

The Lely distribution way



October 5, 2013 Alexander van der Lely

innovators in agriculture

Corporate Movie



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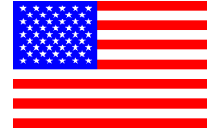
Sales level	€ 565 mln
Number of employees	2.000 fte
Investments in R&D from our product turnover	6%
Number of living patents	2.550
Number of R&D units	7
Number of production units	7
Number of markets	> 60

COMPANY PROFILE



Manufacturing and R&D sites

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R&D only



Vision

A sustainable, profitable
and enjoyable future
in farming



MISSION

We inspire people to create innovative solutions that help our customers excel in sustainable milk production, forage harvesting and energy sourcing



CORE VALUES

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Innovation

Passion

Progress

Respect

Honesty





Two brothers, one mission...

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**Improving the financial
and social well-being of
agricultural entrepreneurs**

Cornelis van der Lely
1920 – 2003

Arij van der Lely
1925 – 2001





Our history

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- 1948: Lely founded in Maassluis. Finger wheel rake
- 1958: Lely single disc spreader
- 1965: Lely Lotus hook-shaped tine for tedders
- 1968: Lely Terra power harrow
- 1983: Lely Splendimo modular cutter bar
- 1992: Lely Astronaut milking robot system
- 2005: Lely Discovery mobile barn cleaner
- 2008: Lely Juno automated feed pusher
- 2009: Lely Welger variable baler/wrapper combination
- 2010: Lely Astronaut A4 4th generation milking robot system
- 2012: Lely Vector automated feeding system



Changing traditions in agriculture

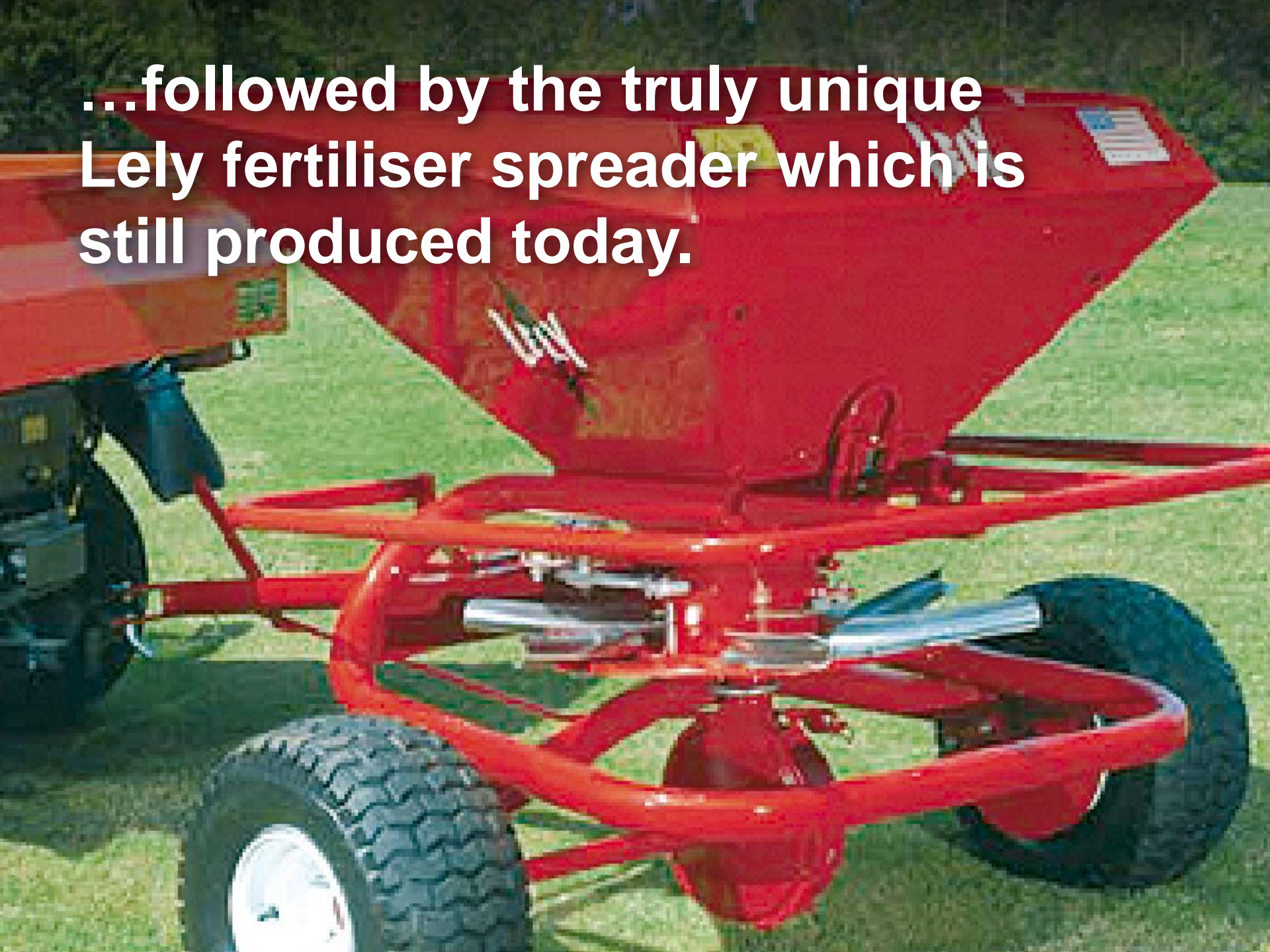
- Making the lives of tens of thousands of farmers and contractors much more enjoyable.
- Offering a future to the agricultural industry, with an open eye for the world around us.



