





KVERNELAND GROUP'S VISION

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

Our mission is to develop market and support products, systems and service that are giving superior value to customers throughout the whole value chain.

Our products and innovations shall contribute positively to contractors' and farmers' development and long term success.

According to UN estimates, by the year 2050 the world population will have risen to approximately 11 billion. To feed all these people, we will need to optimize the efficiency of food production.

Kverneland Group works closely together with the professional farming community worldwide to meet these challenges. Our goal is simply to make farmers' work easier and more profitable by providing high quality machinery and offering professional after-sales service.



Serving the world's
growing population



Scan the code and
watch the video
about our factory
in Soest.

WHEN FARMING MEANS BUSINESS

Increase productivity and efficiency

Realising the full potential of farming is about growing and developing your business, not only your crop or livestock but also your profit.

Improved productivity and profitability means focusing on the positives and minimising disadvantageous aspects by strong, dedicated management.

Success springs from determination and clear targets, from laying down

the appropriate strategy and allocating correct investments for the future.

High-quality results require the right ideas and equipment. When there is work to be done, you need the optimal setup and smart solutions that support you towards an easier, more profitable way of working.

You need solutions that make tough and demanding conditions less complicated.







Listening to the farmers' needs - setting historical milestones

Kverneland Group Soest - at a glance

With more than 65 years of experience and expertise in seeding technology and as inventor of the pneumatic seeding technology, Kverneland Group Soest is a leading manufacturer of seed drills, precision drills and seeding combinations

- Competence centre for sowing technology within the Kverneland Group.
- Manufacturer of seed drills and precision drills.
- Founded in 1948.
- First pneumatic seed drill introduced in 1966.
- 75.000m² roofed facility.



A RICH HISTORY FULL OF MILESTONES

The Kverneland Group Soest evolved from the former "Heinrich Weiste & Co. GmbH", later "Accord Landmaschinen GmbH" which was founded in 1948.

Accord, the pioneer in agricultural technology, introduced new, revolutionary ideas into the field and became one of the most important manufacturers of innovative sowing and fertilizer technology.

In order to extend the international sales distribution and in order to benefit from established distribution network, in 1996 the company Accord Landmaschinen was integrated in the Kverneland Group as "Kverneland Group Soest GmbH", the centre of competence for sowing technology.

Within the Kverneland Group, there are production sites in

Norway, Danmark, Germany, France, the Netherlands, Italy, Russia and China and sales companies in more than 17 countries. Our machines are exported to another 60 countries worldwide.

In 2012, the Kverneland Group became part of the Japanese Corporation Kubota and is now producing a wide range of sowing technology for the two brands Kverneland and Kubota.



We are shaping the future of sowing technology and bring it down to earth towards efficient farming solutions

PRODUCTIVITY QUALITY OPTIMIZATION

KAIZEN - process
of constant
improvement

The current manufacturing site in Soest was established in 1948, becoming one of the most modern and efficient pneumatic seed drill factories in Europe.

The focus is on continuously optimization of the production processes, maximizing product quality, increasing productivity.

Key in this process are our employees. By ongoing training, employees are made aware of how success is being achieved

by daily perfection, right down to the smallest detail.

The KAIZEN philosophy is a major driver in the manufacturing concept where we constantly strive to further improve the quality performance and the production flow.

