



Technology Evolution in Agriculture:
Changing the Future



QUALITY
COMMITMENT
INTEGRITY
INNOVATION



A LEGACY OF INNOVATION



A LEGACY OF INNOVATION



1934
Model A
Tractor



1946
Combine 45
and
10 Corn Head



1950
No. 8 Cotton
Picker

A LEGACY OF INNOVATION



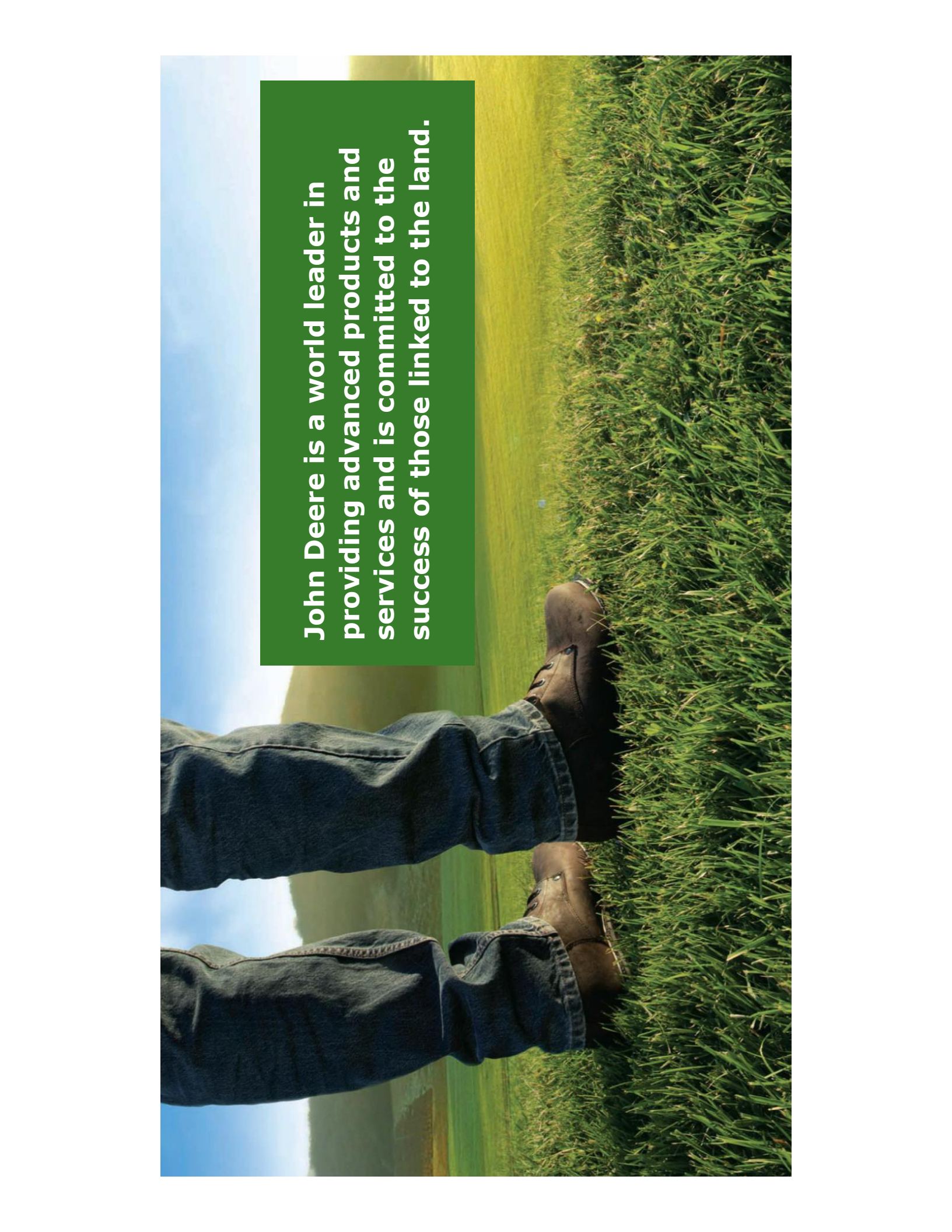
1960
Tractor 1010,
2010, 3010, 4010



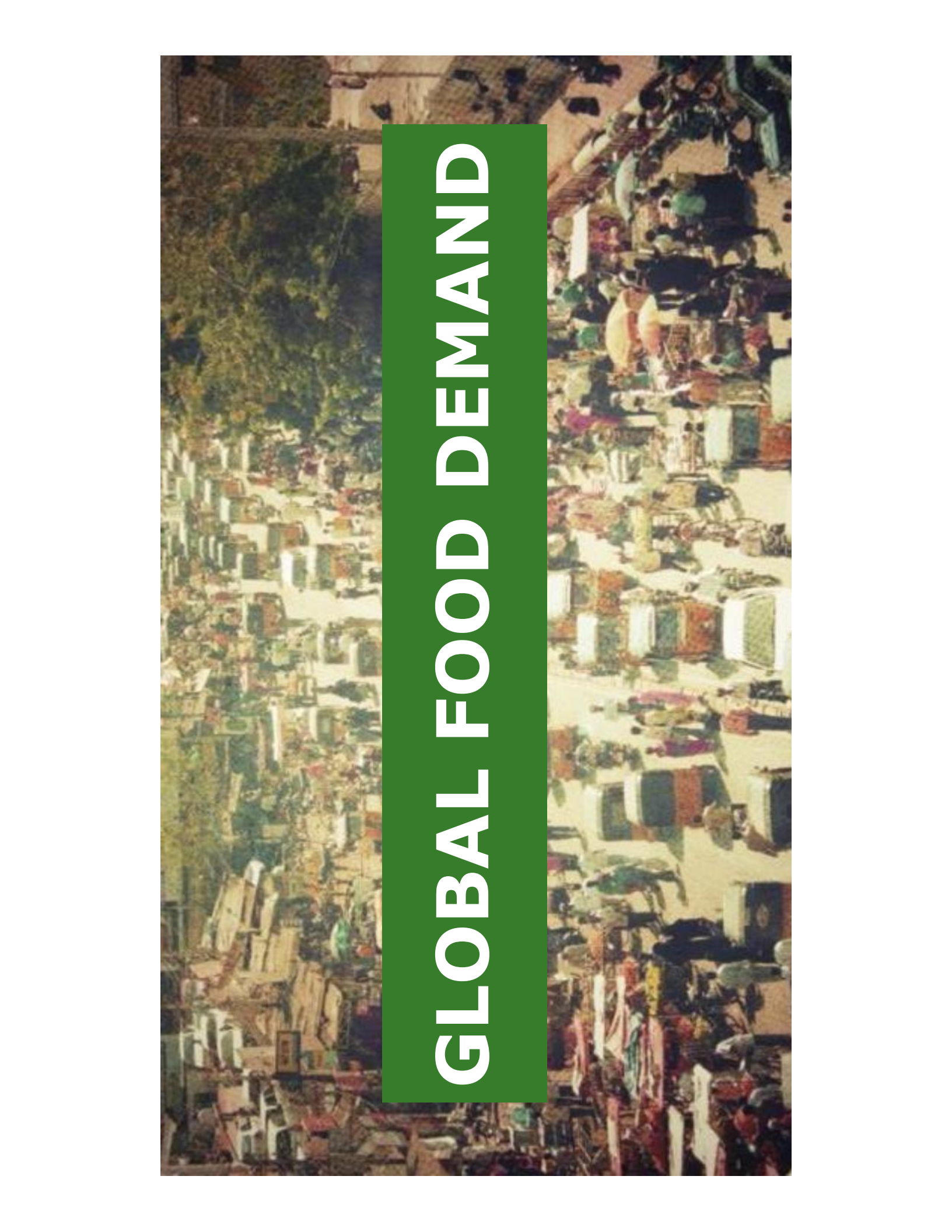
1980
9940 Cotton Picker



1996
Green Star
Precision Farming

A low-angle photograph of a person's legs and feet standing in a field of tall, vibrant green grass. The person is wearing blue denim jeans and brown leather work boots. The background shows a vast, flat green field stretching to a distant horizon under a clear blue sky with a few wispy clouds. A green rectangular text box is overlaid on the right side of the image.

John Deere is a world leader in providing advanced products and services and is committed to the success of those linked to the land.

