

25 *Ag Leader*®



25 YEARS OF INNOVATION

In the early 1990s, I often stood in my garage working on prototype after prototype of the first Ag Leader yield monitor dreaming of the future. I had no idea where the yield monitor would lead the agriculture industry over the course of the next 25 years.

I created Ag Leader to first and foremost help farmers improve efficiency and productivity. Secondly, to give employees a great place to work, innovate and feel fulfilled by their careers. Today, those goals are the same.

Ag Leader has not only led agriculture into the age of precision, it has changed the way farmers manage their operations. Informed management decisions based on information gathered in the field is now key to an operation's success, and it all started with our yield monitor. This is a reality I'm humbled by, and it's a responsibility I do not take lightly. I am committed to providing tools allowing farmers to gather and analyze the highest quality, most actionable data possible.

The next 25 years will undoubtedly hold challenges and will probably far surpass many of our expectations in terms of progress. Make no mistake, Ag Leader will be leading the way remaining defiantly independent in an industry filled with mergers and acquisitions and taking data visibility and informed decision making to an unprecedented level.

I'm grateful for the opportunity to provide your farm with tools that can take it to new heights of efficiency and profitability. Thank you for putting your trust in Ag Leader.

Kindest regards,

Al Myers





“Ag Leader was created to give myself, and now my employees, the ability to **innovate, create, solve problems** and ultimately **improve the lives of farmers** around the world.”

— Al Myers

8 THINGS TO KNOW ABOUT AG LEADER



1 Where Midwest values meet global thinking, you find Ag Leader. Ag Leader is based in Ames, Iowa, with an additional three offices internationally.

2 In a market that's full of mergers and acquisitions, we are defiantly independent, and that's not changing.

3 Ag Leader comprises of more than 250 employees who work side-by-side toward one goal: advancing precision agriculture.

4 We're farmers too. A large percentage of our employees are not only passionate about farming, they are farmers.



VALUES




5 We produce a product we are proud to stand behind, and we never compromise quality for convenience. Ever.

6 You can count on top-notch technical support from local dealers and our Ames-based customer support team.

7 We have the highest trained dealer network behind our customers every step of the way.

8 Data is the way of the future. That's why all our products provide advanced data for optimum decision making.



A black and white photograph of two men standing outdoors. The man on the left is wearing a dark jacket over a plaid shirt and has sunglasses on his head. The man on the right is wearing a dark jacket, a light-colored hard hat, and has a patch on his jacket that reads "Little Harry". A semi-transparent blue banner is overlaid across the middle of the image, containing white text.

AG LEADER
IS MADE FOR
FARMERS
BY FARMERS.

FARMERS

For us, knowing our customers goes a lot deeper than demographics. We understand the long hours, late nights and stress that certain times of year bring. We also know the joy of getting planting done before the rain and the sense of accomplishment after the last of the crop is harvested. We've experienced the highs and lows firsthand. That's a passion that can't be taught or mimicked. Many of the people behind Ag Leader products share that passion because they not only come from the farm, they're still actively involved in family operations or run farms of their own. In fact, you'll even catch President Al Myers

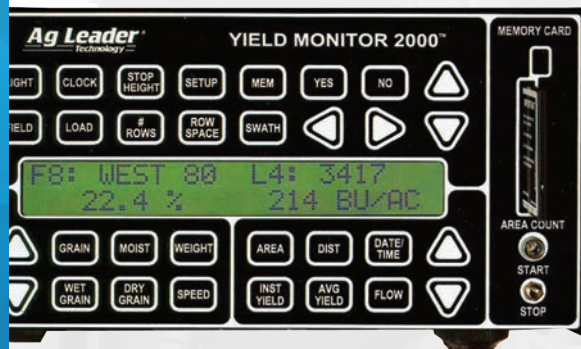
in the cab from time to time. Ag Leader values hard work, go-getter attitudes and an unbridled passion for making high-quality precision products. This all translates into high-quality data for farmers. We have no desire to abandon our roots or wash the dirt from under our fingernails. It's who we are and how we remain in touch with the needs of our customers.

If you haven't experienced the Ag Leader difference, we invite you to give it a try. There's no doubt you will take notice.

FROM THEN TO NOW.

From the beginning, providing data visibility to farmers has been Ag Leader's focus.

Today, that focus is more evident than ever with its current product line-up connecting the entire operation for comprehensive, informed decision making.



Yield Monitor
2000

1992



Insight Display

2004

PF3000

1998

1996

GPS 2000 Receiver

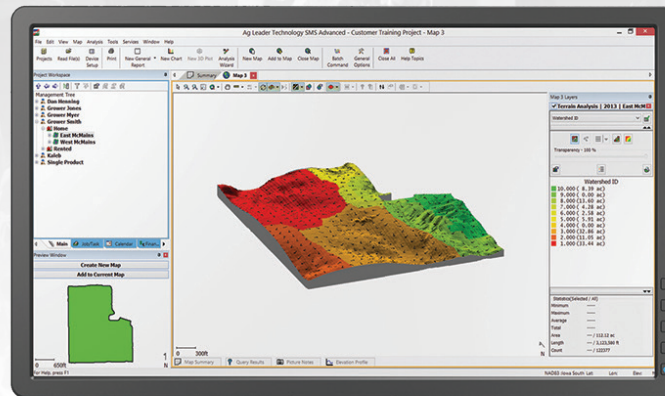


2000

SMS Basic

2003

PFadvantage,
SMS Advanced





EDGE Display

2008

Hydraulic Down Force,
GeoSteer, Soil-Max,
Intellislope, OnTrac2+
South America Office

2012



AgFiniti Cloud, Compass
Display, Asia Pacific Office

2013

2016

Individual Row
Hydraulic Down Force,
SureDrive, DisplayCast

DirectCommand

2005

SMS Mobile Mesa,
GPS 2500, Advanced
Seed Monitoring

2010

2006

SMS Mobile,
SeedCommand

2011

SureVac, Versa Display,
EMEA Office

2014

ISOBUS Liquid Control,
SteerCommand,
GPS 6500, OnTrac3,
Distribution Center

2017

Celebrating
25 Years of
Innovation

2009

SureStop, OptRx,
Ag Leader Integra Display,
ParaDyme, OnTrac2,
Ag Leader Academy



2015

InCommand Displays, AgFiniti Mobile







There is a lot that goes into bringing cutting-edge precision technology to the market. The process can be long, and it is tempting to cut corners in order to be first. That temptation has baited many others in the market to release products that are lacking thorough testing and training. Not at Ag Leader.

Here, quality is never sacrificed. We have a culture of continuous improvement and are proud of, but not satisfied with, a product fail rate that is less than half a percent. In fact, our commitment to quality spans more than just our products. It reaches to the people we hire, the dealers we recruit and the support we provide.

At Ag Leader, quality isn't just a buzzword thrown around in marketing materials. It's a promise we deliver on day after day.



FUTURE



THE FUTURE IS BRIGHT. THE FUTURE IS DATA.

At a time when many precision ag companies are struggling to find their identity in a market filled with off-the-lot options, Ag Leader's vision for the future has remained steadfast. We are committed to bringing the most accurate, actionable data to farmers to help them make informed management decisions.

The future of agriculture belongs to those who are willing to take the time to understand what their data is telling them and use it to improve their operation. Since the inception of our on-the-go yield monitor, Ag Leader has worked to share the value of data with farmers in the United States and around the world. We have no ulterior motives or reasons to access farmers' data. Our mission is to provide the tools to collect and analyze data in order to let farmers make the most informed management decisions.



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Ag Leader®

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