



The Future of Farming

# Welcome to Kverneland Group

Corporate Presentation 2025

# We are 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 implements, electronic solutions and digital services.

Productivity, efficiency, and sustainability are 3 important principles in today's agriculture, driving us every day to continuously develop our Agricultural Implement Technology. Kverneland Group offers an innovative range of soil and seeding equipment, forage and bale equipment, spreading, spraying, electronic solutions and digital farm services for agricultural tractors and implements.

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. At the end of 2024, Kverneland Group had 2 447 employees of which 81% work outside of Norway. Since 2012 Kverneland Group is part of Kubota Group.

# Kverneland Groups History



**1879**

Factory founded by  
O.G. Kverneland  
(Production of  
Scythes & Sickles)  
Norway

**1894**

Production of  
horse ploughs and  
harrows starts

**1983**

Kverneland AS is listed on  
Oslo stock exchange

**1991-1998**

Acquiring  
Maletti, Italy (PTO implements)  
Taarup, Denmark (Forage implements)  
Accord, Germany (Seeding)  
Greenland Group (Forage & Baling – Vicon Brand)  
and Rau GmbH

**1928**

The first  
Kverneland tractor plough  
is developed

**1972**

Launch of the reversible plough,  
worlds first reversible  
plough with automatic  
stone release

**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 Galignani srl

**2012**  
 Kubota Corporation acquires Kverneland Group and takes full ownership in May '12



**For Earth, For Life**  
 Kubota

**2014**  
 iXperience center in Nieuw-Vennep opens at Kverneland Group's Crop Care Factory

**2016**  
 Investments at the plough factory (NO) in new halls for hardening processes and R&D activities

**2011**  
 Kverneland Group opens new assembly plant in Daqing/China

**2012**  
 Kverneland Group purchase the baler factory from Galignani s.p.a

**2013**  
 Reopening of Kverneland Group Soest Factory with new paint shop



**2018**

Kverneland Group moves its central distribution centre for spare parts to a new location in Thionville, France

**2022**

Kverneland Group celebrates being 10 years part of Kubota

**140**  
1879  
2019

**2017**

Kverneland Group acts as a distributor of sister company Great Plains in Western Europe, Poland and Hungary

**2019**

Kverneland Group celebrates 140 years

**2022**

Kverneland Group acquires 80 % of the shares in ROC S.R.L. located in Italy

 **10 years** part of 

**2023**

Kverneland Group acquires BCT, specialist in mechanical weeding, located in France



# 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 EXTRA generation with new cutterbar concept
- 2010 Vicon celebrates its 100 years anniversary within farm mechanisation
- 2011 Introduction of GEOSPREAD
- 2016 First FastBale sold, performing non stop baling/wrapping
- 2016 Award winning Vicon QuattroLink mowers
- 2018 Vicon launches GEOMOW and GEORAKE
- 2019 Vicon Extra 700 Mower Conditioners received Technical Innovation Award 2020 at Royal Highland Show, UK