An aerial photograph of a densely packed informal settlement, likely a slum, with a green banner overlaid in the center. The banner contains the text "GLOBAL FOOD DEMAND" in white, bold, uppercase letters. The settlement is characterized by a high density of small, colorful buildings and structures, with a mix of greenery and paved areas. The overall scene depicts a large, crowded urban area with significant informal housing.

GLOBAL FOOD DEMAND

THE WORLD POPULATION IS EXPECTED TO RISE FROM ALMOST

7 BILLION PEOPLE TO **MORE THAN**
9.7 BILLION BY 2050

— just **35 years** from now.

According to the USDA...

1940 American Farmer:

Fed 19 people a year

Today's American Farmer:

Feeds 155 people a year

To feed
2.7 BILLION
more people by 2050

we must
DOUBLE
our global
food supply.



**MAKE THE MOST WITH
WHAT WE'VE GOT**

TECHNOLOGY

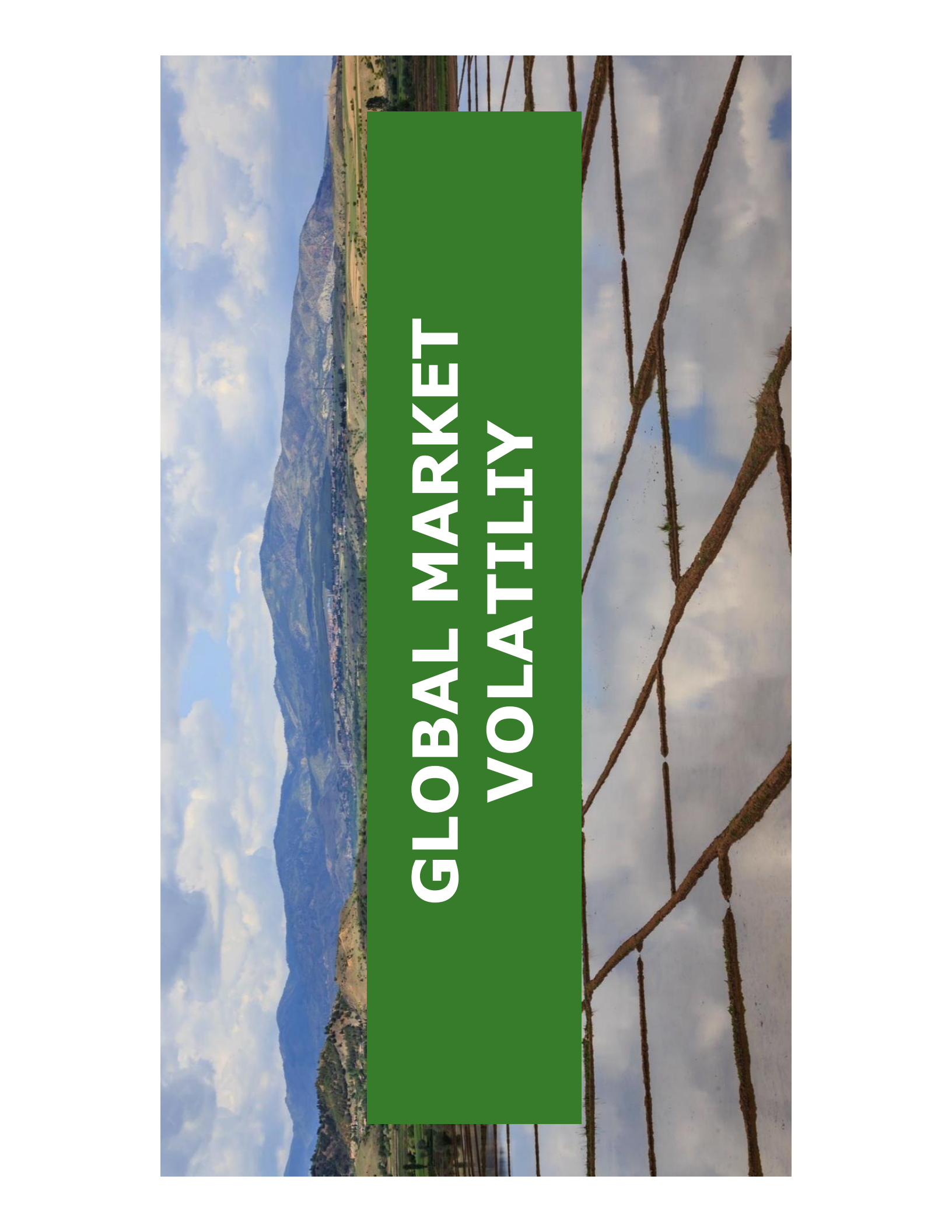




70% of this food
must come from
EFFICIENCY-IMPROVING
TECHNOLOGY.



