

DEVELOP WITH  
**DEERE**  
2018

# Welcome

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Director Marketing

R2: Europe, CIS, North Africa, Near & Middle East





## JOHN DEERE AT A GLANCE

Headquarters: Moline,  
Illinois, United States

Employees worldwide: 60,480

Total net sales and revenues:  
29,738 BN US-\$

Net income: 2,159 BN US-\$

Samuel R. Allen has been CEO  
and chairman since 2010



# PORTFOLIO **JOHN DEERE SOLUTION**

Agricultural Equipment

Construction Equipment

Turf Equipment

Forestry Equipment

Financial Services

Power Systems

Intelligent Solutions

Worldwide Parts Services





# PORTFOLIO **AGRICULTURAL EQUIPMENT**

Tractors

Combines

Hay & Forage

Crop Care

Intelligent Solutions

Parts & Service



## REGION 2 LOCATIONS

>17,000 employees

17 manufacturing locations

12 sales & marketing offices

1 technology center

1,500 dealer outlets with  
25,000 dealer employees





# OUR WORLD IN CONTINUOUS CHANGE



Growing world-  
wide population



Higher standard  
of living



Climate change

CHANGE ALWAYS  
COMES WITH  
OPPORTUNITY

Deere has always been  
ready and willing to  
embrace it

# DIGITAL TRANSFORMATION

## *A Megatrend Worldwide and in Europe*

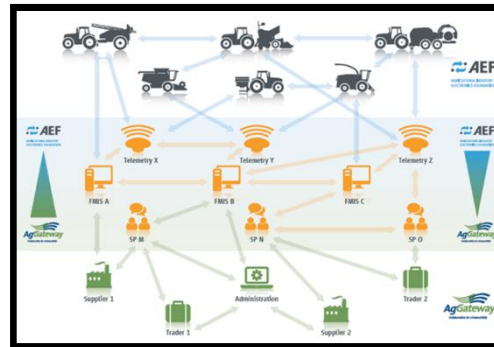
### Globally – All Industries



- Ø >1 Trillion \$ global spend in 2018
- Ø Industry 4.0
- Ø Autonomous Vehicles
- Ø Connected Homes

\*Source: IDC Worldwide Spending on Digital Transformation online, 12 June, 2018

### Globally – In Agriculture



- Ø Growing portions of R&D spend
- Ø FMIS to Cloud
- Ø Big Data Management/-Analytics
- Ø Autonomous Vehicles

