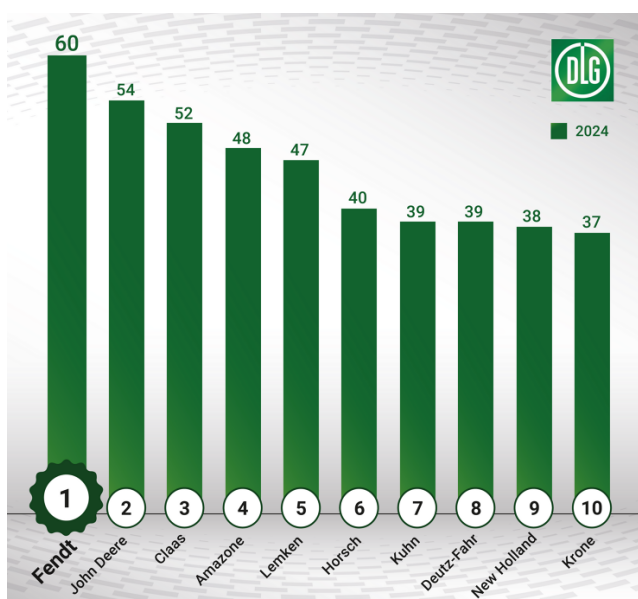


## Fendt al primo posto nel DLG ImageBarometer 2023/24

Fattori come la consapevolezza, la fedeltà, la soddisfazione e la forza innovativa influenzano l'immagine di un marchio. Una volta all'anno, la DLG (Società Agricola Tedesca) effettua un sondaggio tra gli agricoltori tedeschi sulla forza del marchio delle aziende del settore agricolo. Nel 2023/2024, Fendt è stata ancora una volta in grado di estendere significativamente il suo vantaggio al primo posto.



Nell'ImageBarometer indipendente della DLG, Fendt ha conquistato il primo posto tra le prime dieci macchine agricole con 60 punti. "Fendt al vertice riesce a superare il calo dell'anno precedente, ottiene il maggior incremento di punti nel segmento e si distingue ancora una volta in modo più netto dagli inseguitori", così la DLG valuta i risultati del sondaggio. Con questo punteggio, Fendt è anche l'unico produttore di macchine agricole ad essere classificato tra i primi cinque marchi più conosciuti nel settore agroalimentare.

Il sondaggio DLG ImageBarometer si è svolto a novembre dopo Agritechnica 2023. 679 agricoltori hanno partecipato al sondaggio durante il periodo di estensione dell'indagine. La ragione del prolungamento del periodo è stata la manifestazione degli agricoltori all'inizio dell'anno 2024.

Fendt ha ottenuto buoni risultati anche nella ripartizione regionale. Nella regione centrale del sud, Fendt ha ottenuto il primo posto con il punteggio massimo di 62 punti. Nel nord, 61 punti hanno garantito il primo posto, mentre 59 punti hanno assicurato il primo posto nell'ovest.

Nel sondaggio DLG, gli agricoltori valutano i marchi in relazione ad aspetti quali la conoscenza del marchio (consapevolezza), la fedeltà (uso attuale e futuro), le prestazioni del marchio (soddisfazione e preferenza) e l'immagine del marchio (immagine generale, innovazione e comunicazione).

"Il lavoro degli agricoltori è importante, ma anche molto impegnativo. Molti agricoltori stanno attualmente risentendo degli effetti dei conflitti globali causati dal calo dei prezzi di mercato e dall'inflazione. Per poter continuare a soddisfare le richieste della politica e della società di alimenti sostenibili e di alta qualità, devono investire nelle loro aziende", afferma Christoph Gröbblinghoff, Presidente del Consiglio di Amministrazione di Fendt, riassumendo la situazione attuale. "Gli agricoltori hanno bisogno di soluzioni innovative che consentano loro di operare in modo sostenibile e con successo nel lungo periodo. Sono lieto che si fidino di Fendt".



Christoph Gröbblinghoff, Presidente del Consiglio di Amministrazione di Fendt



## Informazioni sul sondaggio

Ogni anno, dal 1996, la DLG ha intervistato un gruppo di agricoltori selezionati sull'immagine del marchio di vari produttori del settore agroalimentare. L'indagine copre le aree della tecnologia agricola, della tecnologia zootecnica, dei mangimi, dei prodotti agrochimici, della protezione delle colture, delle sementi, delle banche, delle assicurazioni, dei rivenditori e dei servizi, nonché delle energie rinnovabili. Il calcolo del Brand Index si compone di quattro sottoindici: conoscenza del marchio (consapevolezza), fedeltà al marchio (uso attuale e futuro), performance del marchio (soddisfazione e preferenza) e immagine del marchio (immagine generale, innovazione e comunicazione). Gli intervistati possono assegnare un massimo di 25 punti per categoria, il che significa che il punteggio massimo della valutazione è di 100 punti in totale.