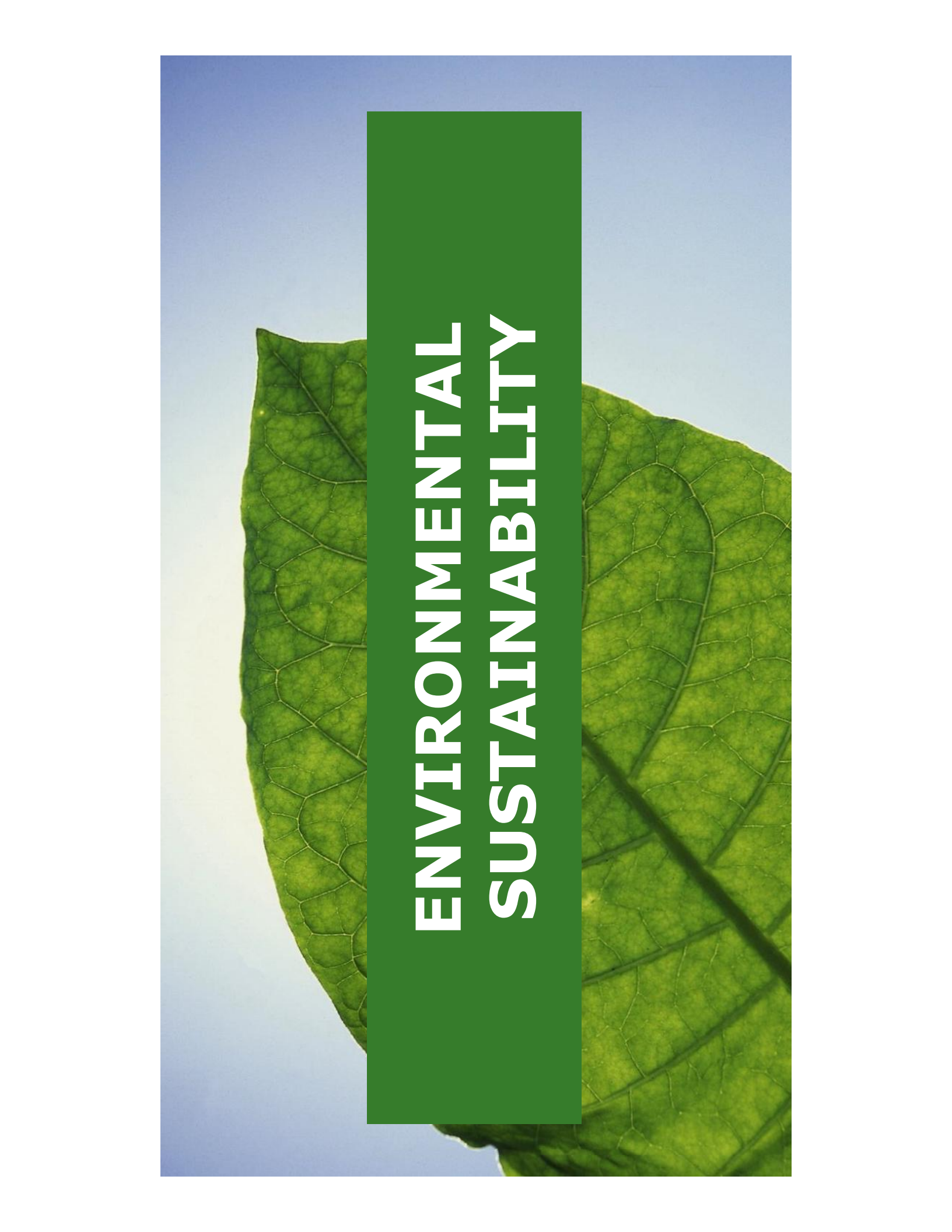
**GROWING DEMAND FOR
MORE FOOD, FEED, AND FUEL**



