

**CNH Industrial and The Climate Corporation, a Division of Monsanto Company,  
Announce a Licensing Agreement for Precision Planting Technology**

**Burr Ridge, Ill.** (May 8, 2014)

This non-exclusive agreement provides CNH Industrial N.V. (NYSE:CNHI / MI:CNHI) and The Climate Corporation the opportunity for factory integration of select Precision Planting technology into CNH Industrial agricultural planters specifically designed to optimize planting performance, including the Case IH Early Riser<sup>®</sup> Planters. The agreement is consistent with Monsanto's broad licensing approach to provide farmers access to leading technologies and information and CNH Industrial's commitment to delivering products and services to their customers that provide additional value to their operations.

In addition, The Climate Corporation and CNH Industrial are committed to ensuring farmers can seamlessly connect to Climate's full range of services and technologies: from Precision Planting equipment to The Climate Technology Platform<sup>™</sup>, including Climate Pro<sup>™</sup>, FieldView<sup>®</sup>, and FieldScripts<sup>®</sup>. The integration of advanced agronomic decision tools provided by The Climate Corporation through CNH Industrial equipment will help farmers increase yields and operate more efficiently to meet the needs of a growing global population.

"This agreement will allow CNH Industrial to provide producers the next level of customization and seed delivery technology in the market," said Dave Larson, CNH Industrial vice president agricultural equipment portfolio strategy. "It will allow us not only to pair the technologies and services of our companies, but to evolve them together to deliver significant improvements in planting efficiency and yield."

"We're proud to be partnering with CNH Industrial to provide farmers with industry-leading precision equipment that will enable them to more efficiently manage their operations and increase their yield," said David Friedberg, CEO of The Climate Corporation. "As farmers explore new digital tools to better inform the multiple decisions they make each year, this collaboration will make it simpler for them to use the most effective decision support tools on the CNH equipment of their choice."

CNH Industrial and The Climate Corporation will continue to follow the principles of the Open Ag Data Alliance (OADA), an open standards software project working to ensure farmers have full data access and different agriculture platforms share common security and privacy standards. The central guiding principle of OADA is that each farmer owns data generated or entered by the farmer, their employees, or by machines performing activities on their operations.

***CNH Industrial N.V.** (NYSE: CNHI /MI: CNHI) is a global leader in the capital goods sector with established industrial experience, a wide range of products and a worldwide presence. Each of the individual brands belonging to the Group is a major international force in its specific industrial sector: Case IH, New Holland Agriculture and Steyr for tractors and agricultural machinery; Case and New Holland Construction for earth moving equipment; Iveco for commercial vehicles; Iveco Bus and Heuliez Bus for buses and coaches; Iveco Astra for quarry and construction vehicles; Magirus for firefighting vehicles; Iveco Defence Vehicles for defence and civil protection; and FPT Industrial for engines and transmissions. More information can be found on the corporate website: [www.cnhindustrial.com](http://www.cnhindustrial.com).*

#### **About The Climate Corporation**

The Climate Corporation aims to help farmers around the world protect and improve their farming operations with uniquely powerful software, hardware and insurance products. The company's proprietary Climate Technology Platform™ combines hyper-local weather monitoring, agronomic modeling, and high-resolution weather simulations to deliver a suite of tools that help farmers manage risk through precision agriculture products and services, including: precision farming equipment and software, prescriptive agriculture technologies, and insurance products. The company's Climate Basic™ and Climate Pro™, mobile SaaS solutions help farmers improve profitability by making better informed operating decisions. The company also offers a suite of full-stack risk management solutions through Total Weather Insurance, an insurance offering that pays farmers automatically for bad weather that may impact their profits, and serves as an authorized provider of the U.S. Federal crop insurance program. In the face of increasingly volatile weather, the global \$3 trillion agriculture industry depends on the company's unique technologies to help stabilize and improve profits and, ultimately, help feed the world. For more information, please visit <http://www.climate.com> or follow the company on Twitter @climatecorp.

#### **About Monsanto Company**

Monsanto Company is a leading global provider of technology-based solutions and agricultural products that improve farm productivity and food quality. Monsanto remains focused on enabling both small-holder and large-scale farmers to produce more from their land while conserving more of our world's natural resources such as water and energy. To learn more about our business and our commitments, please visit: [www.monsanto.com](http://www.monsanto.com). Follow our business on Twitter® at [www.twitter.com/MonsantoCo](http://www.twitter.com/MonsantoCo), on the company blog, Beyond the Rows at [www.monsantoblog.com](http://www.monsantoblog.com), or subscribe to our [News Release RSS Feed](#)

###

**For more information on Case IH or the Climate Corporation, contact:**

Dan Danford

Case IH

+1 262 636 7359

[dan.danford@cnh.com](mailto:dan.danford@cnh.com)

Christy Toedebusch

The Climate Corporation

+1 314 694 6263

[christy.toedebusch@climate.com](mailto:christy.toedebusch@climate.com)

**For more information contact:**

Kathleen Prause

CNH Industrial, Corporate Communications Manager, NAFTA

+1 630 481 1971

[mediarelations@cnhind.com](mailto:mediarelations@cnhind.com)