Right from the start with the invention of the finger wheel rake...



**...followed by the truly unique
Lely fertiliser spreader which is
still produced today.**





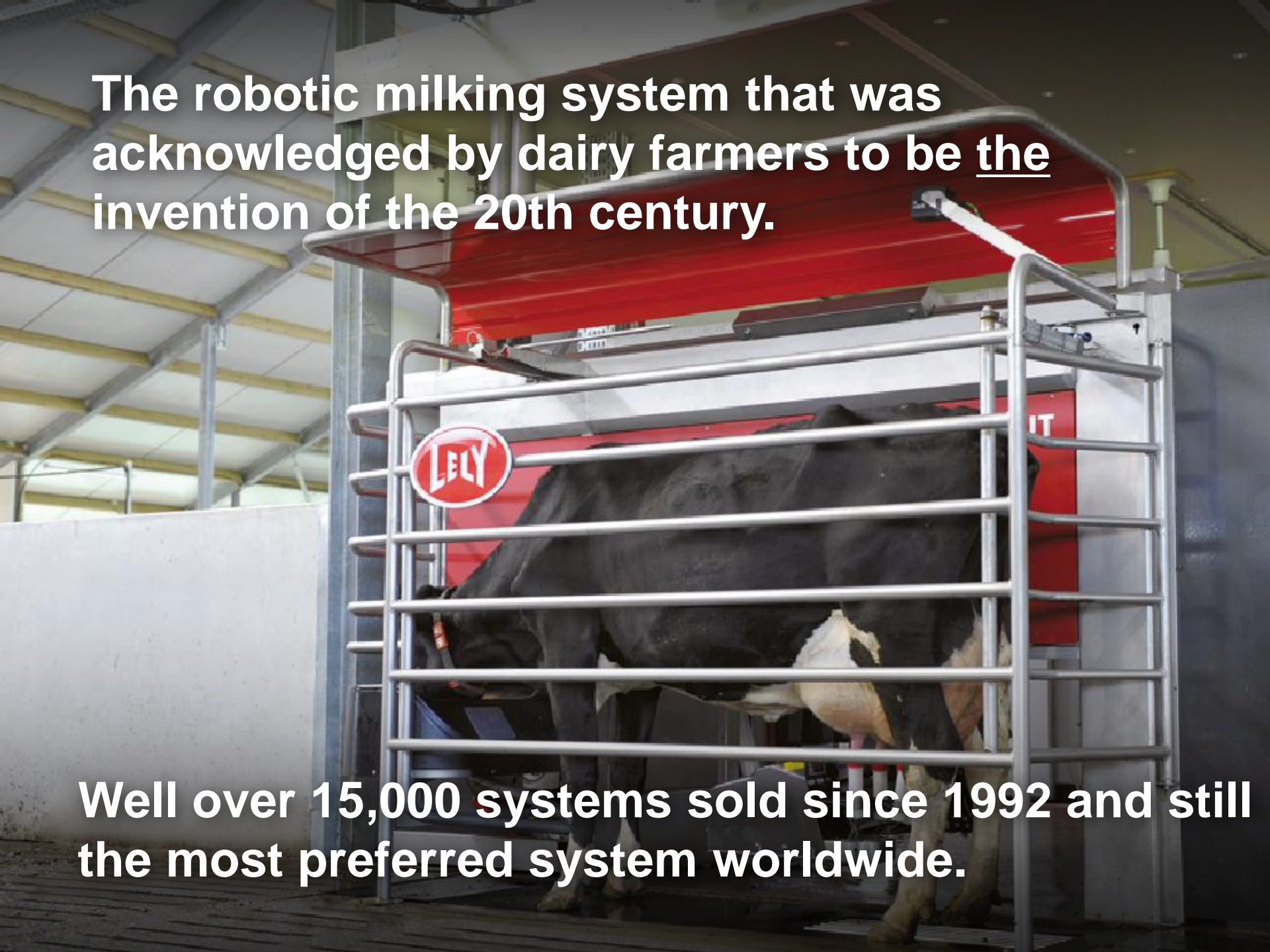
The Lely Lotus tedders with their unique hook-shaped tine...