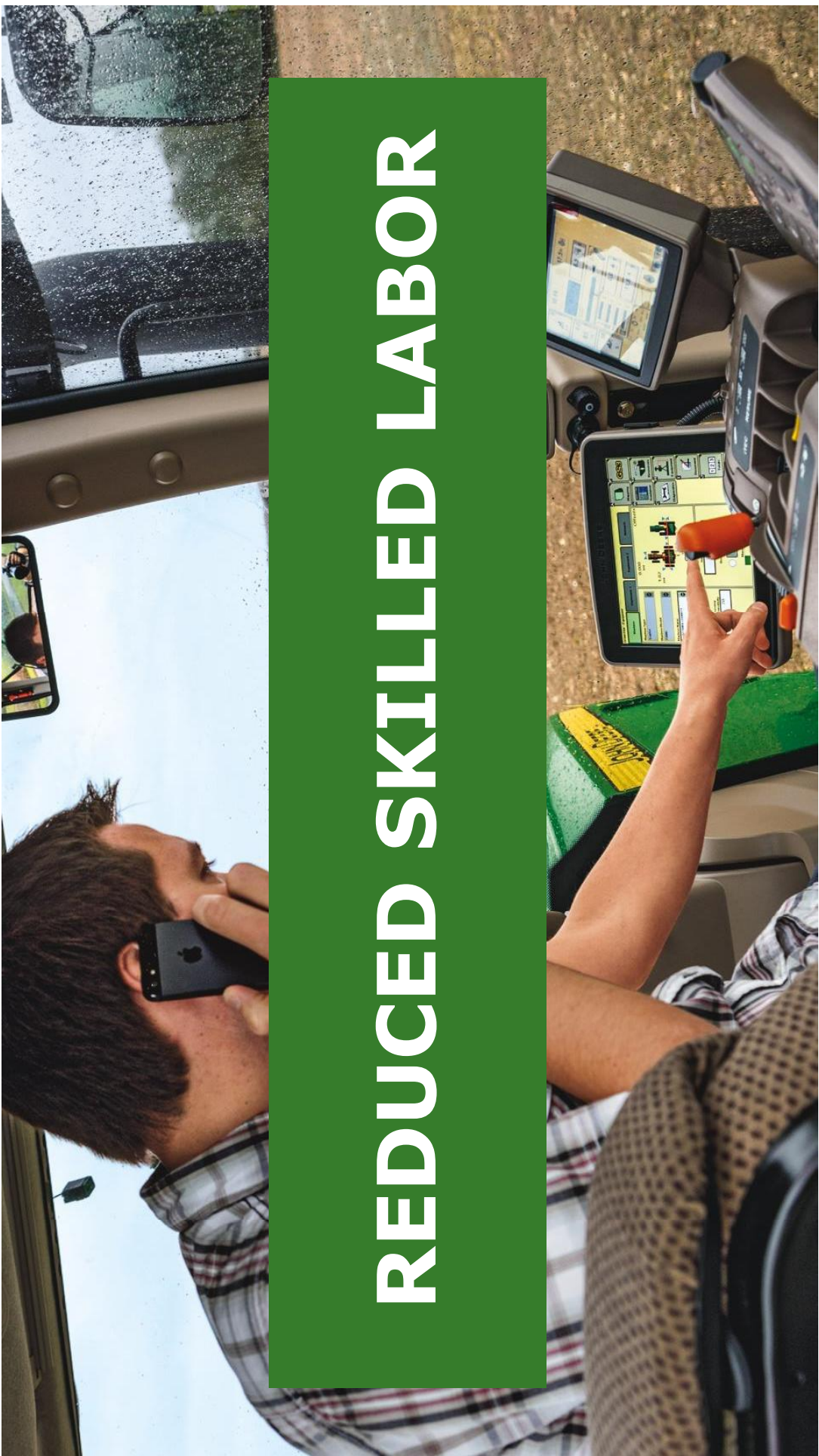
GLOBAL MARKET VOLATILITY

FARM SIZE GROWTH AND SPECIALIZATION

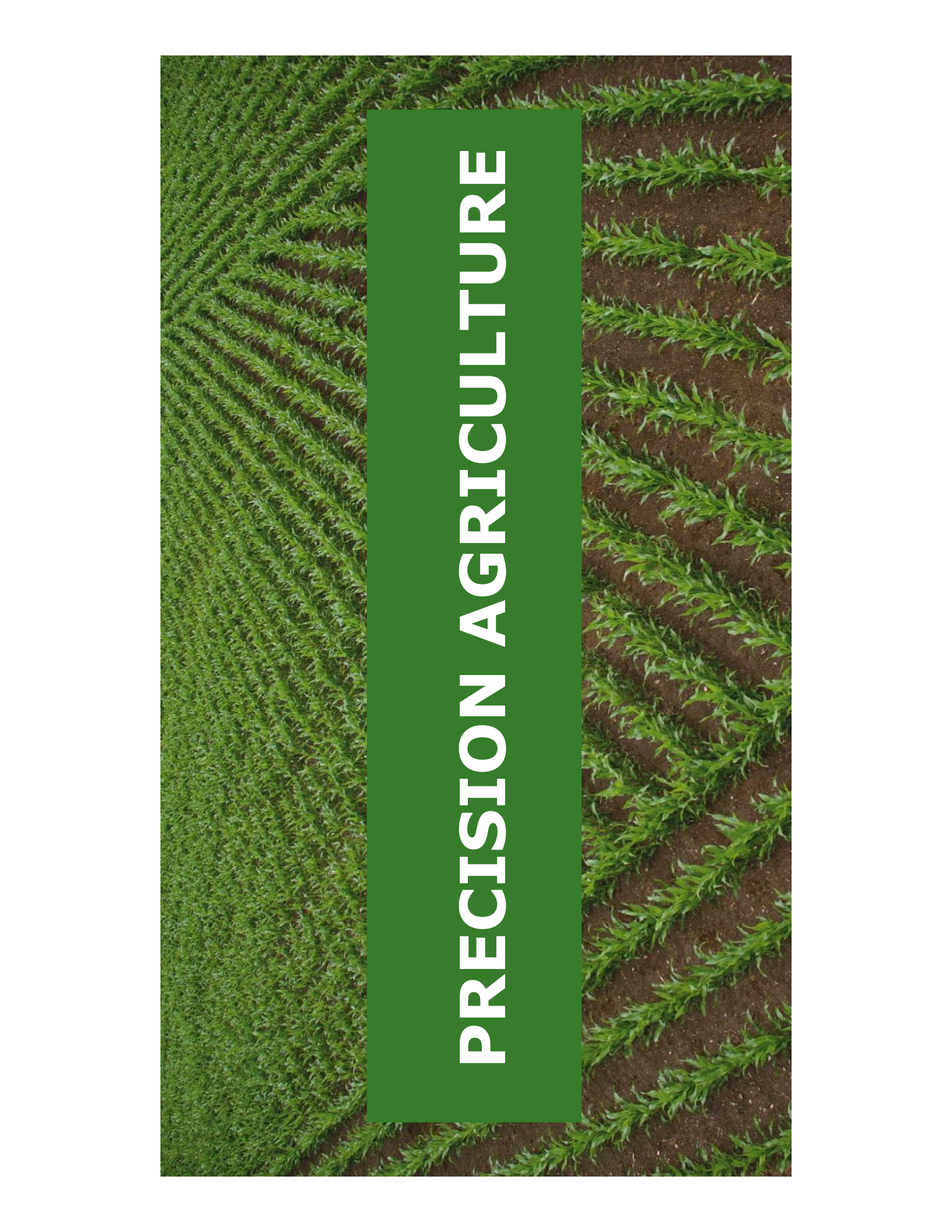


The image features a close-up of a vibrant green leaf with a detailed network of veins. A solid dark green rectangle is positioned horizontally across the middle of the leaf. Centered within this rectangle is the text 'ENVIRONMENTAL SUSTAINABILITY' in a bold, white, sans-serif font. The background behind the leaf is a clear, light blue sky.

ENVIRONMENTAL SUSTAINABILITY



REDUCED SKILLED LABOR

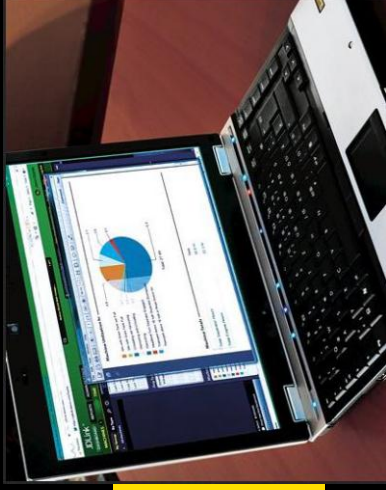
An aerial photograph of a cornfield. The rows of corn plants are visible, with some areas appearing more densely green than others. A solid green rectangular banner is positioned horizontally across the middle of the image, containing the text 'PRECISION AGRICULTURE' in white, bold, uppercase letters.