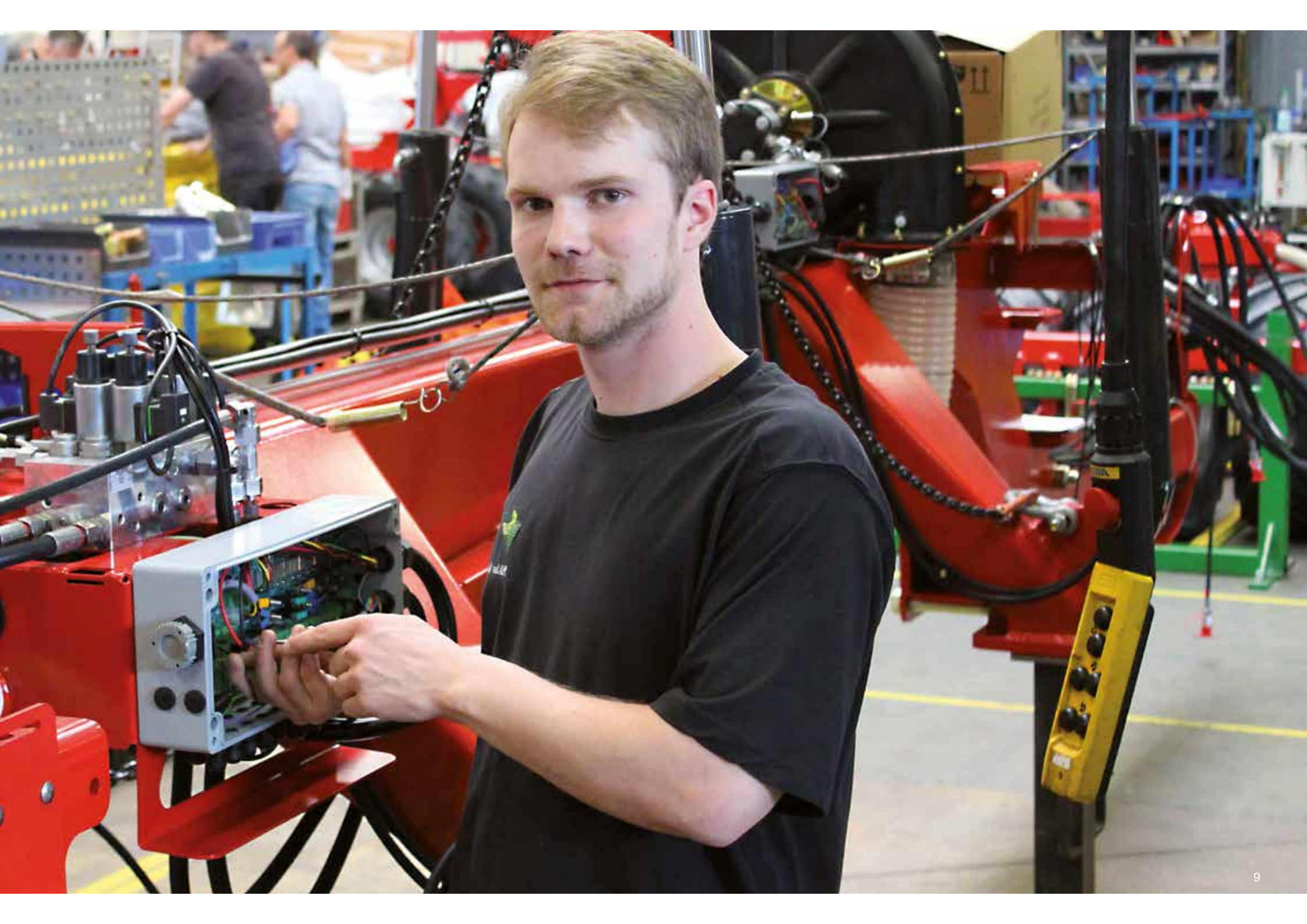
This also facilitates the adjustment to the changing demands of the market. Kverneland Group Soest offer one of the broadest and most

complete product range of seed drills and precision drills. These are produced for two brands: Kverneland and Kubota.

The keyword here is flexibility. Thanks to the modular design of the product range, it's possible to produce different models on the same production line in a continuous and efficient flow.

We enjoy the job
work, use our skills,
develop our talents
and encourage
personal growth









CUSTOMER FIRST FOCUS ON QUALITY



It is our task to offer the right systems for your daily work and requirements, helping you to reduce costs and to increase yield.

In order to define and master these challenges, we are in close contact with the farmers and contribute thus to

more efficiency of your business.

Kverneland Group Soest is continuously striving towards perfection with a constant focus on the overall quality as well as a close attention to all details.



Customer satisfaction by constant quality control



CREATING VALUE THROUGH INNOVATION

Innovation is the future

Innovation is the basis for our business and competitiveness. Research and development is a vital part of our continued development. We constantly strive to create value for our customers by developing new products and optimising existing ones.

Innovation is the future – not just for us, but also for our customers, helping them to

