product range with high quality.

Kverneland Group offers an extensive package aimed at the professional farming community, covering the areas of soil and cultivation equipment, seeding equipment, forage and bale equipment, crop care equipment including spreaders and sprayers, and the latest precision farming technology.

The Group was founded in 1879. The Kverneland Group factories are located in Norway, Denmark, Germany, France, The Netherlands, Italy, Russia and China. The Group has sales companies in 17 countries and exports to another 60 countries. In 2012, Kverneland Group was acquired by the Japanese company Kubota Corporation. At the end of 2016, Kverneland Group had 2 260 employees of which 74,2% work outside of Norway.



Kverneland Group's History

From the start in Ole Gabriel Kverneland's forge to becoming an International company



Kverneland Group History

- 1879 Factory founded by O.G. Kverneland (Production of Scythes & Sickles)
- 1991 Acquired Maletti, Italy (PTO implements)
- 1993 Acquired Taarup, Denmark (Forage implements)
- 1995 Acquired Accord, Germany (Seeding)
- 1998 Acquired Greenland Group (Forage & Baling – Vicon Brand)
- 1998 Acquired Rau GmbH
- 2008 Opening of Metz Distribution Centre
- 2010 Purchase of IP rights for Loader Wagons & Transport from Veenhuis
- 2011 Kverneland Group enters a long term Joint Venture commitment with Gallignani srl
- 2011 Kverneland Group opens new assembly plant in Daqing/China
- 2012 Kubota Corporation acquires Kverneland Group and takes full ownership in May '12
- 2012 Kverneland Group purchase the Baler factory from Gallignani s.p.a
- 2013 Reopening of Soest factory with new paint shop
- 2014 iXperience center in Nieuw-Vennep opens at our Crop Care Factory
- 2016 A new hall opens in Klepp, Norway and production in Norway is now joined in one location
- 2017 Kverneland act as a distributor of sister company Great Plains products in Western Europe, Poland and Hungary

VICON

Vicon

Vicon

Vicon

Vicon

Vicon

Vicon History

- 1910 Hermanus Vissers starts his agricultural contracting business in Nieuw-Vennep, The Netherlands
- 1949 The start of producing machines on a large scale by Herbert Visser
- 1957 The basis for Vicon reputation as a spreader specialist
- 1962 The application of a low pressure pump allowed the use of new generation of fine spraying jets to improve spraying accuracy
- 1968 First disc mower introduced
- 1988 Greenland / Vicon takes over the factory and products for Forage harvesting equipment from FAHR/KHD
- 1982 In the early eighties Vicon started building up a complete range in baling equipment
- 1982 Pioneer in development of electronic control systems
- 1990 The Vicon disc spreader is introduced
- 2002 Vicon introduces the worlds largest 4-rotor 15m rake
- 2005 Introduction of the new EXTR Δ generation with new cutterbar concept
- 2011 Introduction of GEOSPREAD
- 2016 First FastBale sold, performing non stop baling/wrapping

Kverneland History

- 1879 Factory founded by Ole Gabriel Kverneland (Production of Scythes & Sickles and knives)
- 1894 Production of horse ploughs and harrows starts in 1894
- 1910 Plough production takes off
- 1966 Start with Accord pneumatic system
- 1971 First reversible plough with auto-reset stone protection system
- 1985 Start with Precision drills
- 1992 Kverneland Packomat system, high capacity integrated ploughing and packing combination leaving a perfect seedbed in one pass
- 1993 Acquired Taarup, Denmark (Forage implements)
- 1995 Acquired Accord, Germany (Seeding)
- 2000 Acquired business area "seeding" from KLEINE
- 2003 Kverneland Ecomat System (Seedbed preparation)
- 2004 Launch of the CT-Line (Conservation Tillage)
- 2013 Launch of the Kultistip and Qualidisc Farmer
- 2017 Launch of mounted Turbo range and ISOBUS Cultivators



