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Agreement will enable Case IH customers to seamlessly share in-depth, real-time machine information with the Farmers Edge™ digital FarmCommand™ platform. The platform provides comprehensive digital and professional agronomic decision-making support for enhanced farming efficiency and productivity.

RACINE, Wisconsin (November 2, 2018)

Case IH customers will benefit from the announcement that CNH Industrial and Farmers Edge, a Canadian-based agri-tech company focused on data-driven agricultural decision-support systems, have entered into a strategic digital agriculture agreement that will deliver a portfolio of connectivity and agronomic solutions to Case IH customers. Through this agreement, CNH Industrial will provide Case IH customers with access to FarmCommand, a unique platform that interfaces with the Case IH AFS Connect™ farm management system and further extends the range of planning, analysis, execution and agronomic decision-making information available to them.

As the exclusive OEM partner of Farmers Edge, this service offers Case IH customers a tiered approach to agronomic services. With increasing levels of data and support available, Farmers Edge enables them to select the service — with a transparent per-acre pricing structure — that best suits their needs. The entry-level services focus on FarmCommand, the Farmers Edge cloud-based farm data management platform which analyzes data in real time and satellite imagery. In partnership with Planet Labs, Farmers Edge provides daily satellite imagery for unsurpassed crop growth insights. This is progressively enriched with field-originated weather data — gathered from farm-based weather stations — vehicle data, and agronomic support, and tops out with variable-rate prescriptions with either generic or zoned soil sampling services. This partnership not only provides digital support, but also in-person

support. Customers selecting the premium packages will have access to on-farm, in-person agronomist support, to develop and monitor tailored agronomic plans.

This agreement will allow Case IH customers to connect their current and legacy machinery fleets with CAN bus functionality to the Farmers Edge platform. This will deliver tangible gains in all three key stages of the crop data cycle: collection, planning and execution, and offers one of the most complete solutions on the market, going well beyond the standard API data sharing connection.

It can also be used with mixed-fleets, further enhancing customers' choices. This is a fundamental element of CNH Industrial's approach to precision farming solutions, which empowers customers to select the service or tool which is right for them and enables them to maintain control of their data with opt-in logic. As the system utilizes the 3G and 4G telecommunications network, connectivity is retained, even in the most remote areas.

Case IH dealers will offer the Farmers Edge suite of services, facilitating them in proactively supporting their customers, as this platform will enable sharing of real-time machine information with their local dealer, enabling them to receive enhanced product support services. This solution will undergo a phased roll-out, starting in the first quarter of 2019 in North America, and will subsequently become available in Latin America, Australia, Europe, Russia and Ukraine.

CNH Industrial and Farmers Edge are also committed to developing unique solutions for customers, to further enhance their whole-farm productivity and profitability.

This latest digital agriculture agreement forms part of CNH Industrial's overall precision farming strategy.

Case IH is a global leader in agricultural equipment, committed to collaborating with its customers to develop the most powerful, productive, reliable equipment — designed to meet today's agricultural challenges. With headquarters in the United States, Case IH has a network of dealers and distributors that operates in over 160 countries. Case IH provides agricultural equipment systems, flexible financial service offerings and parts and service support for professional farmers and commercial operators through a dedicated network of professional dealers and distributors. Productivity-enhancing products include tractors; combines and harvesters; hay and forage equipment; tillage tools; planting and seeding systems; sprayers and applicators; site-specific farming tools; and utility vehicles. Case IH is a brand of CNH Industrial N.V. (NYSE: CNHI / MI: CNHI). Any trademarks referred to herein, in association with goods and/or services of companies other than CNH Industrial America LLC, are the property of those respective companies.

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