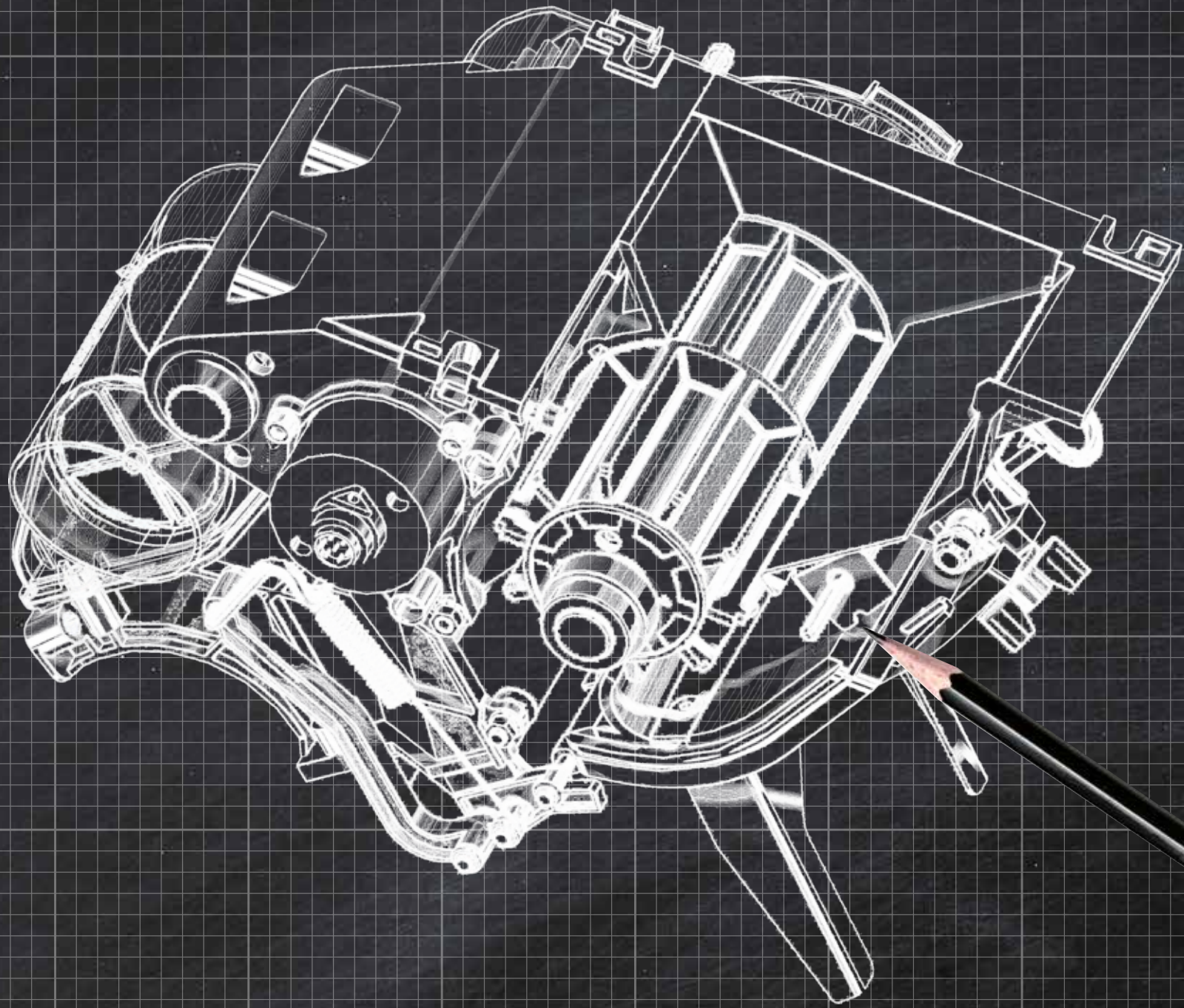
tackle the ever changing demands in modern agriculture. Capacity and cost of ownership are key words within agriculture, thus a large part of our product development is volume orientated - making farming more efficient.

At Kverneland Group Soest, new machines and concepts are developed by the R&D, Product Management and Manufacturing departments working closely

together involving also our customers. All new machines are thoroughly tested in collaboration with farmers and contractors around the world, ensuring that the quality and design are right.

Understanding market trends and the possibilities of new technologies, have always been the basis for the development of sowing implements.





SMART SOLUTIONS: WE SUPPORT FARMERS TO FEED THE WORLD

Perfect sowing is the first step to high yields. Mistakes made at this early stage are difficult to correct, poor sowing can reduce your yields even before the crop emerges from the soil.