PRECISION AGRICULTURE

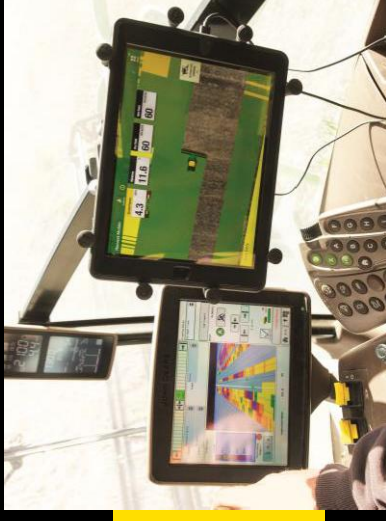
Technology Evolution in Agriculture



**Early
2000s**
Guidance
Systems



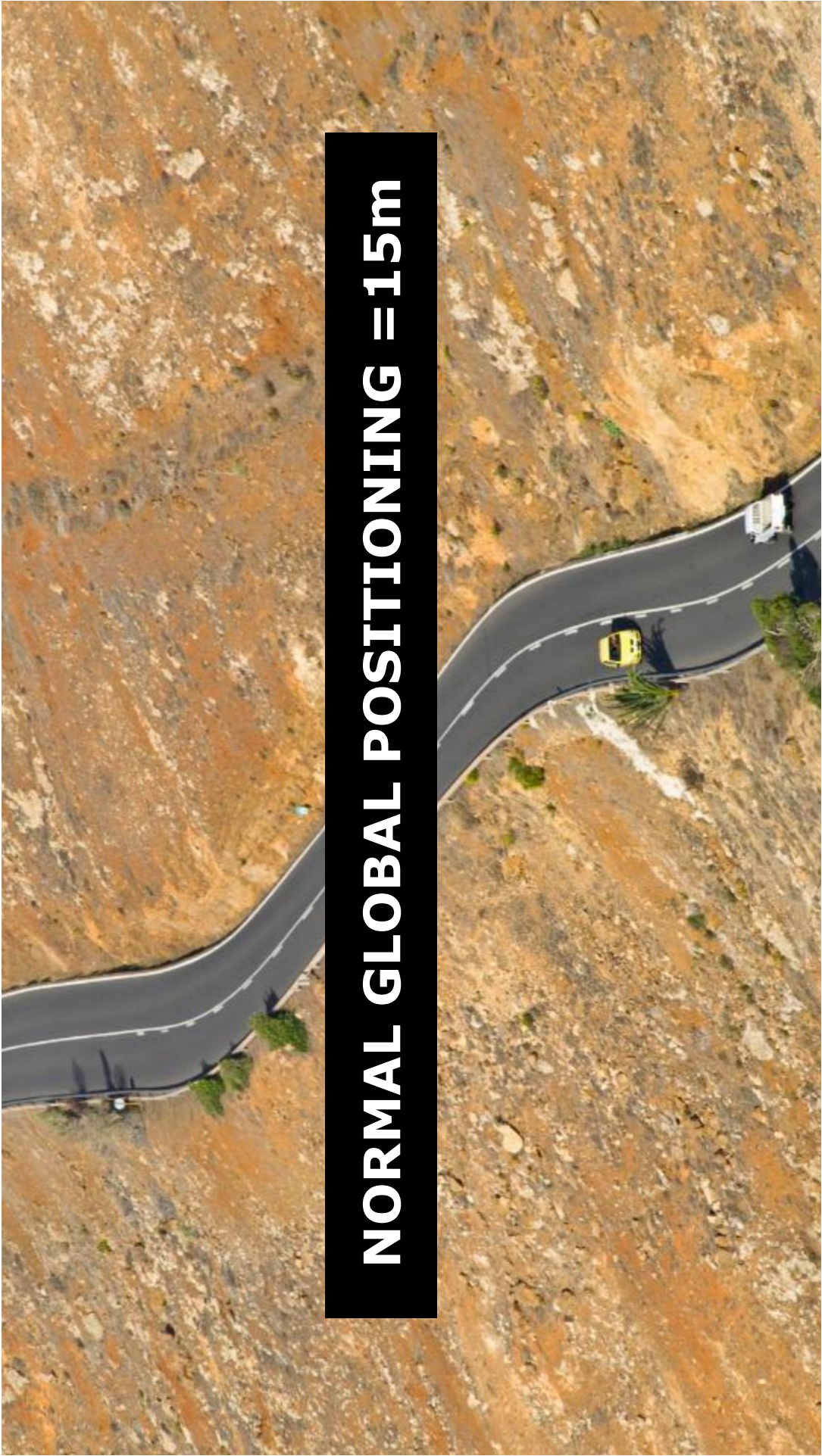
2006-2011
Precision
Farming



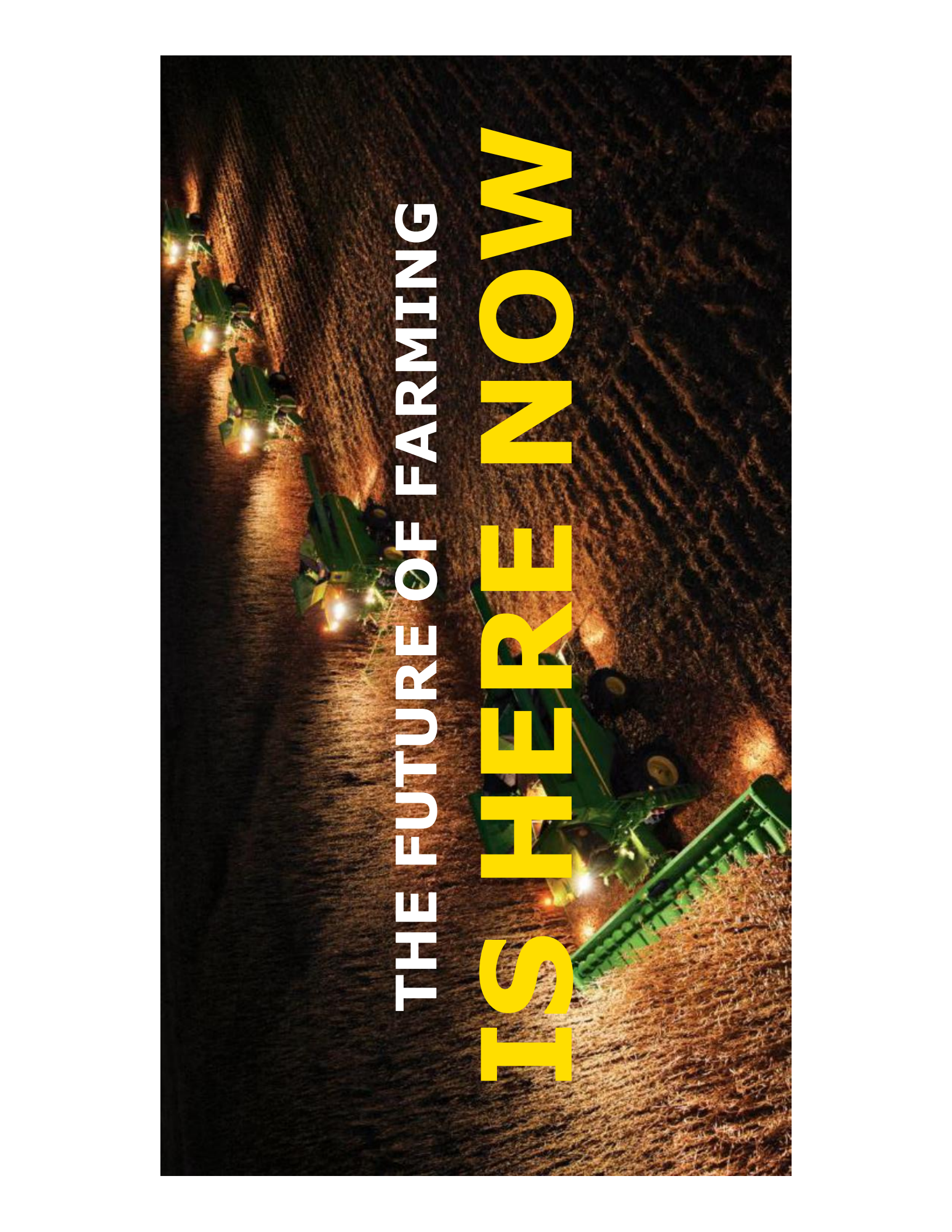
**2012 and
Beyond**
Coordination
Enabled by
Telematics

**Today, our StarFire™ receivers
have a location accuracy of 3 cm**



An aerial photograph of a two-lane asphalt road that curves through a dry, hilly landscape. The terrain is covered in sparse, low-lying vegetation and exposed reddish-brown soil and rocks. A yellow car is driving on the road, followed by a white truck. The road has white dashed lines for lane markings. A black rectangular box with white text is overlaid on the center of the image.

