Ag Equipment Intelligence

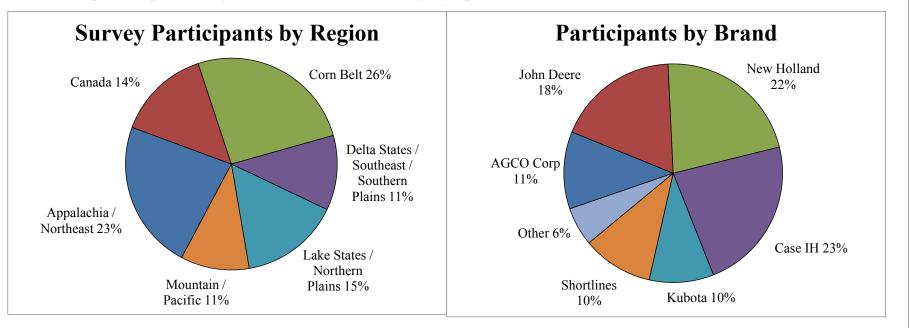
February 2016 Dealer Sentiments & Business Conditions Update

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Monthly Ag Equipment Intelligence North American Dealer Survey

Background:

- We are pleased to announce the results of the January Ag Equipment Intelligence survey conducted in partnership with Cleveland Research Company. We hope this monthly survey will provide valuable and timely insight into industry trends and fundamentals.
- The February survey had 124 respondents representing combined annual revenues of roughly \$4.4 billion. Participants representing a broad cross section of geographies and brands are summarized in the charts below.



Appalachia / Northeast – CT, DE, KY, MA, MD, ME, NC, NH, NY, NJ, PA, RI, TI, TN, VA, VT, WV, Corn Belt – IL, IN, IA, MO, OH, Delta States / Southeast / Southern Plains – AL, AR, FL, GA, LA, MS, OK, SC, TX, Lake States / Northern Plains – KS, MI, MN, NE, ND, SD, WI, Mountain / Pacific – AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY. Note AGCO represents Massey Ferguson and Challenger brands. *Note regions have been condensed.

Source: Farm Equipment Magazine Survey

Highlights / Summary Thoughts

- Sales Average dealer sales were reported down 13% in January, better than the 15% decline in December. A net 23% of dealers missed their sales budget in January, making for the 22nd consecutive month of net budget misses. A net 50% dealers saw a decline for the month vs. a net 54% forecasting a decline in December. Commercial and consumer lawn equipment sales continue to show strength, while large equipment demand remains very weak.
- **Outlook** The full year 2016 dealer average sales growth forecast was reported at down 11%, a decline from the down 9% forecast in December with a net 54% of dealers forecasting a sales decline for the year vs a net 48% forecasting a decline last month.
- **Inventory** A net 60% of dealers reported new equipment inventories as too high, a significant deterioration from the net 42% in December. Used inventory levels got slightly worse with a net 40% of dealers reporting inventory as too high vs. 38% last month.
- **Pricing** Dealers reported relatively flat new equipment pricing following a slight uptick in 4Q (~0.5-1.0%) as Tier 4 sales and OEM price increase have been offset by greater discounting at the dealer level. Used large tractor pricing is reported down 8% y/y on average, a slight improvement from the 9% decline reported in December, while small tractor pricing was ~flat in the month. Used combine prices were reported down 12%, a slight improvement from the 4Q average of down 14%.

Monthly Sales Growth

- Average dealer sales were reported down 13% y/y in January, an improvement from the 16% decline in 4Q. A net 23% of dealers missed their sales budgets in January compared with a net 15% missing budgets in December, as fewer respondents reported better than expected sales than December.
- A net 31% of dealers report they are less optimistic about overall business conditions, the 22nd consecutive month of deterioration in optimism.

| | | | N. Amer | ican Farn | n Equipme | nt Dealer | Survey - | Average D | Dealer Sal | es Growth | 1 | | | | |
|------------------|--------|--------|---------|-----------|-----------|-----------|----------|-----------|------------|-----------|--------|--------|--------|--------|--------|
| % Change y/y | Nov-14 | Dec-14 | Jan-15 | Feb-15 | Mar-15 | Apr-15 | May-15 | Jun-15 | Jul-15 | Aug-15 | Sep-15 | Oct-15 | Nov-15 | Dec-15 | Jan-16 |
| AGCO | 4% | -13% | -15% | 3% | -8% | -1% | 4% | -12% | -24% | -13% | -14% | -22% | -27% | -9% | -13% |
| John Deere | -6% | -3% | -9% | -22% | -8% | -11% | -15% | -14% | -19% | -14% | -15% | -16% | -12% | -16% | -11% |
| New Holland | -10% | -1% | 0% | -5% | -3% | -2% | -7% | -5% | -17% | -12% | -23% | -14% | -13% | -15% | -11% |
| Case IH | -14% | -6% | -19% | -10% | -13% | -16% | -19% | -19% | -17% | -19% | -20% | -19% | -22% | -18% | -18% |
| Kubota | -11% | 7% | 5% | -6% | -4% | -1% | 0% | 0% | 0% | -3% | -2% | 2% | -5% | -13% | -8% |
| Shortlines/Other | -1% | 1% | -9% | -4% | -18% | -8% | -6% | -16% | -7% | -38% | -7% | -9% | -8% | -8% | -9% |
| Total | -9% | -5% | -11% | -12% | -8% | -10% | -13% | -13% | -18% | -15% | -16% | -16% | -16% | -15% | -13% |

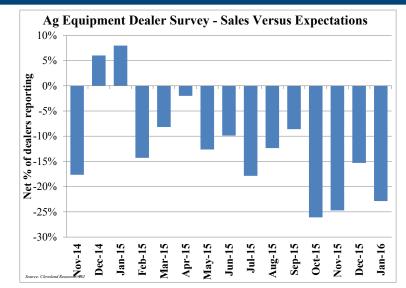
Source: Cleveland Research, AEI

| | | | N. Ame | erican Far | ·m Equipm | ent Deale | r Survey | - Sales Ve | rsus Exp | ectations | | | | | |
|---------------------------|--------|--------|--------|------------|-----------|-----------|----------|------------|----------|-----------|--------|--------|--------|--------|--------|
| % of Dealers Reporting | Nov-14 | Dec-14 | Jan-15 | Feb-15 | Mar-15 | Apr-15 | May-15 | Jun-15 | Jul-15 | Aug-15 | Sep-15 | Oct-15 | Nov-15 | Dec-15 | Jan-16 |
| Better than expected | 21% | 29% | 26% | 13% | 20% | 27% | 23% | 21% | 18% | 16% | 19% | 15% | 12% | 19% | 12% |
| In line with expectations | 40% | 47% | 57% | 59% | 50% | 44% | 39% | 48% | 45% | 56% | 53% | 43% | 51% | 47% | 52% |
| Worse than expected | 39% | 23% | 18% | 28% | 28% | 29% | 36% | 31% | 36% | 28% | 28% | 41% | 37% | 34% | 35% |
| Net % (Better - Worse) | -18% | 6% | 8% | -14% | -8% | -2% | -13% | -10% | -18% | -12% | -9% | -26% | -25% | -15% | -23% |

Source: Cleveland Research, AEI.