KVERNELAND

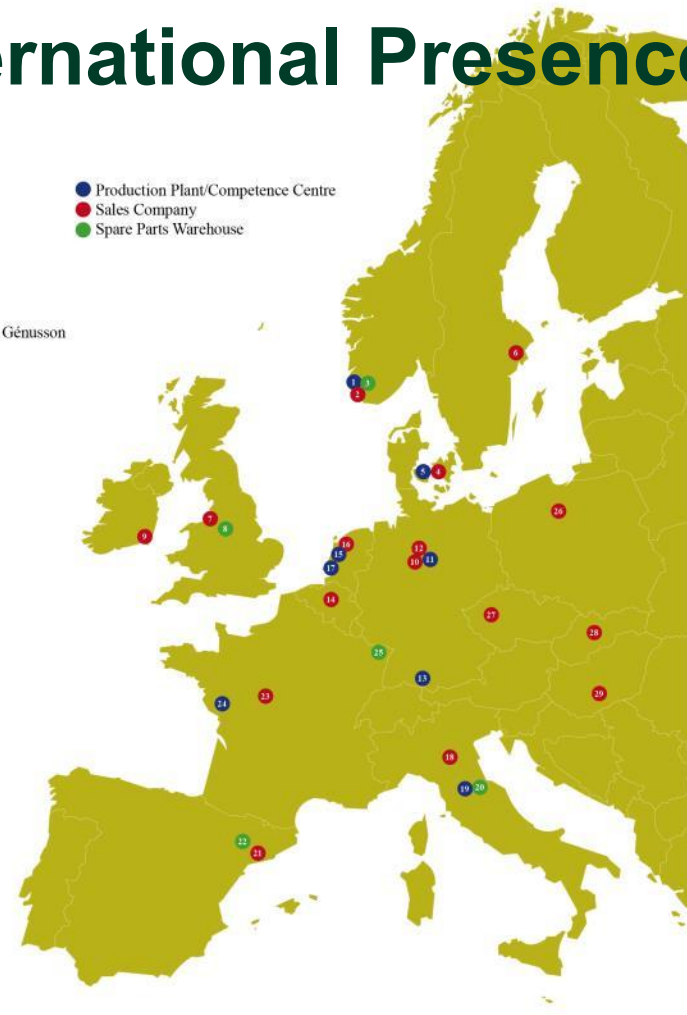


Kverneland Group's International Presence

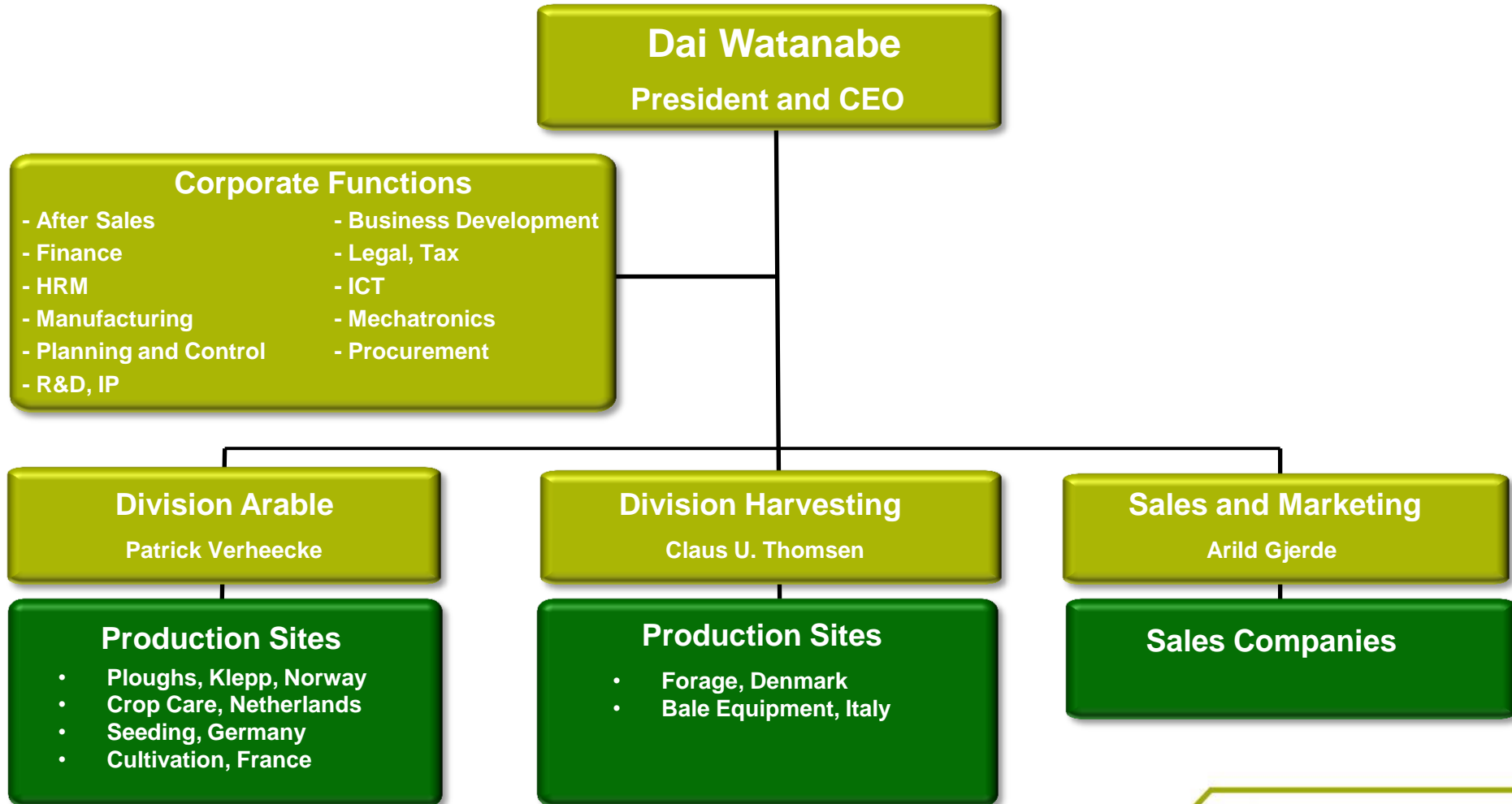
- 1 Kverneland Group Klepp
- 2 Kverneland Group Norge
- 3 Satellite Warehouse Klepp
- 4 Kverneland Group Denmark
- 5 Kverneland Group Kerteminde
- 6 Kverneland Group Sverige
- 7 Kverneland Group UK
- 8 Satellite Warehouse UK
- 9 Kverneland Group Ireland
- 10 Kverneland Group Deutschland
- 11 Kverneland Group Soest
- 12 Kverneland Group International
- 13 Kverneland Group Gottmadingen
- 14 Kverneland Group België
- 15 Kverneland Group Nieuw-Venep
- 16 Kverneland Group Benelux
- 17 Kverneland Group Mechatronics

- 18 Kverneland Group Italia
- 19 Kverneland Group Ravenna
- 20 Warehouse Ravenna
- 21 Kverneland Group Ibérica
- 22 Satellite Warehouse Ibérica
- 23 Kverneland Group France
- 24 Kverneland Group Les Landes Génusson
- 25 Warehouse Metz
- 26 Kverneland Group Polska
- 27 Kverneland Group Czech
- Joint Venture, partly owned
- 28 Kverneland Group Slovakia
- Joint Venture, partly owned
- 29 Kverneland Group Hungária

- Production Plant/Competence Centre
- Sales Company
- Spare Parts Warehouse



Organisation Structure



Business Structure & Manufacturing Competence

Division Arable Systems



Soil Equipment
Seeders,
Precision Drills
Conservation Tillage,
Harrows and
Cultivators

**Plough
Equipment**
Ploughs

**Crop Care
Equipment**
Sprayers,
Spreaders

Division Harvesting Systems



**Forage
Equipment**
Mowers, Tedders,
Rakes, Wagons and
Bale Choppers

Bale Equipment
Balers, Wrappers,
Choppers and
Rotary Tillers

Kverneland Group Business Structure exists of 2 Divisions with 9 Production locations in 8 countries.

Each manufacturing site is specialised in a specific area of products with a dedicated competence centre for R&D, manufacturing, product and marketing management.