# Kverneland History

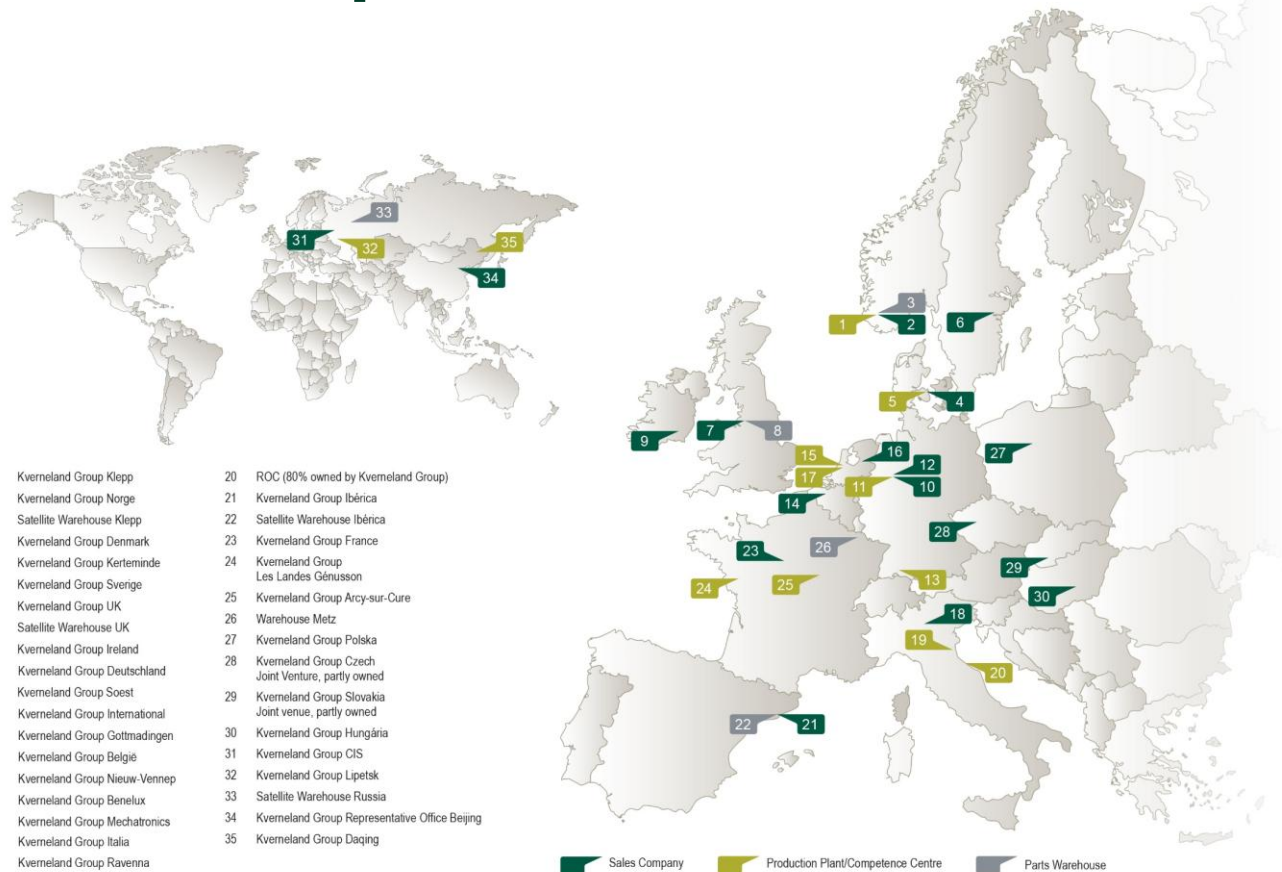
- 1879 Factory founded by Ole Gabriel Kverneland (Production of Scythes, sickles and knives)
- 1882 The first plough is exhibited in Stavanger, Norway, and O.G Kverneland receives a diploma
- 1894 Production of horse ploughs and harrows starts in 1894
- 1910 Plough production takes off. The horse drawn plough hits 1st record
- 1928 The first Kverneland tractor plough is developed
- 1952 The Kverneland Silofork (hay fork) is introduced
- 1966 Start with Accord pneumatic system
- 1972 Launch of the reversible plough, world's first reversible plough with automatic stone release
- 1983 Kverneland AS is listed on the Oslo stock exchange
- 1985 Start with Precision drills
- 1986 Kverneland merges with Underhaug, adding bale wrappers to the Kverneland product range
- 1992 Launch of the Kverneland Packomat, that integrates ploughing and packing into one operation
- 1993 Acquired Taarup, Denmark (Forage implements)
- 1996 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). Kverneland celebrates its 125 years anniversary
- 2013 Launch of the Kultistip and Qualidisc Farmer
- 2017 Launch of mounted Turbo range and ISOBUS Cultivators
- 2019 Kverneland celebrates its 140 years anniversary
- 2022 Kverneland launches PUDAMA, a systematic focused spot fertiliser application during maize sowing
- 2023 Kverneland acquires BCT, France, mechanical weeding range