\*Source: Internal Reports

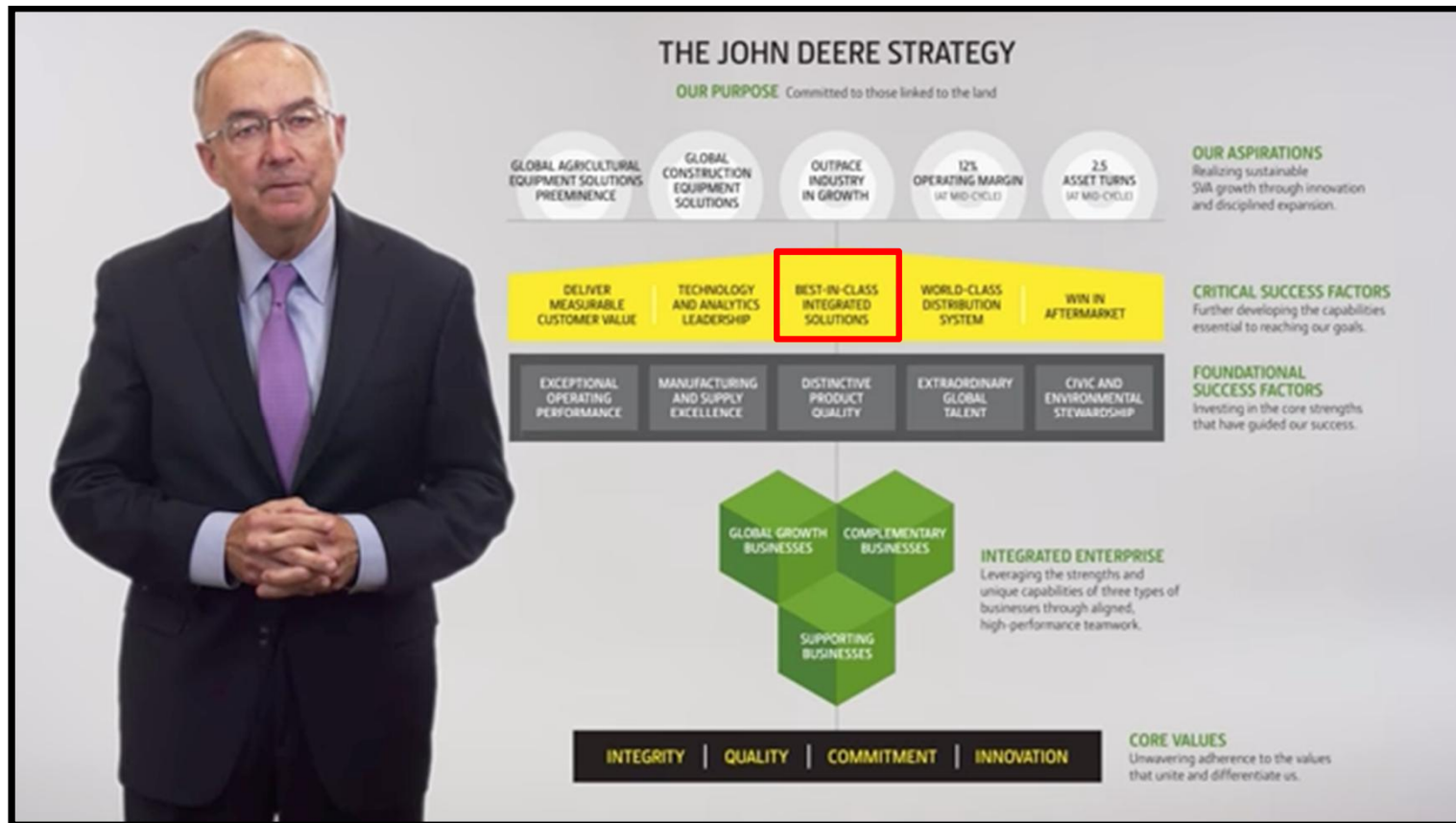
### Globally – At John Deere



- Ø Significant portion of R&D spend
- Ø Automatic Guidance
- Ø Telematics
- Ø JDOperations Center

\*Source: Internal Reports

# THE JOHN DEERE STRATEGY





# JOHN DEERE – INTEGRATED SOLUTIONS

WHAT MATTERS

## AUTOMATION



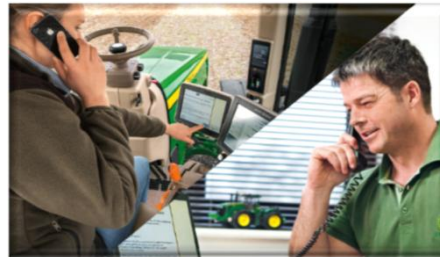
Better **Machine Operation** Due to Automation



