Digitalization and Service Journey

IAgreE Landwards Conference 2019

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Agenda

1. CNH Industrial – Who are we?

2. Digitalization – the first steps

3. Digitalization – the next steps

CNH
INDUSTRIAL

CNH INDUSTRIAL
Key Figures

One of the largest capital goods companies on the planet

5 GLOBAL SEGMENTS

AGRICULTURE

CONSTRUCTION

COMMERCIAL
& SPECIALTY VEHICLES

POWERTRAIN

FINANCIAL SERVICES

Note: all figures provided in this presentation are on a US GAAP $ basis and updated at December 31, 2018, unless otherwise indicated

12
BRANDS

66
PLANTS

54
R&D CENTERS

$1.1 BILLION
R&D SPENDING

64,625
EMPLOYEES

180
NATIONAL MARKETS

$29.7 BILLION
CONSOLIDATED REVENUES

OUR COMPANY:
SEGMENTS AND KEY FEATURES

AGRICULTURE

Second largest manufacturer
of agricultural machinery

CASE IH   STEYR TRAKTOREN   NEW HOLLAND AGRICULTURE

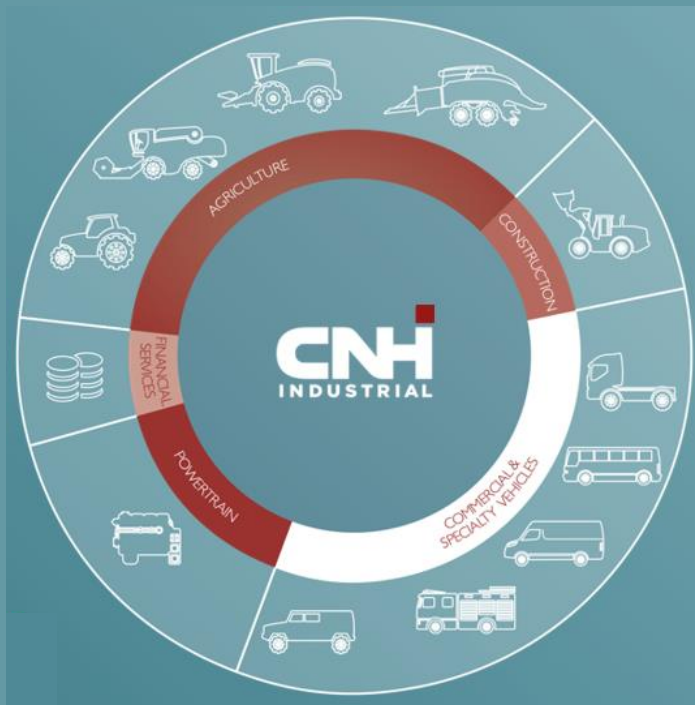## FINANCIAL SERVICES

A global leader in equipment
finance, supporting customers and
dealers with tailor made solutions

CNH INDUSTRIAL | CAPITAL

POWERTRAIN

Global number one in highly regulated markets,
producing more than half a million engines a year
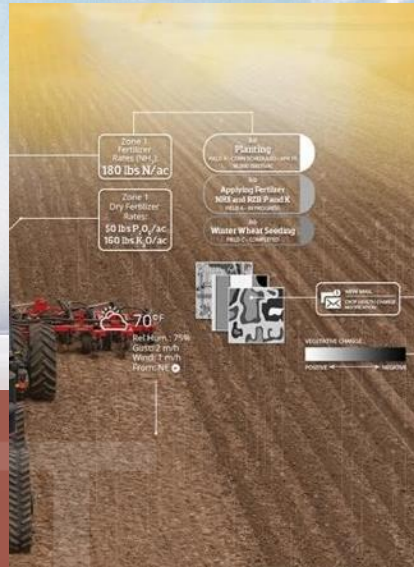and market leader in alternative fuels powertrains

FPT POWERTRAIN TECHNOLOGIES

CONSTRUCTION

A global player in the
manufacturing of
construction equipment

CASE CONSTRUCTION   NEW HOLLAND CONSTRUCTION

COMMERCIAL & SPECIALTY VEHICLES

Fifth largest manufacturer
of commercial vehicles and the
European market leader in natural
gas commercial vehicles and buses