NORMAL GLOBAL POSITIONING = 15m

An aerial photograph of a combine harvester operating in a field at night. The harvester is green and yellow, with its headlights and work lights illuminating the dark, textured ground. The harvester is moving from the top left towards the bottom right, leaving a trail of light behind it. The text "THE FUTURE OF FARMING" is written in white, and "IS HERE NOW" is written in large yellow letters, both oriented vertically along the right side of the image.

THE FUTURE OF FARMING IS HERE NOW

John Deere Connects People. Equipment. Technology. Insights.



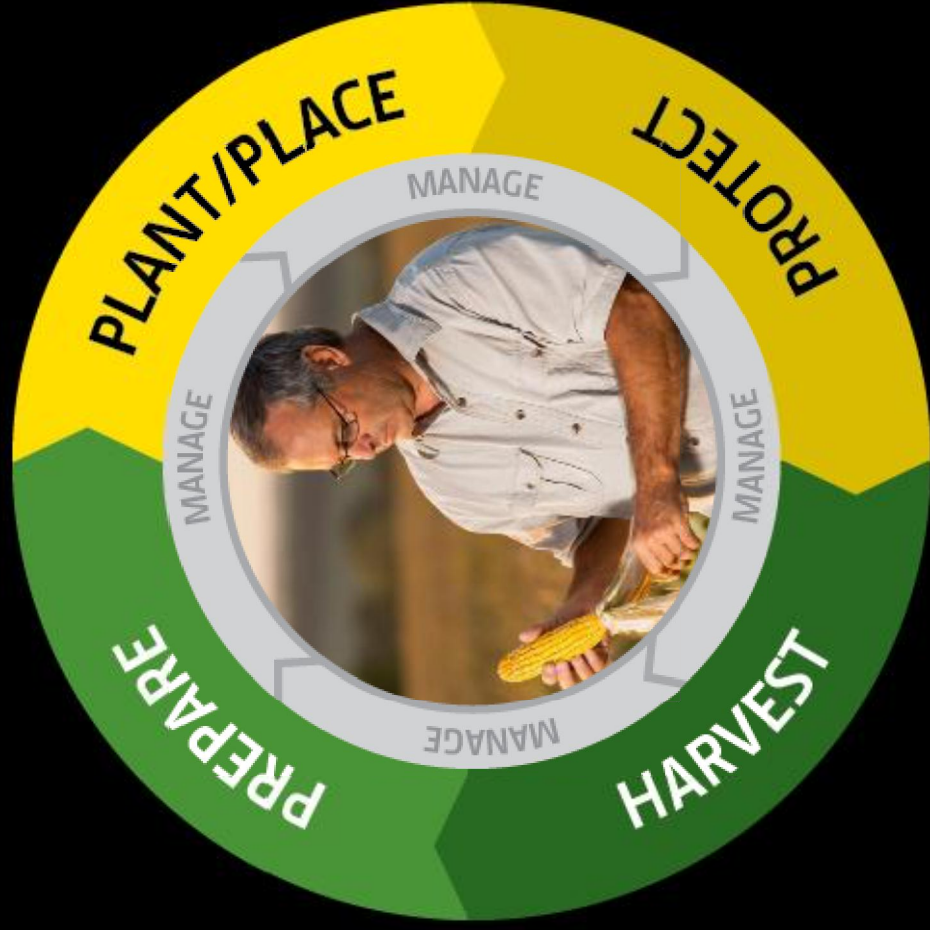
**Better Machine
Performance**



**Better Job
Performance**



**Better Agronomic
Decisions**



Better Machine Performance





Better Job Performance

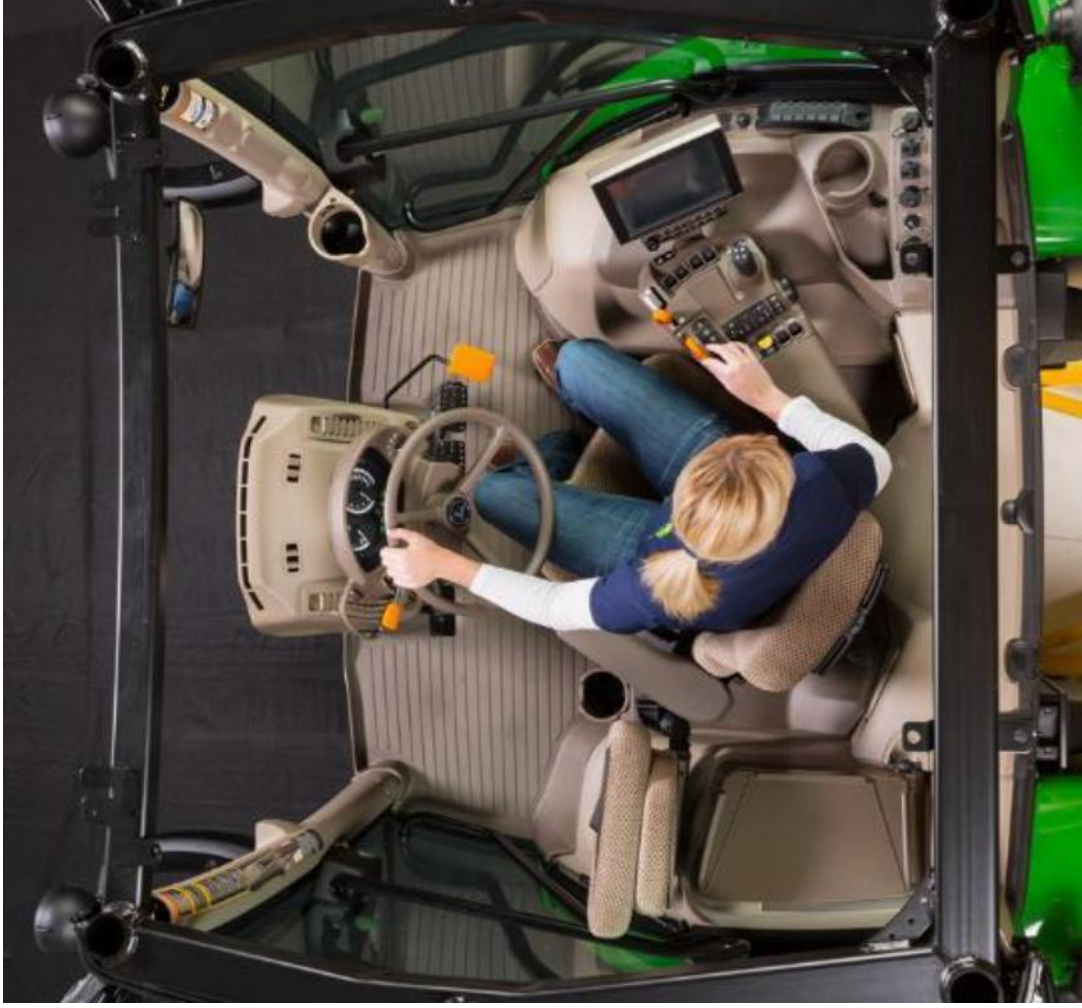
Better Agronomic Decisions



**Here's where John Deere
is focusing**



**Consistent in-cab
experience for all
operators across
all John Deere
products**



Growing AutoTrac™ Globally



AutoTrac™ Guidance: 88 countries



Since 2002, John Deere has equipped over
200,000 VEHICLES
world-wide with AutoTrac™ capabilities