Dal 2021, l'indagine viene condotta nei mesi di novembre e dicembre per alleggerire il carico di lavoro degli agricoltori. Prima del 2021, il periodo dell'indagine si svolgeva in agosto e quindi nel bel mezzo della stagione del raccolto.

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## Informazioni su Fendt

Fendt è il marchio high-tech leader del Gruppo AGCO per le aziende agricole con le esigenze più elevate in termini di qualità delle macchine e dei servizi. I clienti beneficiano di una tecnologia innovativa che aumenta le prestazioni, l'efficienza e la redditività. I trattori e le mietitrebbie Fendt operano a livello globale sia nelle aziende agricole professionali che nei campi non agricoli. Le tecnologie intelligenti e a risparmio di risorse di Fendt aiutano gli agricoltori e i contoterzisti a lavorare in modo sostenibile ed economico in tutto il mondo. Nelle sedi tedesche di Marktobendorf, Asbach-Bäumenheim, Hohenmölsen, Feucht e Wolfenbüttel, Fendt impiega più di 7.800 persone nei settori della ricerca e sviluppo, delle vendite e del marketing, della produzione, dell'assistenza e dell'amministrazione.

[www.fendt.com](http://www.fendt.com) | <https://www.instagram.com/fendt.global/> | [www.linkedin.com/company/fendt/](https://www.linkedin.com/company/fendt/)

## Informazioni su AGCO

AGCO (NYSE: AGCO) è un leader mondiale nella progettazione, produzione e distribuzione di macchine agricole e tecnologia agricola di precisione. AGCO offre valore al cliente attraverso il suo ampio portafoglio di marchi e aziende di spicco come Fendt®, GSI®, Massey Ferguson®, Precision Planting® e Valtra®. Basata sulle

soluzioni di agricoltura intelligente Fuse®, la linea completa di attrezzature e servizi di AGCO aiuta gli agricoltori a nutrire in modo sostenibile il nostro pianeta. Fondata nel 1990 e con sede a Duluth, Georgia, U.S.A., AGCO ha registrato un fatturato netto di circa 14,4 miliardi di dollari nel 2023. Per maggiori informazioni, visitate [www.AGCOcorp.com](http://www.AGCOcorp.com). Per notizie finanziarie, informazioni ed eventi, seguitemi su Twitter: @AGCOcorp. Per notizie finanziarie su Twitter, seguite l'hashtag #AGCOIR.

## Safe Harbor Statement

Statements that are not historical facts, including the projections of earnings per share, production levels, sales, industry demand, market conditions, commodity prices, currency translation, farm income levels, margin levels, strategy, investments in product and technology development, new product introductions, restructuring and other cost reduction initiatives, production volumes, tax rates and general economic conditions, are forwardlooking and subject to risks that could cause actual results to differ materially from those suggested by the statements. The following are among the factors that could cause actual results to differ materially from the results discussed in or implied by the forward-looking statements.

- Our financial results depend entirely upon the agricultural industry. Factors that adversely affect the agricultural industry, including declines in the general economy, adverse weather, tariffs, increases in farm input costs, lower commodity prices, lower farm income and changes in the availability of credit for our retail customers, will adversely affect us.
- We maintain an independent dealer and distribution network in the markets where we sell products. The financial and operational capabilities of our dealers and distributors are critical to our ability to compete in these markets. Higher inventory levels at our dealers and high utilization of dealer credit limits could negatively impact future sales and adversely impact our performance.
- We recently announced the proposed acquisition of the ag assets and technologies of Trimble through the formation of a joint venture of which we will own 85%. This is a substantial acquisition for us, and it will require us to incur substantial indebtedness. All acquisitions involve risk, and there is no certainty that this acquisition will close, that we will be able to obtain the desired financing, that our increased leverage will not adversely impact our remaining business, or that the acquired business will operate as expected following closing. Each of these items, as well as similar acquisition-related items, would adversely impact our performance.
- A majority of our sales and manufacturing takes place outside the United States, and many of our sales involve products that are manufactured in one country and sold in a different country. As a result, we are exposed to risks related to foreign laws, taxes and tariffs, trade restrictions, economic conditions, labor supply and relations, political conditions and governmental policies. These risks may delay or reduce our realization of value from our international operations. Among these risks are the uncertain consequences of Brexit and tariffs imposed on exports to and imports from China.
- We cannot predict or control the impact of the conflict in Ukraine on our business. Already it has resulted in reduced sales in Ukraine as farmers have experienced economic distress, difficulties in harvesting and delivering their products, as well as general uncertainty. There is a potential for natural gas shortages, as well as shortages in other energy sources, throughout Europe, which could negatively impact our production in Europe both directly and through interrupting the supply of parts and components that we use. It is unclear how long these conditions will continue, or whether they will worsen, and what the ultimate impact on our performance will be. In addition, AGCO sells products in, and purchases parts and components from, other regions where there could be hostilities. Any

hostilities likely would adversely impact our performance.