Monthly Sales Growth Continued





| | | N. A | merican | Farm Equi | ipment De | aler Surv | ey - Avera | ge Dealer | Revenue | Growth T | rends | | | | |
|------------------------|--------|--------|---------|-----------|-----------|-----------|------------|-----------|---------|----------|--------|--------|--------|--------|--------|
| % of Dealers Reporting | Nov-14 | Dec-14 | Jan-15 | Feb-15 | Mar-15 | Apr-15 | May-15 | Jun-15 | Jul-15 | Aug-15 | Sep-15 | Oct-15 | Nov-15 | Dec-15 | Jan-16 |
| Positive Sales Growth | 27% | 33% | 32% | 13% | 20% | 27% | 29% | 26% | 20% | 19% | 24% | 20% | 16% | 18% | 14% |
| Flat Sales | 16% | 16% | 25% | 59% | 50% | 11% | 17% | 11% | 16% | 16% | 16% | 15% | 17% | 10% | 22% |
| Negative Sales Growth | 58% | 51% | 43% | 28% | 28% | 62% | 54% | 63% | 64% | 65% | 60% | 65% | 67% | 72% | 64% |
| Net % Reporting Growth | -31% | -19% | -11% | -14% | -8% | -35% | -25% | -37% | -43% | -46% | -35% | -46% | -52% | -54% | -50% |
| Average % Change y/y | -9% | -5% | -11% | -12% | -8% | -10% | -13% | -13% | -18% | -15% | -16% | -16% | -16% | -15% | -13% |

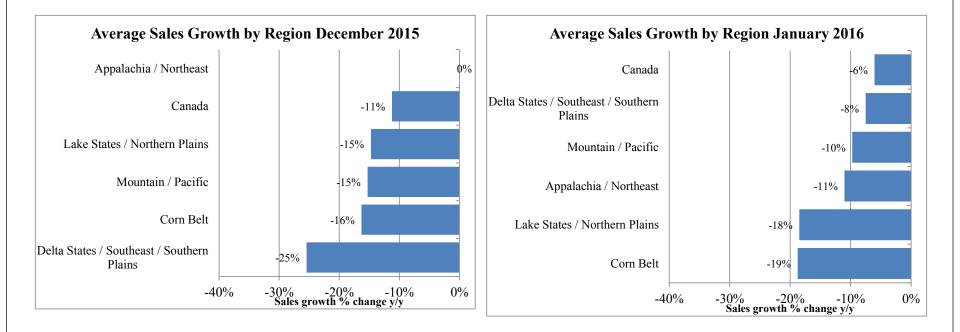
Source: Cleveland Research

| | Optimism/Sentiment vs. Last Month | | | | | | | | | | | | | | |
|------------------------|-----------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| % of Dealers Reporting | Nov-14 | Dec-14 | Jan-15 | Feb-15 | Mar-15 | Apr-15 | May-15 | Jun-15 | Jul-15 | Aug-15 | Sep-15 | Oct-15 | Nov-15 | Dec-15 | Jan-16 |
| More Optimistic | 9% | 12% | 12% | 9% | 14% | 14% | 12% | 13% | 14% | 11% | 12% | 8% | 10% | 8% | 11% |
| Same | 38% | 39% | 52% | 50% | 42% | 47% | 48% | 58% | 52% | 45% | 51% | 60% | 52% | 48% | 46% |
| Less Optimistic | 53% | 49% | 36% | 41% | 43% | 40% | 40% | 30% | 35% | 43% | 37% | 33% | 38% | 44% | 43% |
| Net % Dealer Optimism | -44% | -37% | -25% | -31% | -29% | -26% | -26% | -18% | -21% | -32% | -26% | -25% | -28% | -35% | -31% |

Source: Cleveland Research

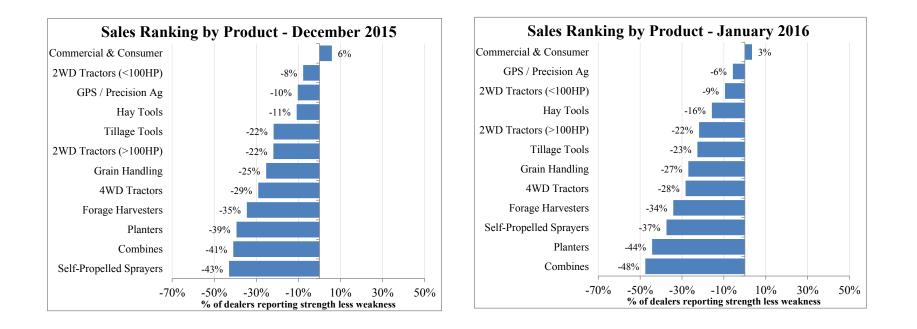
Monthly Sales Growth by Region

• Sales were down in all regions in January with the Corn Belt showcasing the largest decline at 19% y/y. The Lake States / Northern Plains, Appalachia/Northeast, and Mountain/Pacific also posted double digit declines in the month. Canada has the strongest showing in the month with declines of only 6%.

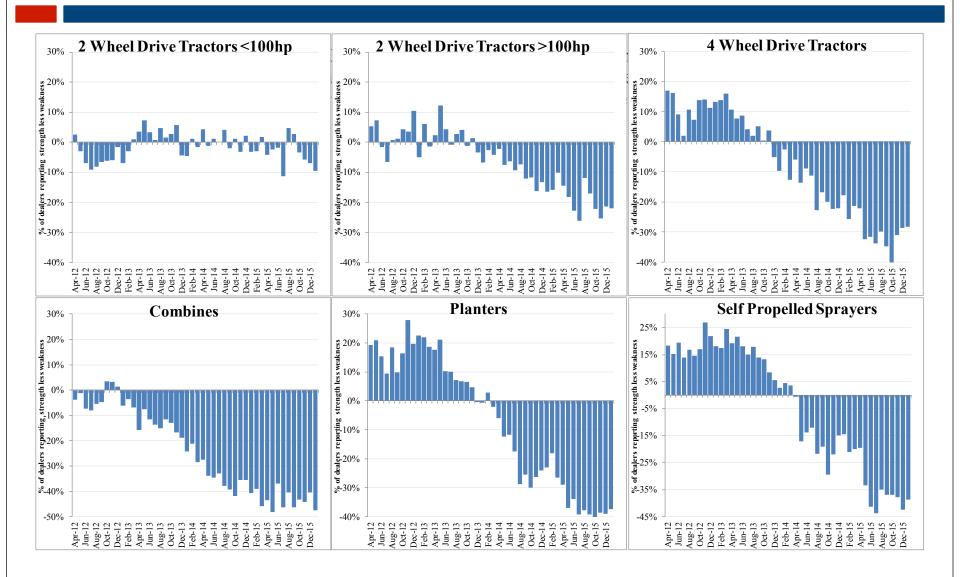


Equipment Category Sales Trends

• Commercial & consumer lawn equipment continues to show strength in contrast to declines in other categories (combines, planters, and sprayers in particular). We continue to see significant headwinds to large equipment sales.

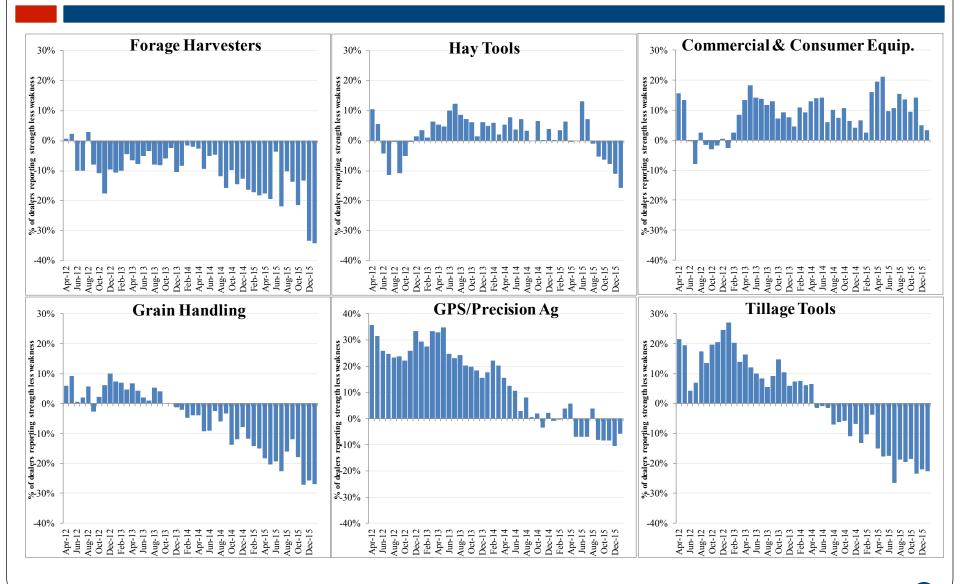


Equipment Category Sales Trends



Source: Farm Equipment Magazine Survey

Equipment Category Sales Trends (Continued)