IVECO   IVECO ASTRA   IVECO BUS
HeuliezBus   MAGIRUS   IVECO DEFENCE VEHICLES

CNH INDUSTRIAL

AGRICULTURE · CONSTRUCTION · COMMERCIAL & SPECIALTY VEHICLES · POWERTRAIN · FINANCIAL SERVICES

DIGITALIZATION AND PRECISION FARMING

- **Access to the best technologies and connectivity** reinforce sustainable farming, optimizing the use of inputs while assuring safer and more efficient operations with maximum quality and productivity

- **Open data position** upholds industry-accepted data formats, file types, and machine communication standards such as ISOBUS for the benefit of the customer

- **Strategic partnerships** with mobile data management platforms that integrate and visualize in-season agronomic and machine data while providing key decision support tools for customers

SoilXplorer with the real-time soil scanning system

XPower electro-herbicide for zero-chemical weed control

CropXplorer sensor for optimized N-balance

TILLAGE & SOIL PREPARATION

SEEDING

FERTILIZATION

WEED CONTROL

HARVEST

DIGITALIZATION AND PRECISION FARMING

- **New AGXTEND™ aftermarket brand** specializing in breakthrough precision farming technologies

- AGXTEND™ provides customers of CNH Industrial and third parties with access to a **comprehensive range of** exclusive productivity and efficiency enhancing **precision farming solutions throughout the entire cropping cycle**

- They include zero-chemical weed control, real-time soil sensing systems, near-infrared and sensing systems, a biomass sensing package, and the Internet of Things to combine real-time weather sensor data

What the customer wants?
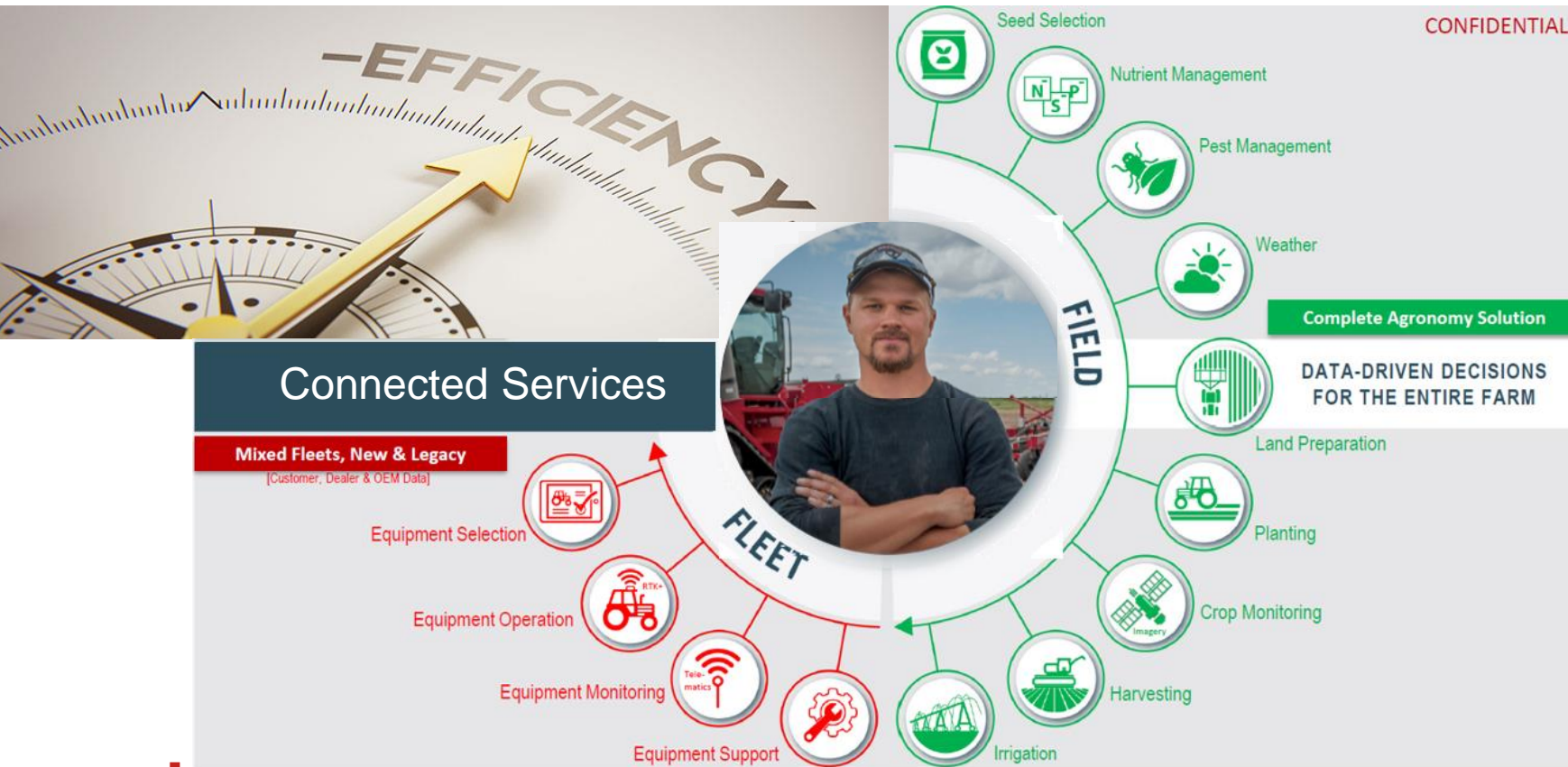
Digitalization as enabler