**Extending
connectivity
to achieve full
fleet wireless
data transfer**





Transmit Data Wirelessly
John Deere Mobile Data Transfer

JDLink™ Telematics: 50 countries



Real-Time Kinematic (RTK): 46 countries



**Lead execution
of each job in
targeted crop
production
systems**

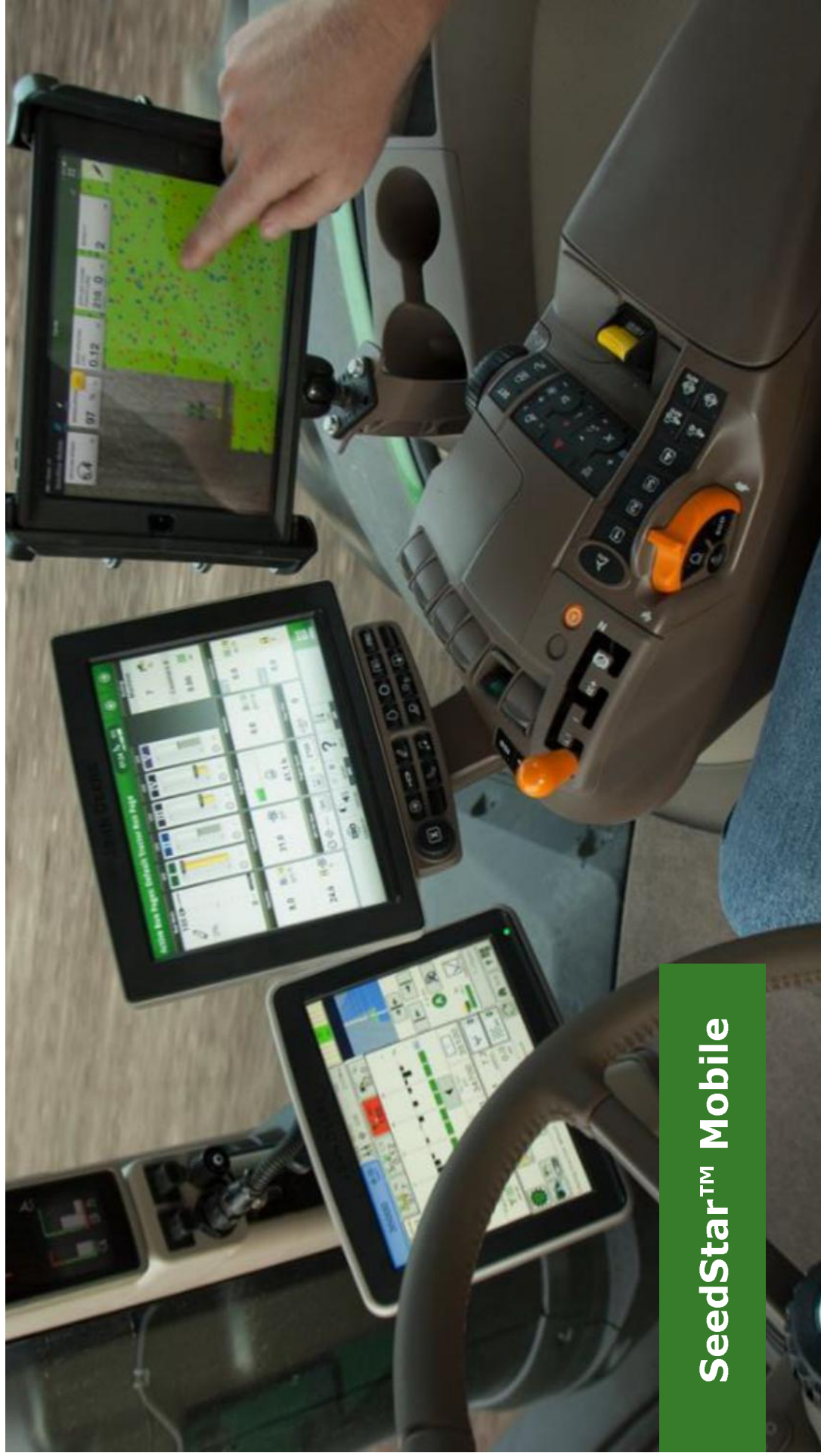




ExactEmerge™ Intelligent Planter

Places seed at exact space and depth

Raises productivity during short planting windows



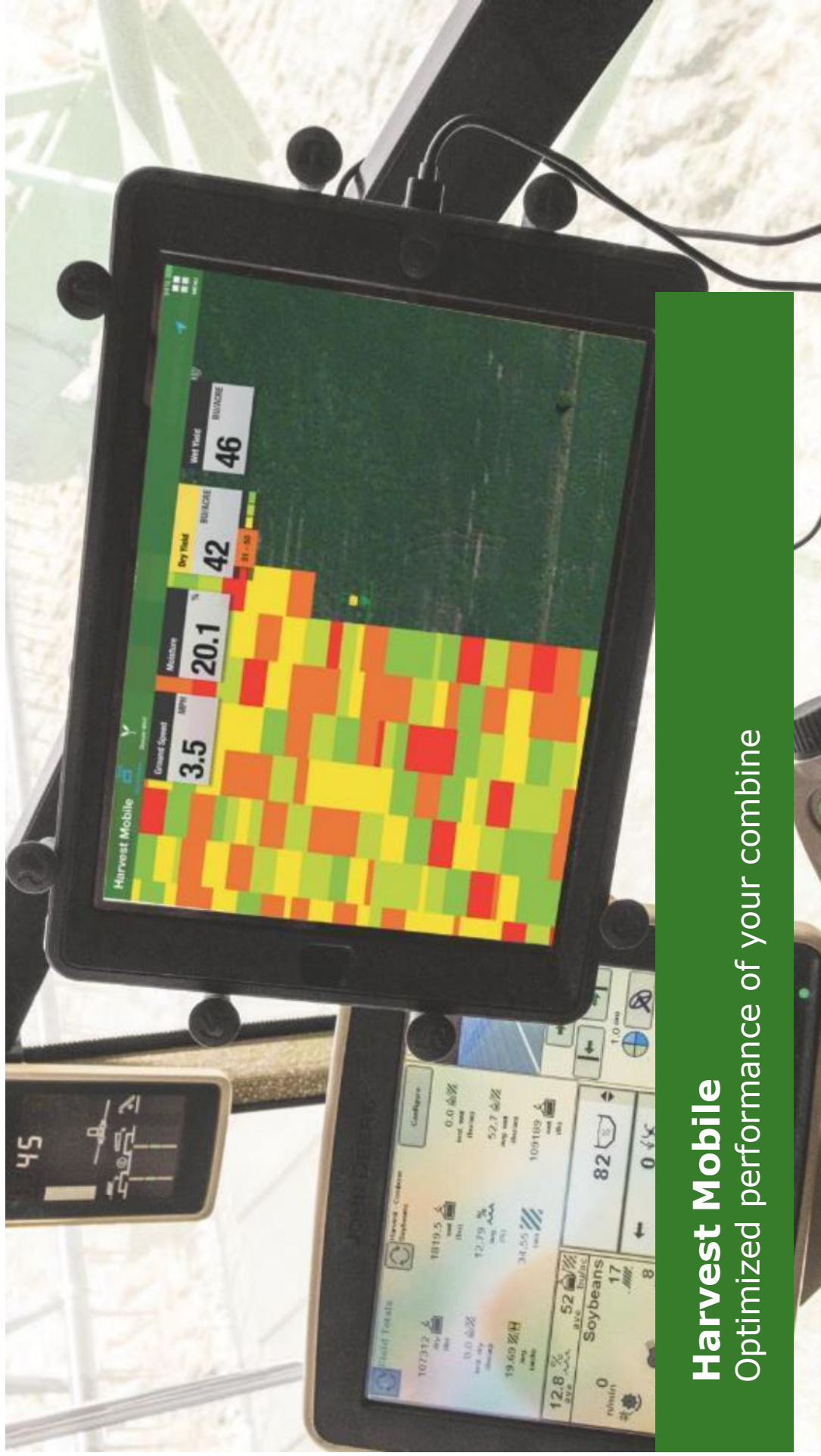
SeedStar™ Mobile

SeedStar™ Mobile

High Definition
Precision Ag

- Maximize yield potential of the crop
- Row by row performance data across nine attributes





Harvest Mobile
Optimized performance of your combine

Better Agronomic Decisions





John Deere Operations Center

John Deere Operations Center