Most Interesting Commentary - Monthly Sales and Outlook

- *AGCO recently ended an attractive financing rate on small hp tractors.*
- Customers are making drastic budget cuts to control input costs, and new equipment purchases are the first cut.
- Sales in February may be a little better due to the snowstorm, but overall the growing weakness in the economy makes me less confident in our ability to get sales to a better place.
- Deere removed interest free financing on used hhp tractors.
- New Holland has been more aggressive across the board for this time of year, and we have seen customers responding to it. We have more interest than I would have anticipated.
- We continue to be too heavy in large equipment particularly used combines over \$125k, planters, and harvesters. We're beginning to see an increase in hay tools inventory in our area, as well.
- *Trying to lower new and used inventory is like swinging a double edged blade.*
- The continued drop in oil prices is causing weakness in the overall economy and could cause a global event hurts agriculture exports.
- The weak Canadian dollar has allowed us to ship lots of equipment into the United States.
- There's been no incentive for farmers to buy equipment yet, they know the market is going lower and are going to wait to get the best bargains that are out there.
- Bankers continue to pressure farmers on putting off equipment purchases. Traffic was very slow in the month, even seed customers are in no hurry to make a decision on what they want to plant yet.
- *OEM reps have been very aggressive in getting me to order product even though my lot is full.*
- I noticed an increase in large OEM inventory at a lot of dealerships in the past month. The manufacturers are overloading dealerships with equipment.
- While people aren't buying right now, there is a least a level of quoting activity customers aren't giving us an outright no.
- Floor traffic was slow to dead.

Average Dealer Sales Outlook

- Dealers forecast 2016 sales down 11% y/y, a deterioration from the 9% decline forecast in December. A net 54% of dealers are forecasting a sales decline for the year as 72% of dealers are anticipating lower sales.
- The second table below details the 2016 industry outlooks from Deere and AGCO.

| % change y/y | Sep-15 | Oct-15 | Nov-15 | Dec-15 | Jan-16 |
|------------------|--------|--------|--------|--------|--------|
| AGCO | -9% | -8% | -7% | -9% | -10% |
| John Deere | -6% | -10% | -9% | -8% | -12% |
| New Holland | -5% | -12% | -9% | -13% | -6% |
| Case IH | -7% | -8% | -10% | -10% | -12% |
| Kubota | 3% | 3% | 4% | 2% | -7% |
| Shortlines/Other | -9% | -15% | -8% | -6% | -12% |
| Overall | -6% | -9% | -9% | -9% | -11% |

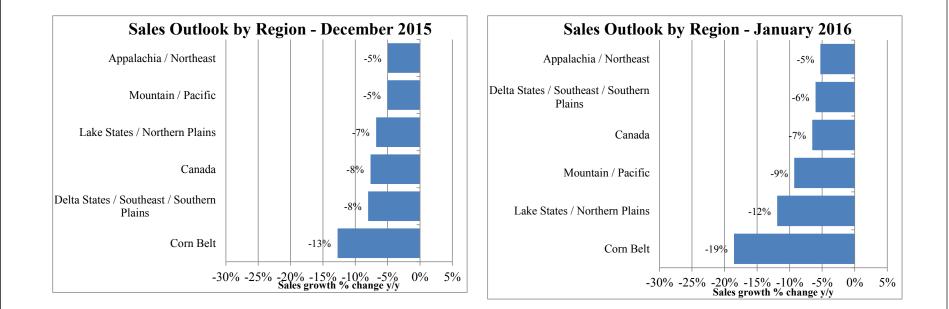
Source: Cleveland Research, AEI

| | 2016 Ag I | Equipment Industry Sales Outlook (units) | |
|----------------|-----------------------|--|-----------------|
| Geography | Deere | CNH Industrial | AGCO Corp. |
| N. America | Down 15-20% | Tractors (5%); Combines (15-20%) | Down 10-15% |
| Western Europe | Flat to Down 5% | Tractors Flat, Combines (0-5%) | Flat to Down 5% |
| Latin America | Down 10-15% | Tractors (15%), Combines (Flat-5%) | Down 10-15% |
| CIS or ROW | na | na | na |
| Asia | Flat to Down Slightly | Tractors (0-5%), Combines 0-5% | na |

Source: Company reports, CRC estimates

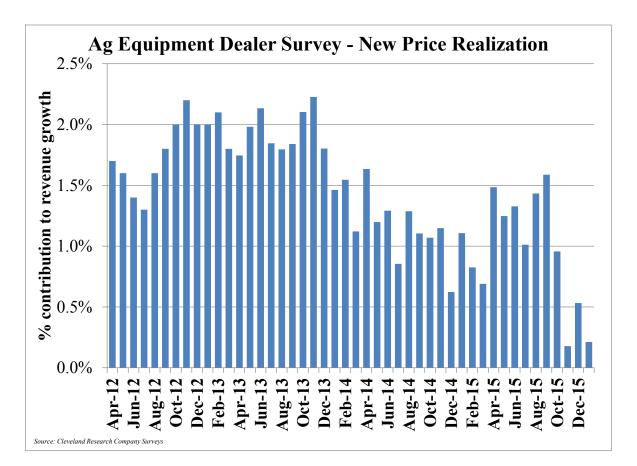
2016 Sales Outlook

• All regions are anticipating lower sales in 2016 with the Corn Belt continuing to forecast the weakest demand at down ~20% y/y. The Lake States / Northern Plains also are forecasting double-digit sales declines. The Appalachia / Northeast region forecasts the smallest decline at down 5% y/y, inline with December's results.



Pricing Trends

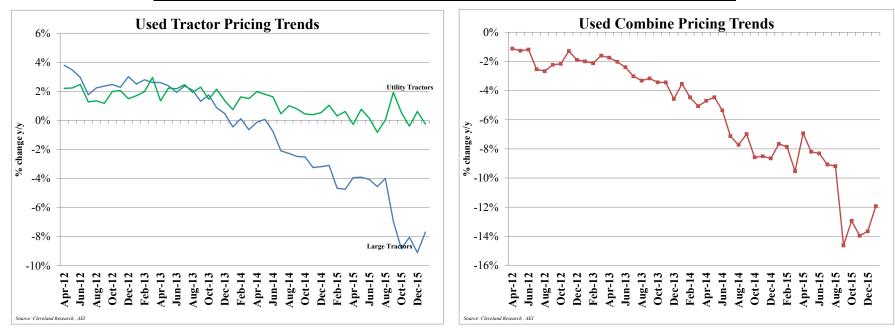
• Dealers report several OEMs pushed through small price increases in 4Q (~0.5-1.0%), with respondents reporting pricing in January improving slightly at 0.2% y/y. The effect of the strong US dollar on Canadian exchange rate has also, played a part in pricing inflation within North America.



Used Equipment Pricing

• January saw slightly negative pricing for small tractors, inline with the past few months. Large tractors were reported down 8% y/y on average slightly better than the 9% reported in December and 4Q. Used combine pricing was down 12% y/y a slight improvement over the 14% decline reported in 4Q.