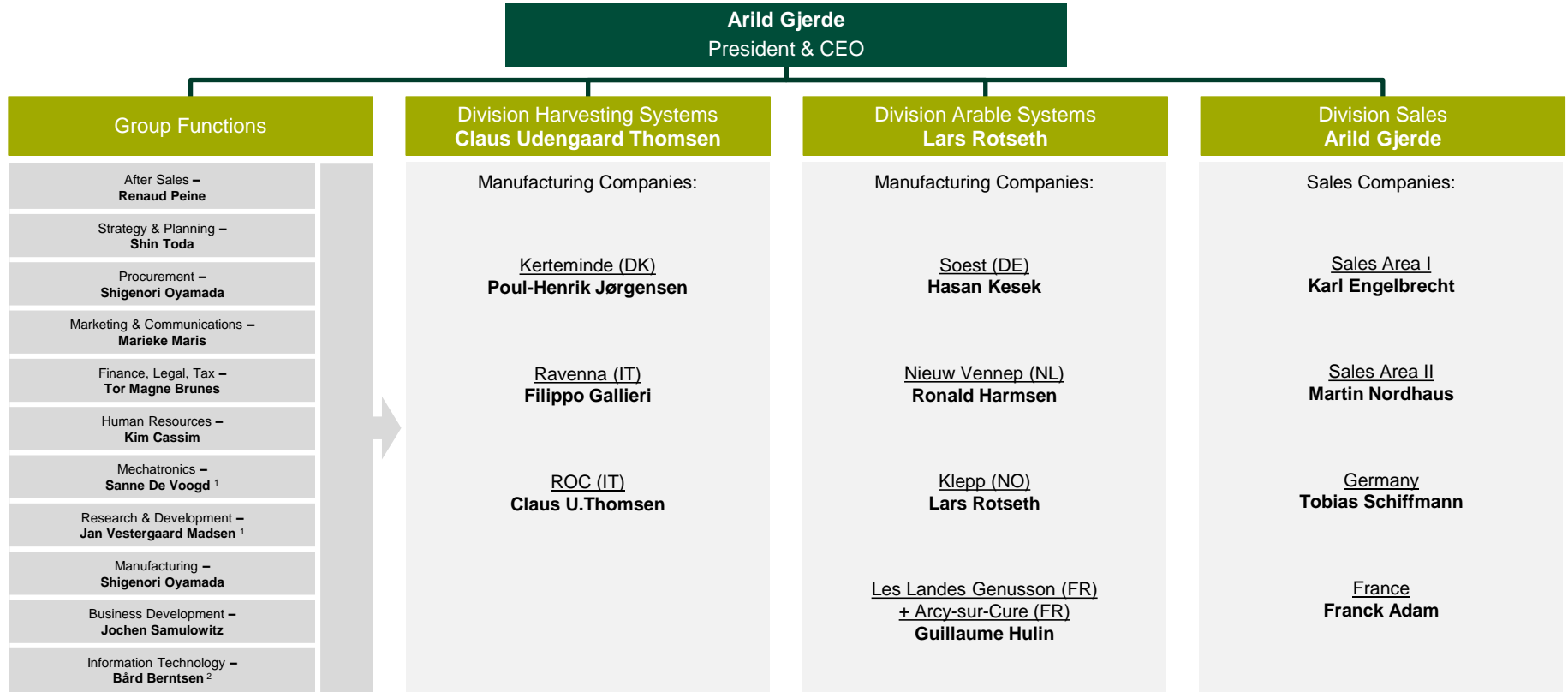
**KVERNELAND**



# Kverneland Group's International Presence



# Organisation Structure



Notes: (1) reports into Claus Udengaard Thomsen (2) reports to Hideo Fujimoto (KHE IT) and matrix to T.M.Brunes