Connected Services

DIGITALIZATION IS AN ENABLER TO GET TO THE REQUIRED EFFICIENCY

What the customer wants?

Services

Connected Services - Fleet

The Control Room

Control Room Process

| Gather data | Generate insights through analytics | Develop products and services | Contact int. and ext. customers and ext. dealers for action | Measure customer action and satisfaction (UPTIME) | Promote solutions |

QUICKER DIAGNOSTIC

PREDICTIVE MAINTENANCE

PROACTIVE MAINTENANCE

UPTIME - EFFICIENCY

THANK YOU

CONTACTS:
FILIPPO FASSINO
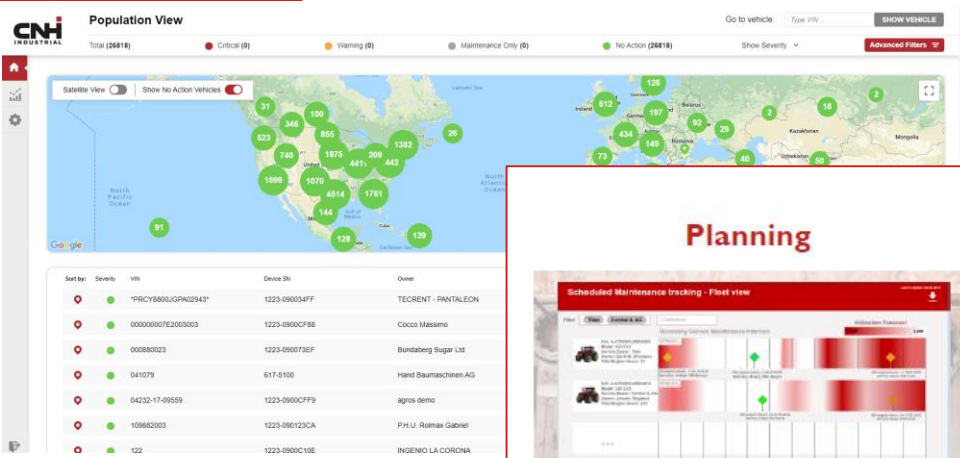FILIPPO.FASSINO@CNHIND.COM
+44 (0) 7710 060757
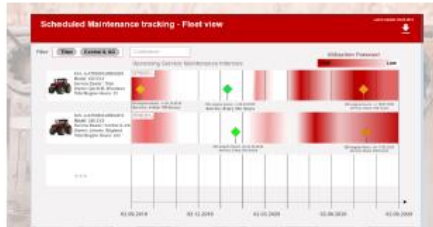CRANES FARM ROAD, BASILDON, ESSEX, SS14 3AD, ENGLAND

Connected Services – Control Room

Develop Products and Services

Scheduled Maintenance

Planning

Dealer and Customer plan long-term maintenance activities considering seasonality in an interactive tool

🕐 Beginning of season, on demand

+ Dealer technician utilization

+ Additional dealer sales touchpoint

+ Ability to plan

Alerting & Scheduling

Dealer and Customer are notified when maintenance activities are upcoming in dealer and customer tools

🕐 Maintenance upcoming

+ Increased equipment uptime

+ Pre-notification of issues

+ Additional dealer sales touchpoint

Maintenance Tracking

Dealer or Customer track maintenance activities performed on task level

🕐 During or after maintenance

+ Increased equipment uptime

+ Additional dealer sales touchpoint

+ Higher equipment resale value