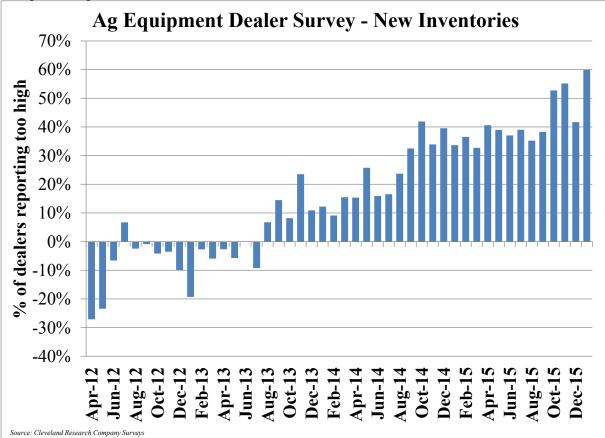
| | Use | d Tractor and Combin | e Equipment Values | | |
|--------|-----------------|----------------------|--------------------|------|----------|
| | Compact (<40HP) | Utility (40-100HP) | Row Crop (100HP+) | 4WD | Combines |
| Sep-15 | 2% | 2% | -4% | -9% | -15% |
| Oct-15 | 1% | 0% | -6% | -11% | -13% |
| Nov-15 | -1% | 0% | -7% | -9% | -14% |
| Dec-15 | 0% | 1% | -7% | -11% | -14% |
| Jan-16 | -1% | 0% | -6% | -10% | -12% |
| | | | | | |



Source: Farm Equipment Magazine Survey

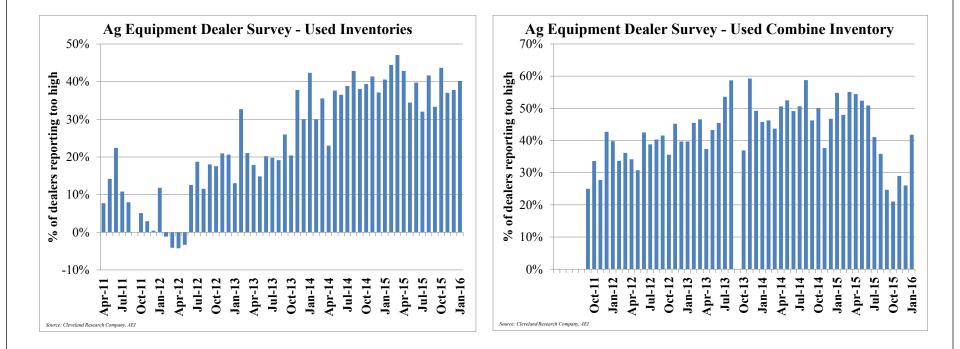
New Equipment Inventory Levels

• A net 60% of dealers reported new equipment inventories are too high (62% too high, 36% about right, 2% too low) vs 42% (44% too high, 54% about right, 2% too low) in December and an average 50% in 4Q. This marks 17 months of new inventory levels reported as too high by more than a net 30% of dealers, and the worst reading in survey history.



Used Equipment Inventory Levels

- A net 40% of dealers reported used equipment inventory as too high (47% too high, 46% about right, 7% too low) vs. 38% in December (47% too high, 44% about right, 9% too low).
- Used combine inventory remains too high with a net 42% of dealers reporting inventories above where they would like them, a significant decline from the net 26% reporting high inventory last month. This marks a stark change from the prior trend of combine inventory outperforming general used inventory levels.



North American Farm Equipment Industry Retail Sales

| < 40 1 Sep-13 8,59 Oct-13 9,64 Nov-13 5,64 Dec-13 7,62 Jan-14 4,75 Feb-14 5,30 Mar-14 10,10 Apr-14 14,19 May-14 16,82 Jun-14 15,24 Jun-14 11,24 Aug-14 9,69 | 595 4,834 644 6,687 646 3,871 623 6,903 755 4,152 | Row Crop 3,356 5,938 2,646 | Units 4-Wheel 571 1,225 | Total Tractor 17,356 | Row Crop & 4WD | | | | % chan | ige year-ov | | | |
|--|---|--|----------------------------------|----------------------------|-------------------|----------|--------|---------|----------|-------------|--------------|----------|----------|
| Sep-13 8,59 Oct-13 9,64 Nov-13 5,64 Dec-13 7,62 Jan-14 4,75 Feb-14 5,30 Mar-14 10,10 Apr-14 14,15 May-14 16,82 Jun-14 15,24 Jul-14 11,24 | 595 4,834 644 6,687 646 3,871 623 6,903 755 4,152 | 3,356 5,938 2,646 | 571 | Tractor | 1 | | | | | | m , 1 | | |
| Sep-13 8,59 Oct-13 9,64 Nov-13 5,64 Dec-13 7,62 Jan-14 4,75 Feb-14 5,30 Mar-14 10,10 Apr-14 14,15 May-14 16,82 Jun-14 15,24 Jul-14 11,24 | 595 4,834 644 6,687 646 3,871 623 6,903 755 4,152 | 3,356 5,938 2,646 | 571 | | & 4WD | Combines | | | | | Total | Row Crop | |
| Oct-13 9,64 Nov-13 5,64 Dec-13 7,62 Jan-14 4,75 Feb-14 5,30 Mar-14 10,10 Apr-14 14,19 May-14 16,82 Jun-14 15,22 Jul-14 11,22 | 6446,6876463,8716236,9037554,152 | 5,938 2,646 | | 17 356 | | Combines | <40 HP | Utility | Row Crop | 4-Wheel | Tractor | & 4WD | Combines |
| Nov-13 5,64 Dec-13 7,62 Jan-14 4,75 Feb-14 5,30 Mar-14 10,10 Apr-14 14,19 May-14 16,82 Jun-14 15,22 Jul-14 11,22 | 6463,8716236,9037554,152 | 2,646 | 1.225 | 17,550 | 3,927 | 1,289 | 7% | 7% | 8% | -26% | 6% | 1% | -27% |
| Dec-13 7,62 Jan-14 4,75 Feb-14 5,30 Mar-14 10,10 Apr-14 14,19 May-14 16,82 Jun-14 15,22 Jul-14 11,22 | 6236,9037554,152 | · · | -, | 23,494 | 7,163 | 1,665 | -3% | -3% | 5% | -18% | -2% | 0% | -28% |
| Jan-14 4,75 Feb-14 5,30 Mar-14 10,10 Apr-14 14,19 May-14 16,82 Jun-14 15,22 Jul-14 11,22 | 755 4,152 | | 643 | 12,806 | 3,289 | 897 | 9% | -3% | 7% | 2% | 4% | 6% | 25% |
| Feb-14 5,30 Mar-14 10,10 Apr-14 14,19 May-14 16,82 Jun-14 15,22 Jul-14 11,22 | , | 4,919 | 960 | 20,405 | 5,879 | 1,538 | -7% | 10% | 13% | 7% | 3% | 12% | 36% |
| Mar-14 10,10 Apr-14 14,19 May-14 16,82 Jun-14 15,24 Jul-14 11,24 | | 3,303 | 631 | 12,841 | 3,934 | 824 | 1% | 2% | 12% | -7% | 3% | 8% | 33% |
| Apr-14 14,19 May-14 16,82 Jun-14 15,22 Jul-14 11,24 | 308 3,745 | 2,423 | 575 | 12,051 | 2,998 | 526 | 4% | 1% | -6% | -14% | 0% | -8% | -15% |
| May-14 16,82 Jun-14 15,24 Jul-14 11,24 | ,108 5,110 | 3,155 | 655 | 19,028 | 3,810 | 899 | 22% | 3% | -9% | -7% | 9% | -9% | -25% |
| Jun-14 15,24 Jul-14 11,24 | ,191 6,010 | 3,752 | 745 | 24,698 | 4,497 | 996 | 2% | 7% | -13% | -12% | 0% | -13% | -13% |
| Jul-14 11,24 | ,828 6,586 | 2,928 | 474 | 26,816 | 3,402 | 669 | -2% | 6% | -16% | -14% | -2% | -16% | -24% |
| · · · · | ,245 6,488 | 2,733 | 408 | 24,874 | 3,141 | 837 | 13% | 2% | -16% | -25% | 5% | -18% | -25% |
| Aug-14 9.69 | ,245 5,934 | 3,206 | 389 | 20,774 | 3,595 | 1,034 | 5% | 7% | 1% | -21% | 4% | -2% | -30% |
| | 691 5,444 | 2,575 | 371 | 18,081 | 2,946 | 946 | 4% | 9% | -9% | -37% | 2% | -14% | -24% |
| Sep-14 11,33 | ,333 6,193 | 3,276 | 492 | 21,294 | 3,768 | 1,142 | 32% | 28% | -2% | -14% | 23% | -4% | -11% |
| Oct-14 10,95 | ,950 7,085 | 4,920 | 733 | 23,688 | 5,653 | 983 | 14% | 6% | -17% | -40% | 1% | -21% | -41% |
| Nov-14 5,85 | 857 4,177 | 1,891 | 354 | 12,279 | 2,245 | 450 | 4% | 8% | -29% | -45% | -4% | -32% | -50% |
| Dec-14 8,08 | 089 7,473 | 3,730 | 512 | 19,804 | 4,242 | 920 | 6% | 8% | -24% | -47% | -3% | -28% | -40% |
| Jan-15 5,38 | 382 4,506 | 3,124 | 220 | 13,232 | 3,344 | 384 | 13% | 9% | -5% | -65% | 3% | -15% | -53% |
| Feb-15 5,30 | 305 3,250 | 1,955 | 348 | 10,858 | 2,303 | 399 | 0% | -13% | -19% | -39% | -10% | -23% | -24% |
| Mar-15 9,73 | 735 4,851 | 2,547 | 500 | 17,633 | 3,047 | 470 | -4% | -5% | -19% | -24% | -7% | -20% | -48% |
| Apr-15 16,62 | ,624 6,461 | 3,131 | 430 | 26,646 | 3,561 | 664 | 17% | 8% | -17% | -42% | 8% | -21% | -33% |
| May-15 16,02 | ,028 5,643 | 1,994 | 260 | 23,925 | 2,254 | 549 | -5% | -14% | -32% | -45% | -11% | -34% | -18% |
| Jun-15 15,60 | ,664 6,558 | 2,411 | 300 | 24,933 | 2,711 | 505 | 3% | 1% | -12% | -26% | 0% | -14% | -40% |
| Jul-15 14,34 | ,342 7,097 | 2,473 | 272 | 24,184 | 2,745 | 807 | 28% | 20% | -23% | -30% | 16% | -24% | -22% |
| Aug-15 9,68 | 688 5,120 | 1,771 | 167 | 16,746 | 1,938 | 679 | 0% | -6% | -31% | -55% | -7% | -34% | -28% |
| Sep-15 10,78 | | 1,941 | 250 | 18,372 | 2,191 | 848 | -5% | -13% | -41% | -49% | -14% | -42% | -26% |
| Oct-15 12,87 | ,876 6,855 | 3,263 | 515 | 23,509 | 3,778 | 799 | 18% | -3% | -34% | -30% | -1% | -33% | -19% |
| Nov-15 5,94 | 940 3,697 | 1,164 | 221 | 11,022 | 1,385 | 344 | 1% | -11% | -38% | -38% | -10% | -38% | -24% |
| Dec-15 8,69 | , | 2,559 | 515 | 18,117 | 3,074 | 886 | 7% | -15% | -31% | 1% | -9% | -28% | -4% |
| Jan-16 5,64 | 0,00 | , | | | | | | | | | | | |