# Business Structure & Manufacturing Competence

## Arable Systems Division



### Plough Equipment

Conventional  
Ploughs,  
Reversible  
Ploughs,  
Eco Ploughs  
and Packers

### Soil Equipment

Stubble and  
Seedbed  
Cultivators,  
Compact Disc  
Harrows,  
Subsoilers and  
Strip Tillers

### Soil / Seeding Equipment

Precision Drills,  
Seed Drills,  
Seed Drill  
Combinations,  
Tine Seeders  
and Power  
Harrows

### Weeding Equipment

Rotary Hoes,  
Inter-row  
Cultivators,  
Guidance  
Interface

### Crop Care Equipment

Sprayers,  
Spreaders

## Harvesting Systems Division



### Forage Equipment

Mowers,  
Tedders, Rakes,  
Bale Choppers

### Bale Equipment

Balers, Non-  
stop Balers,  
Wrappers,  
Choppers and  
Rotary Tillers

### Merger Equipment (80% Ownership in ROC)

Kverneland Group Business Structure exists of 2 Divisions with 11 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.



# Arable Systems Division: Plough Equipment

Manufacturing site located in: **Klepp, Norway**

Production of Plough Equipment, Conventional ploughs, Reversible ploughs, Eco ploughs and Packers



# Arable Systems Division: Cultivation Equipment

Manufacturing site located in: **Les Landes-Genusson, France**

Production of Stubble and Seedbed Cultivators, Compact Disc Harrows, Subsoilers, Strip-Tillers



# Arable Systems Division: Weeding Equipment

Manufacturing site located in: **Les Landes-Genusson, France**

Production of Inter-row Cultivators, Guidance Interfaces and Rotary Hoes





# Arable Systems Division: Seeding Equipment

Manufacturing site located in: **Soest, Germany**

Production of Precision Drills, Seed Drills, Seed Drill Combination, Tine Seeders and Power Harrows



# Arable Systems Division: Crop Care Equipment

Manufacturing site located in: **Nieuw-Vennep, The Netherlands**

Production of Field Sprayers and Fertiliser Spreaders



# Harvesting Systems Division: Forage Equipment

Manufacturing sites located in: **Kerteminde, Denmark**  
Production of Mowers, Tedders, Rakes and Bale Choppers

Manufacturing sites located in: **Gottmadingen, Germany**  
Competence Centre for Rakes and Tedders



# Harvesting Systems Division: Bale Equipment

Manufacturing site located in: **Ravenna, Italy**

Production of Balers, Bale-Wrapper Combinations, Bale Wrappers and Choppers



# Harvesting Systems Division: Merger Equipment

Manufacturing site located in: **Rimini, Italy**

Production of Merger Equipment



# Kverneland Group Manufacturing Sites



**Kverneland Group Klepp**  
Norway  
Ploughs



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



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



**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 and Seeding Combinations



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



**Kverneland Group Nieuw-Venep**  
The Netherlands  
Field Sprayers  
Fertiliser Spreaders



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



**Kverneland Group Les Landes-Genusson**  
France  
Stubble and Seedbed Cultivators,  
Compact Disc harrows, Subsoilers, Strip Tillers,  
Inter-row Cultivators,  
Guidance Interfaces and Rotary Hoes



**Kverneland Group Rimini**  
Italy  
Mergers  
ROC 80% owned by Kverneland Group



# Group Functions: Mechatronics BV

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

Kverneland Group has it's own advanced Competence Centre for electronic steering and control solutions for agriculture implements. Mechatronics is taking a leading position in developing intelligent implement systems by incorporating high technology into the most user friendly, seamless farming solutions.



# Group Functions: After Sales

Global Parts Distribution centre located in:  
**Metz, France**

Satellite warehouses located in:  
**Klepp, Norway**  
**St. Helens, UK**







## Group After Sales

ORIGINAL  
PARTS

Kverneland Group parts are manufactured to the same high standards and strict specifications as the Kverneland Group machines. **Original Parts** will always work and fit as intended, and will keep your machine running at maximum performance. Only Original Kverneland Group parts are the guaranteed solution to achieve what is expected of our high quality products and solutions.





