

New Holland Agriculture launches FarmMate – the app for farmers

- *FarmMate: the first digital app specifically designed for farmers in Asia, the Middle East and Africa (AMEA) & Australia and New Zealand (ANZ).*
- *Constantly updated product information, agronomic advice and New Holland news tailored to each specific market.*
- *An expert partner with useful tools to help farmers in their daily work.*

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PRESS RELEASE

New Holland Agriculture, a brand of CNH Industrial (NYSE: CNHI / MI: CNHI), is launching **FarmMate**, its first digital application specifically developed for farmers in Asia, the Middle East and Africa (AMEA) & Australia and New Zealand (ANZ). The app is designed to support New Holland's customers in their daily activities with agronomic advice and useful tools. It is readily available for iOS and Android smartphones and tablets.

FarmMate users will find detailed information on New Holland's equipment and how it can benefit their farming operations, as well as insights on farming practices, news and dedicated services that will improve their overall after-sales experience with the brand.

FarmMate aims to become **the farmers' expert friend**, always ready with valuable and detailed advice on how to get the best from their fields and from the crops they are cultivating. The app will be customised for each market, so that the news, promotions, products and agronomic information provided will always be relevant to the user. New Holland's aim for FarmMate is to offer **the best interactive user experience** and become **a true working partner for its customers**.

Navigation of the FarmMate app is simple and intuitive. The main menu offers four choices: Agronomy Tips, Products, Distributors and News. The app provides useful insights on successfully growing the most widespread crops in the user's area, such as corn, potatoes, rice and wheat. Each crop is explained through a series of card collections organised according to the field operation – tillage, planting, harvesting, and so on. The suggestions and tips provided are constantly updated by the New Holland team, and illustrated with photos, graphics and videos.

FarmMate also provides farmers with useful tools for their daily activities, such as a currency converter, details of promotions on spare parts and services available at their dealership, weather forecasts, and news about New Holland products and activities in their country.

FarmMate is the first app of its kind to be offered by the New Holland brand in AMEA markets. It has been launched in **Australia, Thailand and Myanmar** in local languages in a first step. Additional versions will be introduced into the other markets in succession.

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New Holland Agriculture's reputation is built on the success of our customers, cash crop producers, livestock farmers, contractors, vineyards, or groundscape professionals. They can count on the widest offering of innovative products and services: a full line of equipment, from tractors to harvesting, material handling equipment, complemented by tailored financial services from a specialist in agriculture. A highly professional global dealer network and New Holland's commitment to excellence guarantees the ultimate customer experience for every customer. For more information on New Holland visit www.newholland.com

New Holland Agriculture is a brand of CNH Industrial N.V. (NYSE: CNHI /MI: CNHI) a global leader in the capital goods sector with established industrial experience, a wide range of products and a worldwide presence. More information about CNH Industrial can be found online at www.cnhindustrial.com



Press Contacts:

Francesca Mazza
New Holland Agriculture Press Relations, AMEA & South East Asia
Email: francesca.mazza@cnhind.com
Phone: +44 (0)7841568487

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