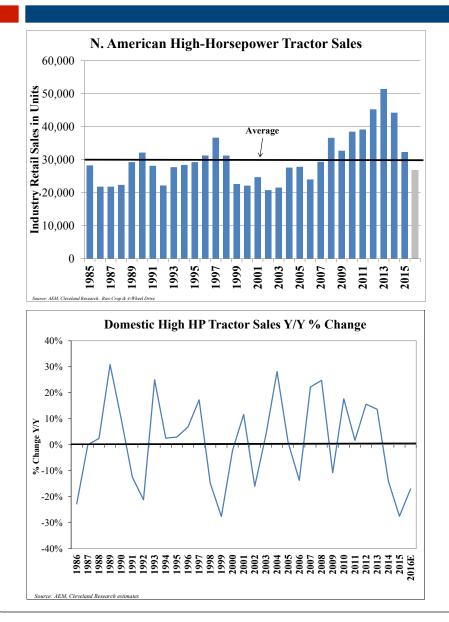
Source: AEM; Cleveland Research Company estimates. High hp tractors are row crop & 4-wheel drive.

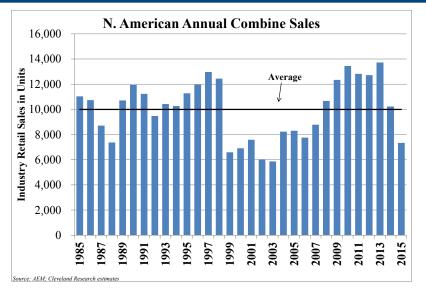
North American Farm Equipment Industry Inventory

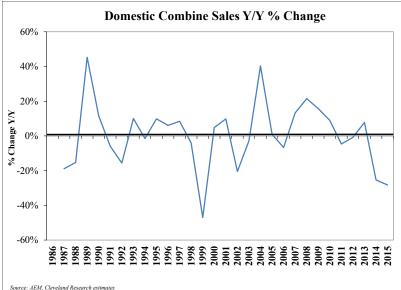
| | | | | | NORTH A | MERICAN | FARM EQU | IPMENT IN | VENTORY | ľ | | | | |
|--------|--------|---------|----------|-------------|------------------|-------------------|----------|-----------|---------|---------|-------------|------------------|-------------------|------|
| | | | Inv | entory (Uni | its) | | | | | Invento | ory to 12-m | o. Sales | | |
| | <40 HP | Utility | Row Crop | 4-Wheel | Total Tractor | Row Crop & 4WD | Combines | <40HP | Util | RC | 4-WD | Total Tractor | Row Crop & 4WD | Comb |
| Aug-13 | 58,941 | 30,907 | 15,063 | 2,307 | 107,218 | 17,370 | 3,325 | 52% | 49% | 36% | 26% | 47% | 34% | 23% |
| Sep-13 | 60,787 | 31,714 | 15,372 | 2,507 | 110,380 | 17,879 | 3,255 | 53% | 50% | 37% | 29% | 48% | 35% | 24% |
| Oct-13 | 63,364 | 31,876 | 14,009 | 2,094 | 111,343 | 16,103 | 2,222 | 55% | 50% | 33% | 25% | 49% | 32% | 17% |
| Nov-13 | 67,922 | 33,406 | 14,847 | 2,312 | 118,487 | 17,159 | 2,343 | 59% | 53% | 35% | 27% | 52% | 34% | 18% |
| Dec-13 | 67,863 | 32,028 | 13,318 | 2,049 | 115,258 | 15,367 | 2,083 | 59% | 50% | 31% | 24% | 50% | 30% | 15% |
| Jan-14 | 69,111 | 33,240 | 12,620 | 2,028 | 116,999 | 14,648 | 1,681 | 60% | 52% | 29% | 24% | 51% | 28% | 12% |
| Feb-14 | 71,514 | 34,326 | 13,267 | 2,046 | 121,153 | 15,313 | 2,063 | 62% | 54% | 31% | 25% | 53% | 30% | 15% |
| Mar-14 | 71,249 | 35,256 | 14,058 | 2,218 | 122,781 | 16,276 | 2,456 | 61% | 55% | 33% | 27% | 53% | 32% | 18% |
| Apr-14 | 69,986 | 35,615 | 13,298 | 2,117 | 121,016 | 15,415 | 2,467 | 60% | 55% | 31% | 26% | 52% | 31% | 18% |
| May-14 | 66,364 | 34,755 | 13,505 | 2,255 | 116,879 | 15,760 | 2,734 | 57% | 54% | 32% | 28% | 51% | 32% | 21% |
| Jun-14 | 62,025 | 34,004 | 14,531 | 2,294 | 112,854 | 16,825 | 3,101 | 53% | 52% | 35% | 29% | 49% | 34% | 24% |
| Jul-14 | 61,829 | 34,393 | 14,836 | 2,159 | 113,217 | 16,995 | 3,144 | 52% | 53% | 36% | 27% | 49% | 35% | 25% |
| Aug-14 | 62,466 | 35,692 | 15,060 | 2,193 | 115,411 | 17,253 | 3,360 | 53% | 54% | 37% | 29% | 49% | 36% | 28% |
| Sep-14 | 61,811 | 35,926 | 16,185 | 2,399 | 116,321 | 18,584 | 2,891 | 51% | 54% | 40% | 32% | 49% | 38% | 24% |
| Oct-14 | 63,713 | 35,965 | 14,640 | 1,802 | 116,120 | 16,442 | 2,187 | 52% | 53% | 37% | 25% | 49% | 35% | 19% |
| Nov-14 | 67,691 | 37,110 | 14,840 | 1,652 | 121,293 | 16,492 | 2,046 | 55% | 55% | 38% | 24% | 51% | 36% | 19% |
| Dec-14 | 69,876 | 35,550 | 14,638 | 1,426 | 121,490 | 16,064 | 1,674 | 57% | 52% | 39% | 22% | 51% | 36% | 16% |
| Jan-15 | 73,716 | 35,405 | 13,934 | 1,439 | 124,494 | 15,373 | 1,713 | 59% | 51% | 37% | 24% | 53% | 35% | 18% |
| Feb-15 | 78,177 | 36,676 | 13,981 | 1,436 | 130,270 | 15,417 | 1,820 | 63% | 54% | 38% | 25% | 55% | 36% | 19% |
| Mar-15 | 81,662 | 37,881 | 14,179 | 1,346 | 135,068 | 15,525 | 2,040 | 66% | 56% | 39% | 24% | 58% | 37% | 22% |
| Apr-15 | 80,348 | 37,047 | 13,193 | 1,353 | 131,941 | 14,546 | 2,116 | 64% | 54% | 37% | 26% | 56% | 35% | 24% |
| May-15 | 78,880 | 37,037 | 13,177 | 1,400 | 130,494 | 14,577 | 2,058 | 63% | 55% | 38% | 28% | 56% | 36% | 23% |
| Jun-15 | 76,286 | 36,584 | 13,006 | 1,416 | 127,292 | 14,422 | 2,276 | 61% | 54% | 37% | 29% | 55% | 36% | 27% |
| Jul-15 | 72,876 | 35,232 | 12,507 | 1,354 | 121,969 | 13,861 | 2,218 | 56% | 51% | 37% | 28% | 52% | 36% | 27% |
| Aug-15 | 74,247 | 36,442 | 12,555 | 1,343 | 124,587 | 13,898 | 2,232 | 58% | 53% | 38% | 29% | 53% | 37% | 28% |
| Sep-15 | 65,844 | 37,545 | 12,551 | 1,374 | 117,314 | 13,925 | 2,001 | 51% | 56% | 39% | 32% | 51% | 38% | 26% |
| Oct-15 | 75,042 | 37,885 | 11,906 | 1,266 | 126,099 | 13,172 | 1,504 | 58% | 56% | 39% | 31% | 54% | 38% | 20% |
| Nov-15 | 79,228 | 39,911 | 12,983 | 1,317 | 133,439 | 14,300 | 1,492 | 61% | 60% | 44% | 33% | 58% | 43% | 20% |
| Dec-15 | 82,737 | 41,363 | 13,140 | 1,189 | 138,429 | 14,329 | 1,277 | 63% | 63% | 46% | 30% | 60% | 44% | 17% |