# Standard Two Years Warranty

\*Terms and Conditions apply.

## We believe in our high quality products!

Our machine design comes from long study, thorough test plans and passion from experienced R&D engineers to optimise the quality and efficiency leading to high customer satisfaction year after year. Implements produced by Kverneland Group (all brands) delivered from 1st September 2022 come standard with a two-year warranty from the date of delivery.\*



# 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.



# Implications on the Agricultural Value Chain

As part of Kubota, we have **Environment, Society and Governance (ESG)** integrated in our overall **business strategy and purpose**, focusing on how we treat people and the planet.





# iM FARMING

The Future of Farming is in Smart/Precision Farming Solutions: Kverneland Group's offering within Smart/Precision Farming can be recognized by our communication concept **iM FARMING**



# iM FARMING – Smart, Efficient, Easy

Since the late 90s, Kverneland Group has been strongly investing in the **development of smart/precision farming technology for implements**, all aimed to make the practice of farming more easy, accurate and controlled when it comes to growing crops and raising livestock. Our key basis component is the ISOBUS technology on the implements, and IsoMatch terminals to make use of information technology such as GPS guidance, control systems, sensors, variable rate technology, automated hardware, telematics, and software.



The smart/precision farming offering can be identified by iM FARMING, our communication concept, explaining the solutions in terms of efficiency, cost saving and comfort of use.

# Farming For a Better Tomorrow



## 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 and 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.

We therefore continue to strive for a better tomorrow with our **precision farming** product offering. Making sure farmers can be more **sustainable** and **efficient** in everything they do. With our electronic systems like Tellus PRO, we help the farmer to achieve a **higher yield**, while our telematics tool FarmCentre enables the farmer to be fully in **control** of tasks and reporting **online**. Each and every product is made to benefit the farmer and the world.



# A Unique Telematics Focus On the Implement

## FarmCentre

Kverneland Group Mechatronics has developed **IsoMatch FarmCentre linking implements, tractors, terminals and the cloud in one continuous flow of data and connectivity.**

By being connected and having all information easily available, IsoMatch FarmCentre provides machinery optimisation and improved farm management. By being connected and having all information easily available, IsoMatch FarmCentre enables you to enhance sustainability through efficient resource management and waste reduction.





# In the Lead with ISOBUS



All ISOBUS machines produced by Kverneland Group can be recognised by the AEF/ISOBUS 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. Tellus Go / Tellus PRO) in your tractor cabin.



# Recent Medals and Awards



## SPACE 2023 IN FRANCE

The Kverneland PUDAMA innovation won 3 Innov'Space awards at the SPACE trade show in France. an INEL D'Or, an Innov'Space 2 stars award, and a special 3 star award for jury's special mention.



## LAMMA 2024 IN UNITED KINGDOM

The PUDAMA system was given the IAgRE environmental award. Judges could clearly see how targeted fertiliser application during maize sowing would reduce the negative impact that excess fertiliser has on the environment, awarding gold for environmental innovation.



## FIMA 2024 IN SPAIN

Kverneland's PUDAMA system has been awarded as Outstanding Technical Novelty in the FIMA Technical Novelty Contest, in the category "Driven machines and fixed and mobile installations".

# Strong Online Presence

We are a social company - being online to meet and interact with our customers and stakeholders is important for us!



Visit us on: **Websites (corporate and national)** - [Kverneland Group](#), [Kverneland](#) and [Vicon](#)





# Career opportunities in Kverneland Group!

We are international market leaders in supporting and transforming the agricultural industry. Our long history and pioneering legacy directly results from the collaborative efforts of a culturally diverse group of people working across the globe. Whether you're an experienced professional or a well-qualified graduate, we offer exceptional opportunities to build your career in several working areas.

See our vacancies at: [Job Vacancies / Career / KvernelandGroup Corporate site](#)





The Future of Farming

# Visit us at [kvernelandgroup.com](https://kvernelandgroup.com)

