



JOHN DEERE



To: Hagie Customers

March 2016

We're pleased to announce that Hagie Manufacturing and John Deere have entered into a new business venture in order to serve you better.

While some changes will be made through this partnership, much will stay the same. Hagie Manufacturing will remain Hagie, including our brand name and trademark. Our production will remain in Clarion, Iowa. However, we'll transition away from our factory-direct distribution model and begin selling and servicing our products through John Deere's global dealer network.

We're taking this step because we believe it's the right direction for the company and more importantly – for you. We want to be able to reach more customers with the Hagie products and our joint venture with Deere will allow that.

This transition will take some time. Our goal is to have John Deere dealers begin participating in the sales process this summer. Parts and service will be supported by Hagie through the application season and the John Deere channel will begin servicing and stocking service parts for Hagie machines by November 2016. We'll be working to help you experience a smooth transition.

As you know, we have an awesome field team. You've worked with them and trusted them on the sales and support side of our business over the years. That's why it's our goal to transition as much of that team as possible into the Deere channel.

We hope your sales, parts and service experience improve as we leverage the strength of the Deere channel, and increase your access to service and part locations.

Thank you for your support and for being our customer. We look forward to continue serving you in the future.

Sincerely,

Aaron Wetzel

Vice President, Ag & Turf Global Platform Crop Care
Deere & Company

Alan Hagie

President & CEO
Hagie Manufacturing