Source: AEM; Cleveland Research Company estimates

Annual Agricultural Equipment Industry Sales (1985 - 2014)

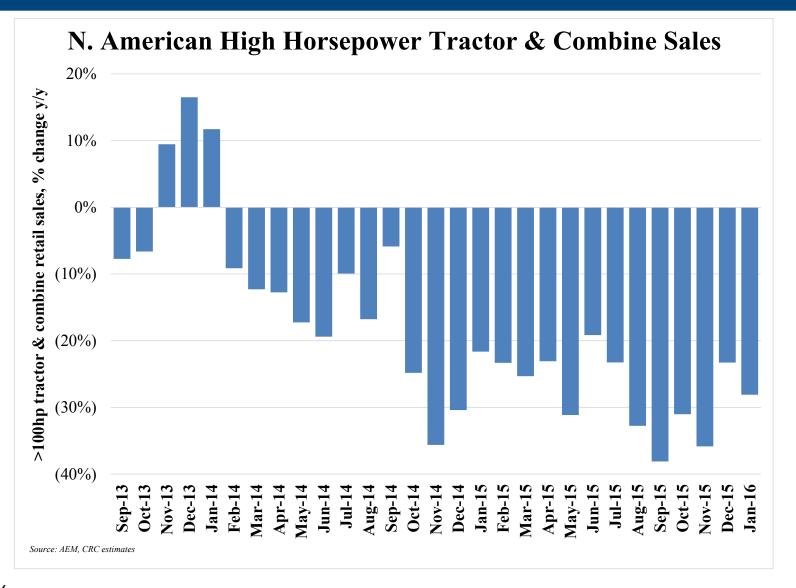






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North America Large Ag Equipment Sales



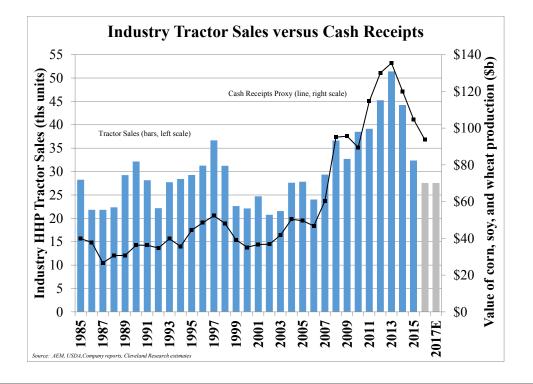
20

Source: AEM

Commodity Prices – Cash Receipts vs. Next Year Equipment Sales

USDA's February WASDE Update Highlights – The following chart illustrates the historical relationship between the value of production of corn, soybeans, and wheat in the U.S. compared to annual industry sales of high horsepower tractors.

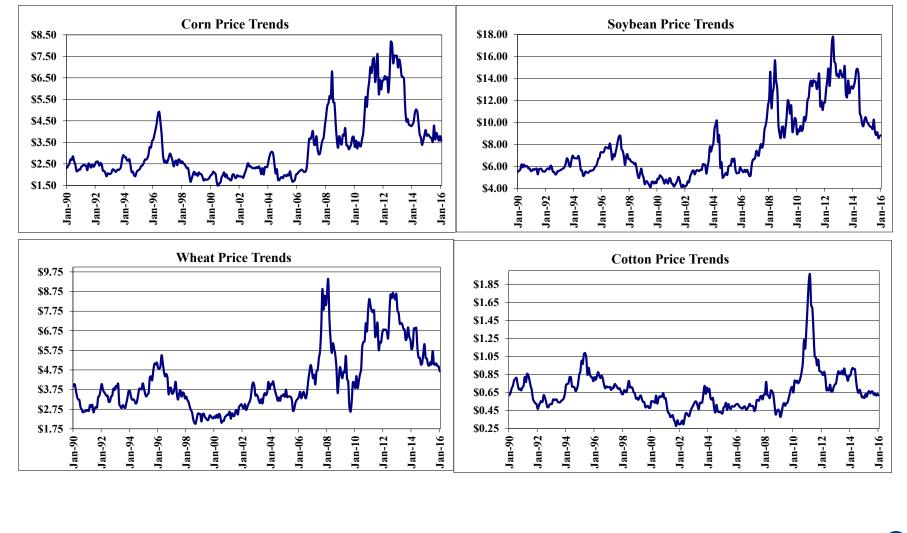
USDA's February crop report was inline with January, with our cash receipts proxy forecast down 10% y/y in 2015/2016 compared to a decline of 13% in 2014/2015.