- Most retail sales of the products that we manufacture are financed, either by our joint ventures with Rabobank or by a bank or other private lender. Our joint ventures with Rabobank, which are controlled by Rabobank and are dependent upon Rabobank for financing as well, finance approximately 50% of the retail sales of our tractors and combines in the markets where the joint ventures operate. Any difficulty by Rabobank to continue to provide that financing, or any business decision by Rabobank as the controlling member not to fund the business or particular aspects of it (for example, a particular country or region), would require the joint ventures to find other sources of financing (which may be difficult to obtain), or us to find another source of retail financing for our customers, or our customers would be required to utilize other retail financing providers. As a result of the recent economic downturn, financing for capital equipment purchases generally has become more difficult in certain regions and in some cases, can be expensive to obtain. To the extent that financing is not available or available only at unattractive prices, our sales would be negatively impacted. In addition, Rabobank also is the lead lender in our revolving credit facility and term loans and for many years has been an important financing partner for us. Any interruption or other challenges in that relationship would require us to obtain alternative financing, which could be difficult.
- Both AGCO and our finance joint ventures have substantial accounts receivable from dealers and end customers, and we would be adversely impacted if the collectability of these receivables was less than optimal; this collectability is dependent upon the financial strength of the farm industry, which in turn is dependent upon the general economy and commodity prices, as well as several of the other factors listed in this section.
- We have experienced substantial and sustained volatility with respect to currency exchange rate and interest rate changes, which can adversely affect our reported results of operations and the competitiveness of our products.
- Our success depends on the introduction of new products, particularly engines that comply with emission requirements and sustainable smart farming technology, which require substantial expenditures; there is no certainty that we can develop the necessary technology or that the technology that we develop will be attractive to farmers or available at competitive prices.
- Our expansion plans in emerging markets, including establishing a greater manufacturing and marketing presence and growing our use of component suppliers, could entail significant risks.
- Our business increasingly is subject to regulations relating to privacy and data protection, and if we violate any of those regulations, or otherwise are the victim of a cyberattack, we could be subject to significant claims, penalties and damages.
- Attacks through ransomware and other means are rapidly increasing, and in May 2022 we learned that we had been subject to a cyberattack. We continue to review and improve our safeguards to minimize our exposure to future attacks. However, there always will be the potential of the risk that a cyberattack will be successful and will disrupt our business, either through shutting down our operations, destroying data, exfiltrating data or otherwise.
- We depend on suppliers for components, parts and raw materials for our products, and any failure by our suppliers to provide products as needed, or by us to promptly address supplier issues, will adversely impact our ability to timely and efficiently manufacture and sell products. Recently suppliers of several key parts and components have not been able to meet our demand and we have had to decrease our production levels. In addition, the potential of natural gas shortages in Europe, as well as predicted overall shortages in other energy sources, could also negatively impact our production and that of our

supply chain in the future. It is unclear when these supply chain disruptions will be restored or what the ultimate impact on production, and consequently sales, will be.

- Any increase in COVID-19, or other future pandemics, could negatively impact our business through reduced sales, facilities closures, higher absentee rates, and reduced production at both our plants and the plants that supply us with parts and components. In addition, logistical and transportation-related issues and similar problems may also arise.
- We recently have experienced significant inflation in a range of costs, including for parts and components, shipping, and energy. While we have been able to pass along most of those costs through increased prices, there can be no assurance that we will be able to continue to do so. If we are not, it will adversely impact our performance.
- We face significant competition, and if we are unable to compete successfully against other agricultural equipment manufacturers, we would lose customers and our net sales and performance would decline.
- We have a substantial amount of indebtedness (and will incur additional indebtedness as part of the Trimble transaction), and, as a result, we are subject to certain restrictive covenants and payment obligations that may adversely affect our ability to operate and expand our business.

Further information concerning these and other factors is included in AGCO's filings with the Securities and Exchange Commission, including its Form 10-K for the year ended December 31, 2022 and subsequent Form 10-Qs. AGCO disclaims any obligation to update any forward-looking statements except as required by law.