A set of on-line tools that provides information about your farm, when you need it, where you need it

See

See what's happening in your operation right now, and learn from your performance over time.

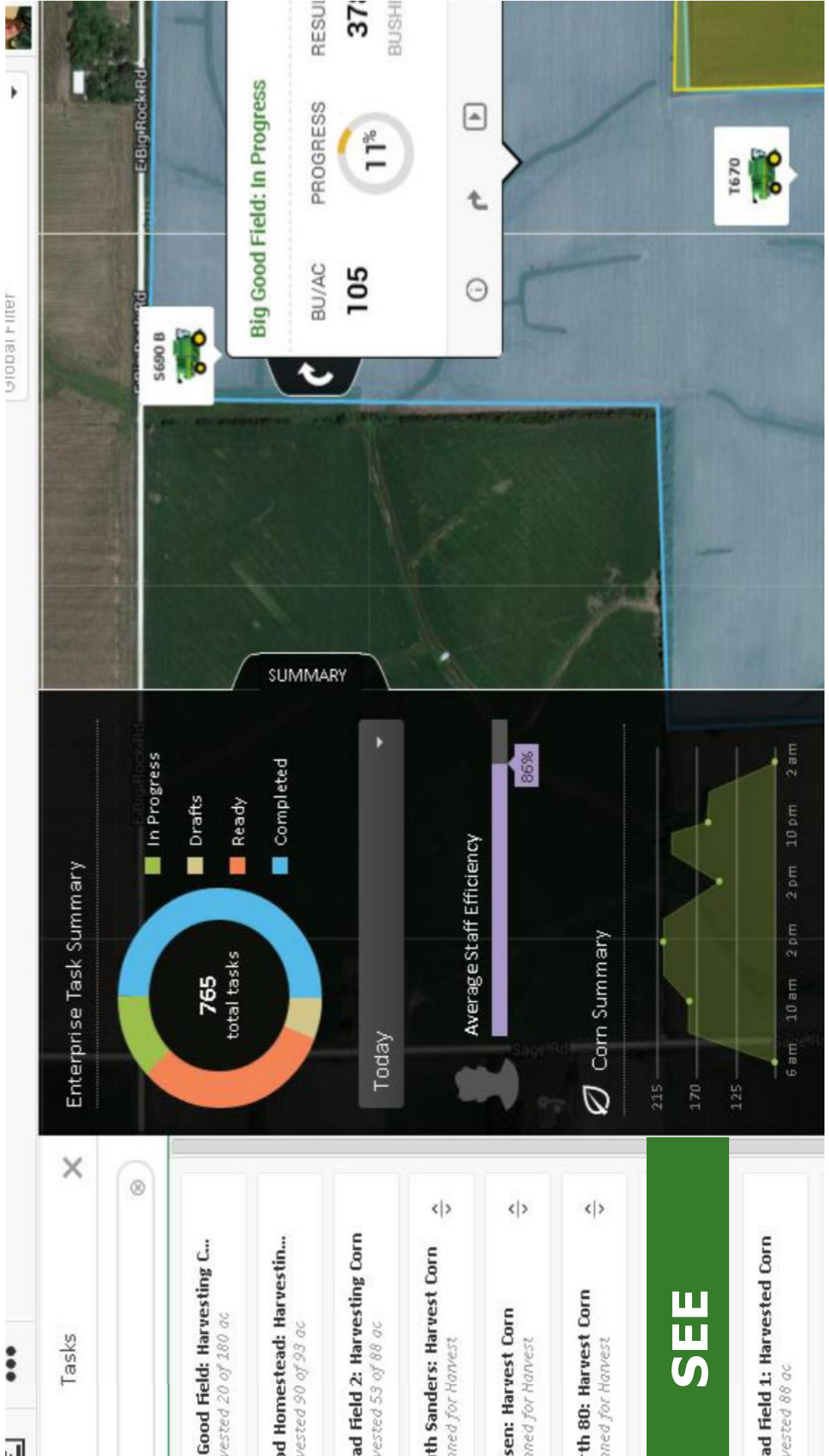
Collaborate

Collaborate with the right people and tools to make decisions that save time, optimize yield and maximize profits

Direct

Direct your operations by turning your plans into action and adjusting as conditions change.





COLLABORATE

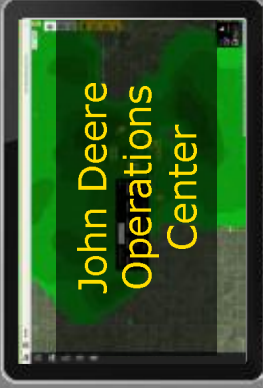
Dealers



Partners



John Deere
Operations
Center



Connect
Machines



Machine & Fleet
Monitoring

Connect
Operators



Operator & Job
Management

Connect
Fields



Set-up & Analyze



**The work we do today will
create a better future for all**





Thank You



JOHN DEERE