**the Lely Terra power harrow in 1968
which was the foundation for Lely's
real breakthrough – also international.**

The robotic milking system that was acknowledged by dairy farmers to be the invention of the 20th century.

Well over 15,000 systems sold since 1992 and still the most preferred system worldwide.





LELY VECTOR

www.lely.com



**In 2012 again a ground-breaking product:
automated, flexible fresh feeding with the
Lely Vector**

2013 the next step in management





HARVEST RESULTS.

Currently we do not only provide an impressive range of machinery for forage harvesting but also robotic equipment for barns, feeding and milking.



Forage products



Lely Splendimo
Mowers



Lely Lotus
Tedders



Lely Hibiscus
Rakes



Lely Tigo
Loader wagons



Lely Welger
Balers

Dairy products



Lely Astronaut
Automated milking system



Lely Vector
Automated feeding system



Lely Juno
Feed pusher



Lely Discovery
Mobile barn cleaner





**How to feed the
world in 2050?**



**Our modular mowers
use significantly
less fuel**



Lely settles for sustainable development

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- 'Cradle to cradle'
(waste = food)
- 'Circle economy'
- Less CO₂ emission and seeking
for energy-neutral
- Setting out for the most sustainable
industrial company
premises in Europe...

breeam nl



Together we can make the difference

- **Agricultural entrepreneurship and the environment are closely linked; each impacts the other**
- **All our products stand out due to a minimum consumption of energy**
- **Know how needs to flow between the manufacturer and the market place**



The Lely distribution way



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**Committed to
a professional
dealer network**



Lely Center for Dairy products

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- Lely Center facilities offer high-grade service and in-depth expertise
- Lean organization through close cooperation and integration





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The Lely Center history

- **1992 – 2000: Direct distribution**
 - ✓ focus on sales circles
 - ✓ full control of information flow
 - ✓ created service training and certification levels
 - ✓ created Farm management support team
- **2001 establishing 1st owned Lely Center**
 - ✓ dairy equipment dealer based in franchising to guarantee support quality to the customer
 - ✓ direct logistics
- **2003 – 2013 growing Lely Center network to over 160 Lely Center facilities worldwide** (Lely & 3rd party owned)



Developments within the chain

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- Cross sales between the product lines:
Dairy, Forage and Energy
- Internet sales



A photograph of a tractor pulling a large agricultural implement, possibly a harrow or similar, in a field at sunset. The scene is bathed in a warm, golden light, with a large bale of hay in the foreground on the right. The tractor and implement are silhouetted against the bright sky. The overall mood is serene and industrious.

**The distribution
landscape will change**



How could the future look like?



Contact with our customers

Thank you!



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