## MACHINE OPTIMIZATION



Better **Uptime & Performance** Through Connected Support



## JOB OPTIMIZATION



Better **Job Execution**



## AGRONOMIC OPTIMIZATION

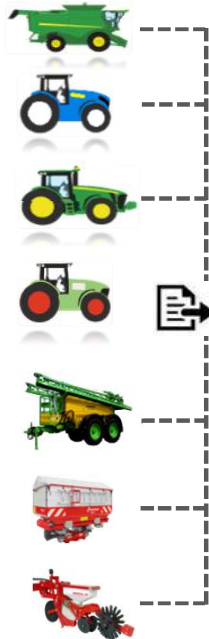


**Higher yields** with Less Input

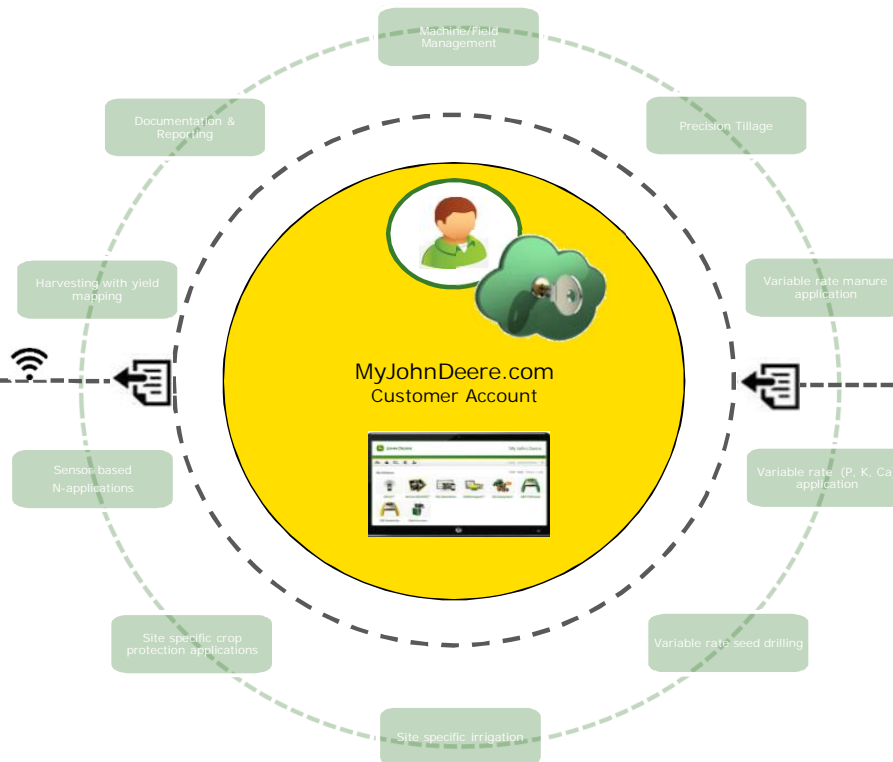


# THE DIGITAL ECO-SYSTEM IN AGRICULTURE

## Customer Fleet



## Customer Applications

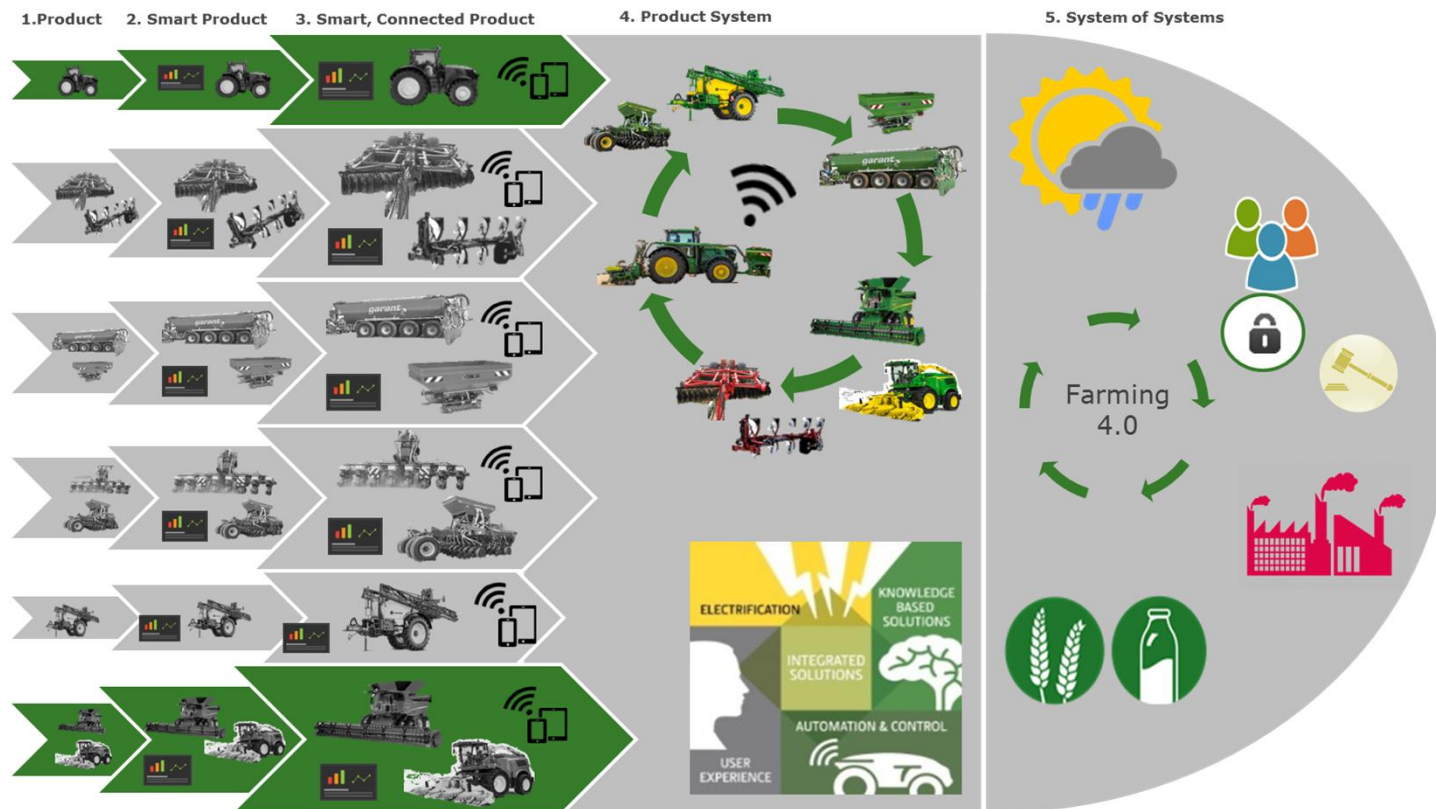


## Partners





# THE IMPORTANCE OF CONNECTED SOFTWARE COMPANIES



## SUCCESS WITH DwD CONFERENCES - US



- 2013; 1st DwD Conference
  - 2014; 2nd DwD Conference
  - 2015; 3rd DwD Conference
  - 2016; 4th DwD Conference
  - 2017; 5th DwD Conference
  - 2018; 6th DwD Conference
  - 2019; 7th DwD Conference planned
- à > 100 Connected Companies



## RECENT SUCCESSFUL COLLABORATIONS IN R2



**KRAMER**



- Complementing the John Deere product range
- > 200 distribution agreements signed with JD Dealers
- > 30% sales growth in the first year



- Replacing JDFieldConnect & expanding product range
- > 100 distr. agreements signed with JD Dealers - WW
- Significant sales growth in the first year

# NOW IS THE TIME TO COLLABORATE

*....more successful Farmers*



The Digital Ecosystem in Ag will:

1. ... not be supplied by „a single company“
2. ... enable seamless/wireless data transfer between machines, input suppliers, business partners, etc.
3. ... enable all of us to collaborate
4. ... enable farmers to achieve unprecedented productivity and sustainability levels in Agriculture





**JOHN DEERE**