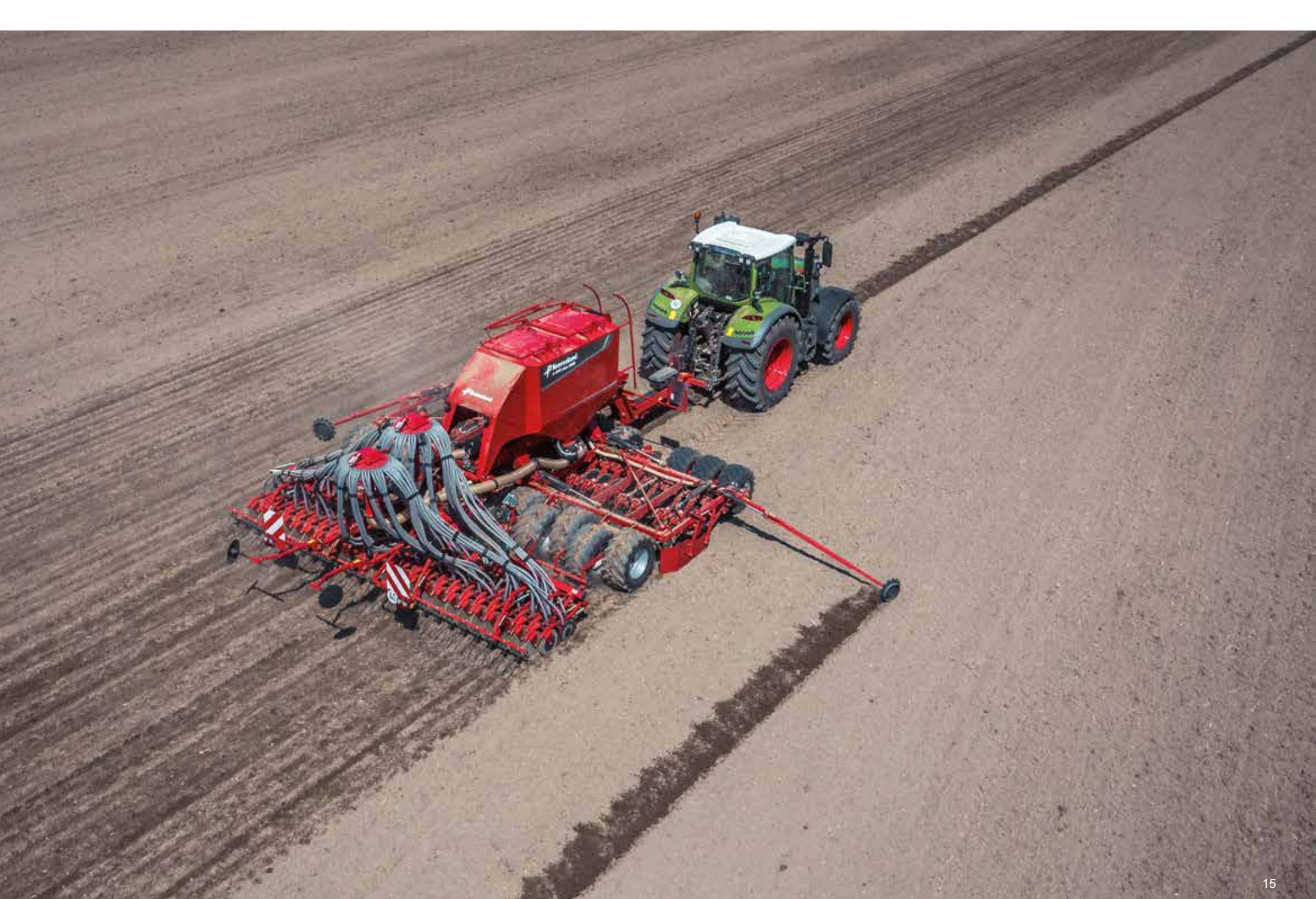
The pneumatic drilling technology of Kverneland meets these challenges and guarantees a tailor-made precise seeding operation for a great variety of crops with optimum seed distribution and

seed placement.

Decades of engineering experience and the competence proven by sales of over 65,000 units of the Kverneland Pneumatic Distribution System, are all part of the products.



Innovative technology for professional farmers and contractors worldwide



PRECISION SEEDING FOR MAXIMUM EFFICIENCY

Smart farming technologies for increased efficiency and operator's convenience

For all tillage and row crop establishment methods, Kverneland offers proven technology meeting all precision seeding requirements.

Today Precision Farming has become more and more important. The more precise and evenly the seed is sown, the higher the possible yield.