21

Source: USDA, CRC estimates

Long Term Commodity Price Trends



Commodity Trends – Long Run Supply and Demand Projections

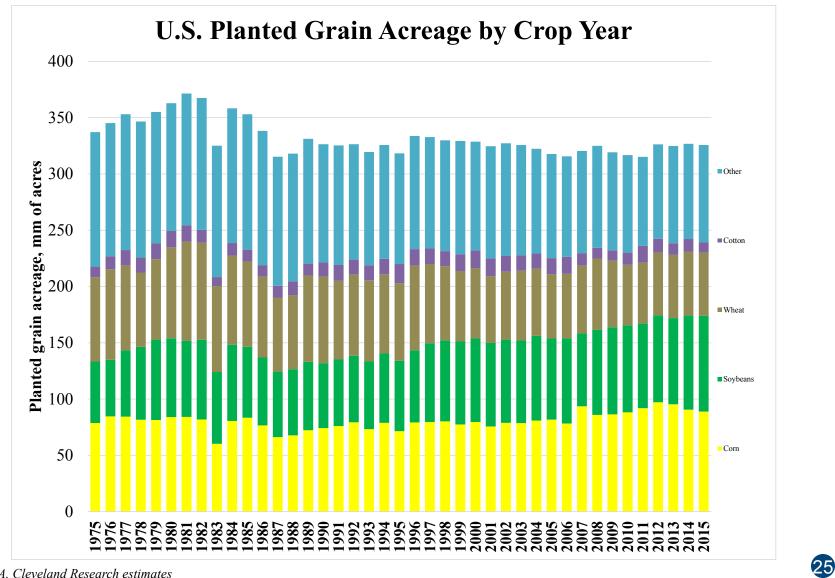
| | US Co | orn, Soy, an | d Wheat S | upply and | Demand - | Long Ter | m Annual | Forecast | 2016 | | | | |
|---|---|---|--|--|---|---|---|---|---|---|---|---|---|
| US Corn Balance Sheet - USDA Long T | | | | | | | | | | | | | |
| Millions of bushels | 2013/14 | 2014/15 | 2015/16 | 2016/17 | 2017/18 | 2018/19 | 2019/20 | 2020/21 | 2021/22 | 2022/23 | 2023/24 | 2024/25 | 2025/26 |
| Planted | 95 | 91 | 88 | 91 | 90 | 90 | 90 | 90 | 90 | 89 | 89 | 88 | 88 |
| Harvested | 88 | 83 | 81 | 83 | 83 | 83 | 83 | 82 | 82 | 81 | 81 | 80 | 80 |
| Yield (bu/acre) | 158 | 171 | 169 | 168 | 170 | 172 | 174 | 176 | 178 | 180 | 182 | 184 | 186 |
| Beginning Stocks (MM bu) | 821 | 1,232 | 1,731 | 1,760 | 1,755 | 1,730 | 1,740 | 1,755 | 1,775 | 1,785 | 1,790 | 1,785 | 1,735 |
| Production (MM bu) | 13,829 | 14,216 | 13,654 | 13,900 | 14,035 | 14,200 | 14,355 | 14,465 | 14,535 | 14,610 | 14,680 | 14,740 | 14,900 |
| Imports (MM bu) | 36 | 32 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total Supply (MM bu) | 14,686 | 15,480 | 15,415 | 15,690 | 15,820 | 15,960 | 16,125 | 16,250 | 16,340 | 16,425 | 16,500 | 16,555 | 16,665 |
| Feed & Residual (MM Bu) | 5,036 | 5,315 | 5,300 | 5,450 | 5,550 | 5,650 | 5,750 | 5,850 | 5,925 | 6,000 | 6,075 | 6,150 | 6,225 |
| Food, Seed, & Industrial Total | 6,501 | 6,568 | 6,555 | 6,585 | 6,615 | 6,595 | 6,595 | 6,550 | 6,530 | 6,485 | 6,465 | 6,445 | 6,425 |
| Ethanol & By-Products | 5,134 | 5,209 | 5,175 | 5,200 | 5,225 | 5,200 | 5,200 | 5,150 | 5,125 | 5,075 | 5,050 | 5,025 | 5,000 |
| Domestic Use | 11,537 | 11,883 | 11,855 | 12,035 | 12,165 | 12,245 | 12,345 | 12,400 | 12,455 | 12,485 | 12,540 | 12,595 | 12,650 |
| Exports | 1,917 | 1,864 | 1,800 | 1,900 | 1,925 | 1,975 | 2,025 | 2,075 | 2,100 | 2,150 | 2,175 | 2,225 | 2,275 |
| Total Use | 13,454 | 13,747 | 13,655 | 13,935 | 14,090 | 14,220 | 14,370 | 14,475 | 14,555 | 14,635 | 14,715 | 14,820 | 14,925 |
| Ending Stocks | 1,232 | 1,731 | 1,760 | 1,755 | 1,730 | 1,740 | 1,755 | 1,775 | 1,785 | 1,790 | 1,785 | 1,735 | 1,740 |
| Ending Stocks/Use | 9.2% | 12.6% | 12.9% | 12.6% | 12.3% | 12.2% | 12.2% | 12.3% | 12.3% | 12.2% | 12.1% | 11.7% | 11.7% |
| Weeks Carryover | 4.8 | 6.5 | 6.7 | 6.5 | 6.4 | 6.4 | 6.4 | 6.4 | 6.4 | 6.4 | 6.3 | 6.1 | 6.1 |
| Average Farm Price (\$/bu) | \$4.46 | \$3.70 | \$3.65 | \$3.60 | \$3.65 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.70 | \$3.75 | \$3.75 |
| Value of Production | \$61,677 | \$52,599 | \$49,837 | \$50,040 | \$51,228 | \$52,540 | \$53,114 | \$53,521 | \$53,780 | \$54,057 | \$54,316 | \$55,275 | \$55,875 |
| % change y/y | -17% | -15% | -5% | 0% | 2% | 3% | 1% | 1% | 0% | 1% | 0% | 2% | 1% |
| | | | | | | | | | | | | | |
| U.S. Soybean Balance Sheet - USDA Lo Millions of bushels | ng Term Fore 2013/14 | cast (Feb 20 2014/15 | 2015/16 | 2016/17 | 2017/18 | 2018/10 | 2019/20 | 2020/21 | 2021/22 | 2022/23 | 2023/24 | 2024/25 | 2025/26 |
| Planted | 2013/14 | 83 | 83 | 82 | 82 | 82 | 82 | 82 | 81 | 81 | 81 | 81 | 81 |
| Harvested | 76 | 83 | 82 | 81 | 81 | 81 | 81 | 81 | 80 | 80 | 80 | 80 | 80 |
| Yield Per Harvested Acre (Bushels) | 44 | 48 | 48 | 47 | 47 | 48 | 48 | 49 | 49 | 50 | 50 | 51 | 51 |
| | 141 | 40 92 | 191 | 465 | 421 | 382 | 348 | 323 | 299 | 275 | 270 | 270 | 265 |
| Beginning Stocks | 3,358 | 3,927 | 3,981 | | | | 348 3,890 | 323 3,920 | | 3,980 | | | |
| Production | 3,358 72 | , | , | 3,785 | 3,810 | 3,850 | , | , | 3,940 | 3,980 | 4,020 30 | 4,035 30 | 4,065 30 |
| Imports Total Supplies | 3,571 | <u>33</u> 4,052 | <u> </u> | <u>30</u> 4.280 | <u>30</u> 4,261 | <u>30</u> 4,262 | 30 4,268 | <u>30</u> 4,273 | 30 4,269 | 4,285 | 4,320 | 4.335 | 30 |
| Crush | | , | , | , | , | , | | , | 4,269 | 4,285 2,005 | 2,020 |) | 4 2 (0 |
| Crush | | | | | | | | | | | | | 4,360 |
| I The second s | 1,734 | 1,873 | 1,890 | 1,910 | 1,920 | 1,940 | 1,960 | 1,980 | , | , | , | 2,030 | 2,045 |
| Exports | 1,734 1,647 | 1,873 1,843 | 1,890 1,715 | 1,910 | 1,920 | 1,940 1,850 | 1,960 1,860 | 1,980 1,870 | 1,995 | 1,885 | 1,905 | 2,030 1,915 | |
| Exports Seed & Residual | 1,647 98 | 1,843 145 | 1,715 | 1,825 124 | 1,835 124 | 1,850 124 | 1,860 125 | 1,870 124 | 1,875 124 | , | 1,905 125 | 1,915 125 | 2,045 1,925 124 |
| * | 1,647 | 1,843 145 3,861 | 1,715 | 1,825 | 1,835 | 1,850 | 1,860 | 1,870 | 1,875 | 1,885 | 1,905 | 1,915 | 2,045 1,925 |
| Seed & Residual Total Use Ending Stocks | 1,647 98 | 1,843 145 3,861 191 | 1,715 | 1,825 124 | 1,835 124 3,879 382 | 1,850 124 | 1,860 125 | 1,870 124 | 1,875 124 | 1,885 125 | 1,905 125 | 1,915 125 | 2,045 1,925 124 |
| Seed & Residual Total Use | 1,647 98 3,479 | 1,843 145 3,861 | 1,715 133 3,738 | 1,825 124 3,859 | 1,835 124 3,879 | 1,850 124 3,914 | 1,860 125 3,945 | 1,870 124 3,974 | 1,875 124 3,994 | 1,885 125 4,015 | 1,905 125 4,050 | 1,915 125 4,070 | 2,045 1,925 <u>124</u> 4,094 266 6.5% |
| Seed & Residual Total Use Ending Stocks | 1,647 98 3,479 92 | 1,843 145 3,861 191 | 1,715 133 3,738 465 | 1,825 124 3,859 421 | 1,835 124 3,879 382 | 1,850 124 3,914 348 | 1,860 125 3,945 323 | 1,870 124 3,974 299 | 1,875 124 3,994 275 | 1,885 125 4,015 270 | 1,905 125 4,050 270 | 1,915 125 4,070 265 | 2,045 1,925 <u>124</u> 4,094 266 |
| Seed & Residual Total Use Ending Stocks Stocks/Use | 1,647 98 3,479 92 2.7% | 1,843 145 3,861 191 4.9% | 1,715 133 3,738 465 12.4% | 1,825 124 3,859 421 10.9% | 1,835 124 3,879 382 9.8% | 1,850 124 3,914 348 8.9% | 1,860 125 3,945 323 8.2% | 1,870 124 3,974 299 7.5% | 1,875 124 3,994 275 6.9% | 1,885 125 4,015 270 6.7% | 1,905 125 4,050 270 6.7% | 1,915 125 4,070 265 6.5% | 2,045 1,925 <u>124</u> 4,094 266 6.5% |