Division Arable Systems: Soil Equipment

Manufacturing sites located in:

Soest, Germany: Production of Seed Drills, Precision Drills and Power Harrows

Les Landes Génusson, France: Production of Disc Harrows, Subsoilers and Cultivators



Division Arable Systems: Plough Equipment

Manufacturing site located in:

Klepp, Norway: Production of Plough Equipment and Packers



Division Arable Systems: Crop Care Equipment

Manufacturing site located in:
Nieuw-Venep, The Netherlands: Production of Sprayers and Spreaders



Division Harvesting Systems: Bale Equipment

Manufacturing site located in:

Ravenna, Italy: Production of Balers, Wrappers, Choppers and Rotary Tillers



Division Harvesting Systems: Forage Equipment

Manufacturing site located in:

Kerteminde, Denmark: Production of Mowers, Tedders, Rakes, Wagons and Bale Choppers.



Group Function: Mechatronics BV

Manufacturing and Competence Center located in:
Nieuw-Vennep, The Netherlands

Kverneland Group has its own advanced Competence Centre for electronic steering and control solutions for agriculture implements. Mechatronics is taking a leading position in the optimisation of agriculture (implement) processes using software, hardware and mechatronic solutions.



Group Function: After Sales

Central Warehouses located in:

Klepp, Norway
Metz, France
Ravenna, Italy

Satellite warehouses located in:

St. Helens, UK
Barcelona, Spain

Kverneland Group Manufacturing Sites



Kverneland Group Klepp
Norway
Ploughs



Kverneland Group Nieuw-Venep
The Netherlands
Field Sprayers
Fertiliser Spreaders



Kverneland Group Kerteminde
Denmark
Disc Mowers
Disc Mower Conditioners
Rakes & Tedders



Kverneland Group Mechatronics
The Netherlands
Electronics Solutions for
Tractors and Agri-Implements



Kverneland Group Les Landes
France
Cultivators
Harrows



Kverneland Group Lipetsk
Russia
Cultibar Airseeders
Production and assembly of Arable,
Seeding equipment and Ploughs



Kverneland Group Soest
Germany
Seed Drills, Precision Drills
Power Harrows
Seeding Combinations



Kverneland Group Ravenna
Italy
Round Balers,
Bale Wrapper Combinations,
Bale Wrappers
Choppers
and Rotary Tillers



Kverneland Group Daqing
China
Assembly of Complete Range
of Kverneland machine models



iM FARMING

The Future of Farming is in Smart Farming Solutions:
iM FARMING represents Kverneland Group's offering within Smart Farming

Food production is primarily Farming

CHALLENGES TO FEED THE WORLD

Food security and **climate change** are two of the planet's most pressing concerns. To meet these ever-growing food demands in a sustainable way, we need to **produce more with less**. Less water, less inputs, less energy, less waste.

SAME FIELD – HIGHER YIELD

As **Food demand increases** and **Land availability decreases**, Farmers need to improve the **efficiency** of their processes to get the maximum yield from every square meter.

Precision Farming is The Future of Farming!

Span of control of the Future Farmer

The Farming Community can *not* change the Climate, Weather, Demographic developments, Growth of Population. **But *can* influence the:**

- use of the soil, **by precision soil preparation**
- way of seeding/planting, **by precision seeding**
- optimal way of fertilising the crops and use of chemicals to protect crops, **by precision crop management**
- efficiency in harvesting crops, **by precision harvesting**
- sustainable way to increase production and improve animal welfare **by precision livestock farming and precision grassland mmt**



Speed Up on the Path Towards Connected Agriculture

We are working on implement solutions that collect and report machine data automatically as an essential basis of developing the implement needs for the future. The farm of the future will be managed from the farmer's laptop; he can generate yield data, track how the crops are doing and he can follow and adjust machine performance. **Smart, Efficient and Easy.**



ISOBUS Intelligence

All ISOBUS machines produced by Kverneland Group can be recognised by the ISOBUS Intelligence logo. Whenever you see this logo on your machine, you are ensured of the ISOBUS compatibility from tractor to machine and machine to tractor, meaning that all data collection from your machine(s) is centralised and can easily be transferred to your terminal (e.g. IsoMatch Tellus) in your tractor cabin.