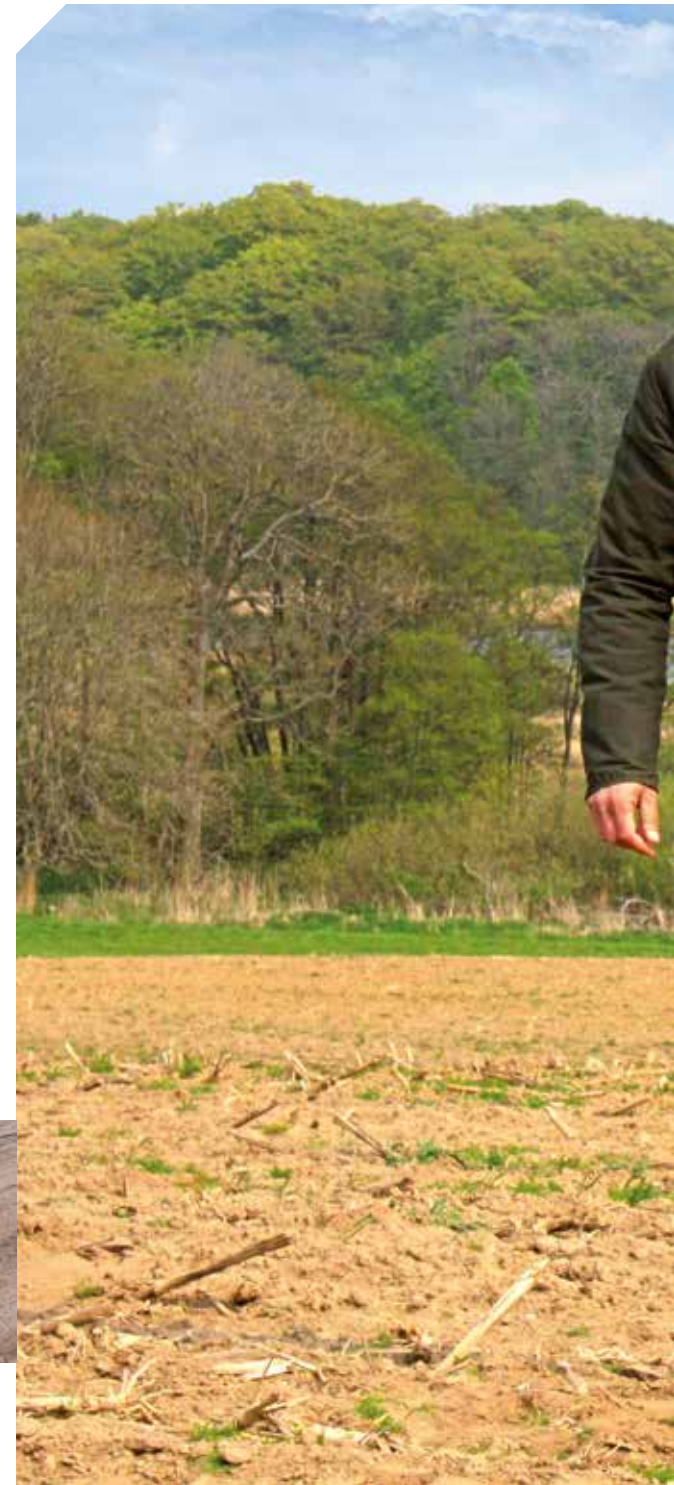
With GEOCONTROL and the patented 2-D seed placement GEOSEED®, Kverneland

Group offers two smart farming ISOBUS applications.

With the defined seed application by GEOSEED® in parallel or diamond pattern, all plants benefit from the same access to nutrients, water and sun which will result in strong plant populations, smooth harvesting and increased yields.

Synchronized over the whole field, mechanical weed control becomes possible also across

the seeding direction which offers a strong advantage for the environment.









iM FARMING SMART, EFFICIENT, EASY

Maximum return on investments, that is what iM FARMING, Kverneland Group's concept for Precision Farming solutions, is all about. iM FARMING describes and presents Kverneland's offering of ISOBUS machines and solutions for electronic steering.

The farming society is becoming more and more aware of the potential benefits of Precision

Farming for crop production and the environment. Savings of seeds and fertiliser by more precise application and avoiding any double application have an immediate pay-off!

Smart and modern technology prevents waste of expensive seeds, fertiliser or chemicals and ensures perfect alignment on the headlands and in odd-shaped fields.

All plants benefit from the same access to nutrients, water and sun which will result in strong plant populations, smooth harvesting and increased yields.

Kverneland Group's iM FARMING precision farming solutions makes farming smart, efficient and easy.



KVERNELAND GROUP

A LEADING INTERNATIONAL MANUFACTURER OF AGRICULTURAL MACHINERY

Kverneland Group has a strong global and local presence. The Group has its own sales network in 19 countries, and exports to a further 60 countries. The products are produced in 8 factories, all acting as specialised

competence centres with Production, R&D and Product Management closely linked. There are factories located in Norway, Denmark, Germany, France, the Netherlands, Italy, China and Russia.

Kverneland Group was founded in 1879, has 2000 employees, and its headquarters are in Klepp, near Stavanger, Norway.

- 1 Kverneland Group Klepp
- 2 Kverneland Group Noege
- 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 Nieme-Vermeep
- 16 Kverneland Group Benelux
- 17 Kverneland Group Mechatronics

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

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

- 30 Kverneland Group CIS
- 31 Kverneland Group Lapland
- 32 Satellite Warehouse Russia
- 33 Kverneland Group Representative Office Beijing
- 34 Kverneland Group Dazhong



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