Commodity Trends – Long Run Supply and Demand Projections (Cont.)

| U | S Corn, So | y, and Whe | eat Supply | and Dema | nd - Long | Term An | nual Forec | ast 2016 | (continued |) | | | |
|---|------------|--------------|------------|----------|-----------|------------|---------------|-----------|------------|-----------|-----------|-----------|-----------|
| U.S. Wheat Balance Sheet - USDA Long Te | rm Foreca | st (Feb 201 | 6) | | | | | | | | | | |
| Millions of bushels | 2013/14 | 2014/15 | 2015/16 | 2016/17 | 2017/18 | 2018/19 | 2019/20 | 2020/21 | 2021/22 | 2022/23 | 2023/24 | 2024/25 | 2025/26 |
| Planted | 56 | 57 | 55 | 53 | 51 | 52 | 52 | 52 | 52 | 52 | 52 | 52 | 52 |
| Harvested | 45 | 46 | 47 | 45 | 43 | 44 | 44 | 44 | 44 | 44 | 44 | 44 | 44 |
| Yield Per Harvested Acre (Bushels) | 47 | 44 | 44 | 46 | 46 | 47 | 47 | 47 | 48 | 48 | 48 | 49 | 49 |
| Beginning Stocks | 718 | 590 | 753 | 911 | 928 | 842 | 784 | 739 | 707 | 688 | 677 | 669 | 669 |
| Production | 2,134 | 2,026 | 2,052 | 2,060 | 2,000 | 2,035 | 2,050 | 2,065 | 2,080 | 2,095 | 2,110 | 2,130 | 2,140 |
| Imports | 169 | 144 | 125 | 125 | 130 | 135 | 140 | 145 | 150 | 155 | 160 | 165 | 170 |
| Total Supplies | 3,021 | 2,760 | 2,930 | 3,096 | 3,058 | 3,012 | 2,974 | 2,949 | 2,937 | 2,938 | 2,947 | 2,964 | 2,979 |
| Food | 955 | 960 | 967 | 974 | 981 | 988 | 995 | 1,002 | 1,009 | 1,016 | 1,023 | 1,030 | 1,037 |
| Seed | 77 | 81 | 72 | 69 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| Feed&residual | 223 | 111 | 180 | 225 | 215 | 210 | 200 | 190 | 180 | 175 | 175 | 175 | 175 |
| Exports | 1,176 | 855 | 800 | 900 | 950 | 960 | 970 | 980 | 990 | 1,000 | 1,010 | 1,020 | 1,030 |
| Total Use | 2,431 | 2,007 | 2,019 | 2,168 | 2,216 | 2,228 | 2,235 | 2,242 | 2,249 | 2,261 | 2,278 | 2,295 | 2,312 |
| Ending Stocks | 590 | 753 | 911 | 928 | 842 | 784 | 739 | 707 | 688 | 677 | 669 | 669 | 667 |
| Stocks/Use | 24.3% | 37.5% | 45.1% | 42.8% | 38.0% | 35.2% | 33.1% | 31.5% | 30.6% | 29.9% | 29.4% | 29.2% | 28.8% |
| Average Price (\$/bu) | \$6.87 | \$5.99 | \$5.00 | \$4.40 | \$4.50 | \$4.60 | \$4.65 | \$4.70 | \$4.75 | \$4.80 | \$4.85 | \$4.90 | \$4.95 |
| Value of Production | \$14,661 | \$12,136 | \$10,260 | \$9,064 | \$9,000 | \$9,361 | \$9,533 | \$9,706 | \$9,880 | \$10,056 | \$10,234 | \$10,437 | \$10,593 |
| % change y/y | -16% | -17% | -15% | -12% | -1% | 4% | 2% | 2% | 2% | 2% | 2% | 2% | 1% |
| Total Acre | eage and V | alue of U.S. | Corn, Soy | and Whe | at Produc | tion - USI |) A Februa | ry 2016 P | rojection | | | | |
| Total Corn, Soy, Wheat | 2013/14 | 2014/15 | 2015/16 | 2016/17 | 2017/18 | 2018/19 | 2019/20 | 2020/21 | 2021/22 | 2022/23 | 2023/24 | 2024/25 | 2025/26 |
| Planted (mm acres) | 228 | 231 | 226 | 226 | 223 | 223 | 223 | 223 | 222 | 222 | 221 | 220 | 220 |
| Harvested (mm acres) | 209 | 212 | 210 | 209 | 206 | 207 | 207 | 207 | 206 | 205 | 205 | 204 | 204 |
| Yield (bu/acre) | 92 | 95 | 94 | 95 | 96 | 97 | 98 | 99 | 100 | 101 | 102 | 103 | 104 |
| Production | 19,321 | 20,169 | 19,687 | 19,745 | 19,845 | 20,085 | 20,295 | 20,450 | 20,555 | 20,685 | 20,810 | 20,905 | 21,105 |
| Average Price (\$/bu) | \$6.21 | \$5.18 | \$4.85 | \$4.65 | \$4.72 | \$4.80 | \$4.81 | \$4.84 | \$4.86 | \$4.87 | \$4.88 | \$4.94 | \$4.95 |
| Value of Production 5 | \$119,992 | \$104,398 | \$95,528 | \$91,844 | \$93,756 | \$96,359 | \$97,656 | \$98,898 | \$99,908 | \$100,729 | \$101,534 | \$103,238 | \$104,476 |
| % change y/y | -11% | -13% | -8% | -4% | 2% | 3% | 1% | 1% | 1% | 1% | 1% | 2% | 1% |

Source: USDA, Cleveland Research estimates

U.S. Acreage Planted Per Crop Year



Source: USDA, Cleveland Research estimates