iM FARMING

smart efficient easy FARMING

IsoMatch Tellus GO



IsoMatch Tellus



IsoMatch Simulator



IsoMatch Global



IsoMatch InDemo



IsoMatch DemoCase



IsoMatch InLine



IsoMatch TopService



THE FUTURE OF FARMING

iM FARMING Medals and Awards

Event	Year	Country	Award	Product	Product
Agritechnica	2009	Germany	1 silver	GEOseed	
Agribex	2010	Belgium	1 silver	IsoMatch Tellus	
Agromek	2010	Denmark	1 gold - 1 silver	GEOseed	IsoMatch Tellus
ATH	2010	Netherlands	1 innovation	IsoMatch Tellus	
FIMA	2010	Spain	2 silver	IsoMatch Tellus	
SIMA	2011	France	1 silver	IsoMatch Tellus	
Agritechnica	2011	Germany	1 silver	GEOspread	
Agrosalon	2012	Russia	1 silver	IsoMatch Tellus	
Ka Pesesi	2013	Lithuania	1 gold	GEOspread	
SIMA	2013	France	1 innovation	AutoSetApp	
Agritechnica	2013	Germany	2 silver	IsoMatch Simulator	IsoMatch InDemo
Agra	2014	Bulgaria	1 gold	iM Farming	
Agritechnica	2015	Germany	Going Green award	For the use of ISOBUS technology	



It's a great day for a photoshoot!
#Kverneland Variable Round Balers

[Kverneland](#)

Posted 13 hrs ago



@KvernelandGroup
My week on Twitter 🐦: 37
New Followers, 11
Mentions, 9.65K Mention Reach, 1
Favorited, 1 Tweet. See yours with
<https://t.co/ud3DyEEIth>
<https://t.co/od2oQfhW2K>



Retweeted 14 hrs ago



Kverneland PW 100 12 furrow
plough in action at North Farm
Horton, UK.

Peter Snell from North Farm Horton in
Dorset, UK talks about his experience
with the Kverneland PW100 12 furrow
plough. He says "timeliness is
everything so being productive when
the weather is right is essential"



[Kverneland](#)

Posted 18 hrs + 45 mins ago



J-7 pour Innov-Agri 2017 ! Nous
sommes impatients de vous retrouver
pour cette édition à Ondes !

[Kverneland](#)

Posted 1 day + 18 hrs ago



[Kverneland](#)

Online Presence



Kverneland Group, Kverneland and Vicon Websites

Kverneland Group, Kverneland, Vicon and iM FARMING on Social Media



Kverneland Group's Strong Online Presence

We have a strong focus on being online where our target groups are, as we want to meet and interact with our stakeholders on different arenas.

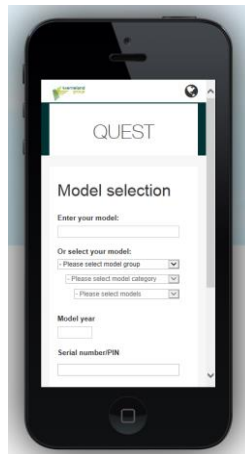
- Kverneland Group, Kverneland and Vicon web pages – also in national versions
- Kverneland, Vicon and iM FARMING on Facebook
- Kverneland Group and iM FARMING on Twitter
- Kverneland Group on YouTube and LinkedIn



Quest – It is All About Convenience!

Quest online model and product search database is developed to provide a professional tool to serve farmers in the most optimal way when looking for information about their machines. We are pleased that this digital information platform is available for everybody via our websites.

Quest gives direct access to all information to optimise machine usage, via manuals, tips and tricks and up-to-date information, whenever and wherever. It helps to find all Documents, FAQ's and Software in an easy and user-friendly way.



Recent Medals and Awards 2017

Year	Event	Country	Awards	Product
2017	SIMA 2017	France	Machine of the Year award in the Forage Equipment Category	Vicon Extra 736T Vario
	SIMA 2017	France	Special Mentions reward from the SIMA Innovation Awards 2017	Kverneland 2500 i-Plough®
	SIMA 2017	France	Special Mentions reward from the SIMA Innovation Awards 2017	Automatic Feed System for round balers
	SIMA 2017	France	Special Mentions reward from the SIMA Innovation Awards 2017	High Speed Pack (turntable binding system)
	Royal Highland Show	UK	Technical Innovation Awards 2017: Gold Award	Kverneland Exacta TL GEOSPREAD
	Agra Fair	Slovenia	Gold Medal	Kverneland e-drill pneumatic seed drill





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Visit us at www.kvernelandgroup.com

...and follow Kverneland, Vicon and iM FARMING on Social Media:

