

## **New Holland Agriculture and #growITup team up for Italy's biggest Open Innovation platform dedicated to agrifood**

*The ongoing growITup project, promoted by CNH Industrial's global agricultural brand and Cariplo Factory, is intended to champion innovative and shared ideas for the Italian agricultural and food industry.*

Turin, July 6, 2017

A presentation was held in Milan, Italy today to promote the latest phase of the growITup initiative launched in May by New Holland Agriculture, a brand of CNH Industrial N.V. (NYSE: CNHI / MI: CNHI), and Cariplo Factory, a new center established by charitable foundation Fondazione Cariplo to focus on open innovation, talent management and corporate social responsibility projects. The initiative brings the public and private sectors together, uniting leading agrifood companies Barilla and Peroni with major institutional representatives such as the Italian Ministry of Agricultural, Food and Forestry Policies, particularly to promote precision farming.

The goal of the project is to foster the development of innovation in the field of Precision Farming, creating Italy's largest open innovation platform dedicated to agriculture. Thanks to this, the hub will be able to manage the flow of data to and from farms in a way that is safe, confidential and open to third-party applications, providing agronomic advice, weather alerts and market price updates. In this way, it will enable farmers to make effective, real-time decisions related to the management and planning of their business.

Several representatives spoke on behalf of New Holland including Antonio Marzia, Head of Connected Services at CNH Industrial, who underlined the importance of the open and shared management of innovation in the agrifood sector. In this sense, the Open Innovation platform launched by New Holland is the ideal ecosystem for conveying and developing innovative projects, particularly in the field of precision farming.

PRESS RELEASE

So far, 20 startups and SMEs have been selected under the #CallForGrowth project, ten of which have had the opportunity to showcase their original ideas for revolutionizing agriculture as we know it today. Following this launch, the challenge to devise the most innovative and relevant projects is now officially on. All of this has been made possible thanks to a €100 million fund allocated by Cariplo Factory with support from Intesa Sanpaolo banking group and investment bank Cassa Depositi e Prestiti.

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