

New Holland Agriculture helps Myanmar farmers fight malaria

New Holland partners with M2030, the movement launched by APLMA to eliminate malaria in Asia by 2030, with an innovative campaign to increase awareness and raise funds to help Myanmar's farmers fight against this disease.

Yangon, 25th April 2019

New Holland Agriculture, a brand of CNH Industrial (NYSE: CNHI /MI: CNHI), and its local distributor in Myanmar, Yoma Heavy Equipment (YHE), are partnering with **M2030**, a movement launched by the Asia Pacific Leaders Malaria Alliance (APLMA) to eliminate malaria in Asia by 2030.

Through this partnership, New Holland will be engaged in an innovative campaign that will see its dealers and customers at the forefront, with the common goal to help Myanmar's farmers in the fight against malaria.

The campaign is being rolled out in 14 New Holland showrooms across 10 regions, including Yangon, Mandalay, Naypyitaw, Pyay, Magway, Meikhtilar, Pakokku, Shwe Bo, Kalay, Naung Cho, Heho, Loikaw, Patheingyi and Hinthada, and it is expected to benefit several thousands of farmers.

All of the involved New Holland showrooms will raise awareness about malaria by displaying M2030 communications materials. They will also raise funds through M2030 donation boxes and a unique pledge scheme that will see the dealerships donate funds to malaria programs for every New Holland tractor sold. When a customer purchases a tractor, the dealership will provide them with an information packet on the elimination of malaria and will deliver a short training session on malaria prevention. Tractors sold through this campaign will also display special M2030 decals to help increase awareness of malaria wherever the tractors go.

Honey Aye, YHE Business Development Manager, commented: "This is an important project for us, and by joining forces with our customers we can make a difference in the fight against malaria within the farming community. As their trusted dealer, we have a close relationship with our customers and speak to them on a regular basis. We can tell them about malaria prevention and they can share this knowledge in their local communities. We believe that in this way we can make a real impact in the effort to defeat malaria."

All funds raised through this campaign will support malaria elimination programs implemented by Population Services International Myanmar, one of the leading non-profit organizations fighting malaria in the country.



New Holland is the leading agriculture equipment brand in Myanmar, and YHE is the exclusive distributor for New Holland tractors in the country.

Gerhard Hartsenbergh, YHE Managing Director, added: "At YHE we are proud to be associated with the M2030 movement and to be part of the effort to eliminate malaria in Myanmar. We value our commitment to the communities where we operate through initiatives of this kind, and New Holland makes it possible for us to participate in important projects that make a real difference."

Emre Karazli, CNH Industrial Business Director, Agriculture, South East Asia & Japan, concluded: "I would like to thank YHE for their excellent contribution to this initiative. They are a valuable partner for New Holland in Myanmar that shares our values and commitment to supporting local communities. Together, through their network, we can reach deep into the farming community to help with sound prevention advice and raise funds for M2030 projects."

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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 grounds care 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

M2030 is incorporated in Singapore and brings together businesses, consumers and health organizations in a unique partnership to eliminate malaria in Asia by 2030. M2030 is both a brand and a movement. M2030 corporate partners can use the M2030 brand for awareness raising campaigns or for branding select products and services. In return, they pledge funds to fight malaria in the countries where the money was raised, working directly with reputable NGOs. 100 percent of all funds donated by companies go directly to malaria elimination programs. To learn more, visit www.m2030.org.

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