

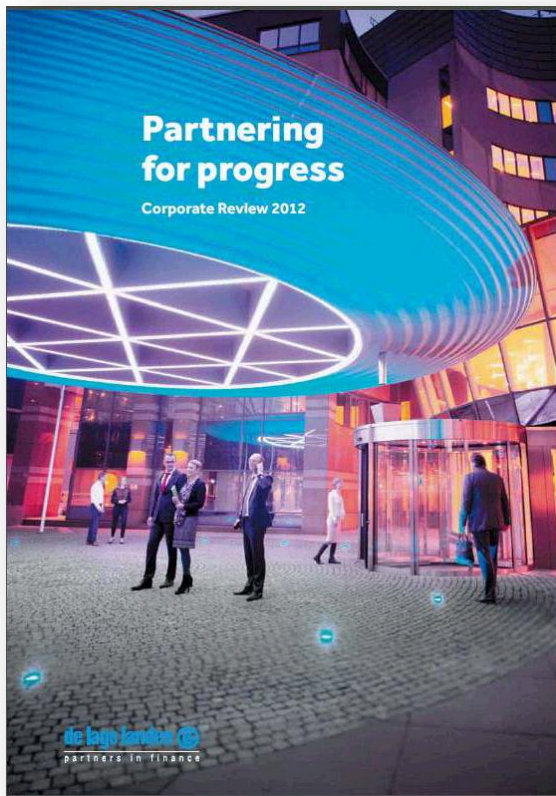


The Global Agri & Equipment Finance Market: Trends and Solutions

Thomas Meredith, President Global Business Unit Food & Agriculture

de lage landen 

De Lage Landen in a nutshell



- ▶ International asset finance solutions provider
- ▶ Founded in 1969
- ▶ 100% subsidiary of the Rabobank Group
- ▶ Worldwide network
 - Active in more than 35 countries
- ▶ More than 5,500 FTE
 - Of which 80% are located outside of the Netherlands
- ▶ Financial results 2012:
 - Total credit portfolio EUR 30,8 billion
 - Net profit EUR 365 million

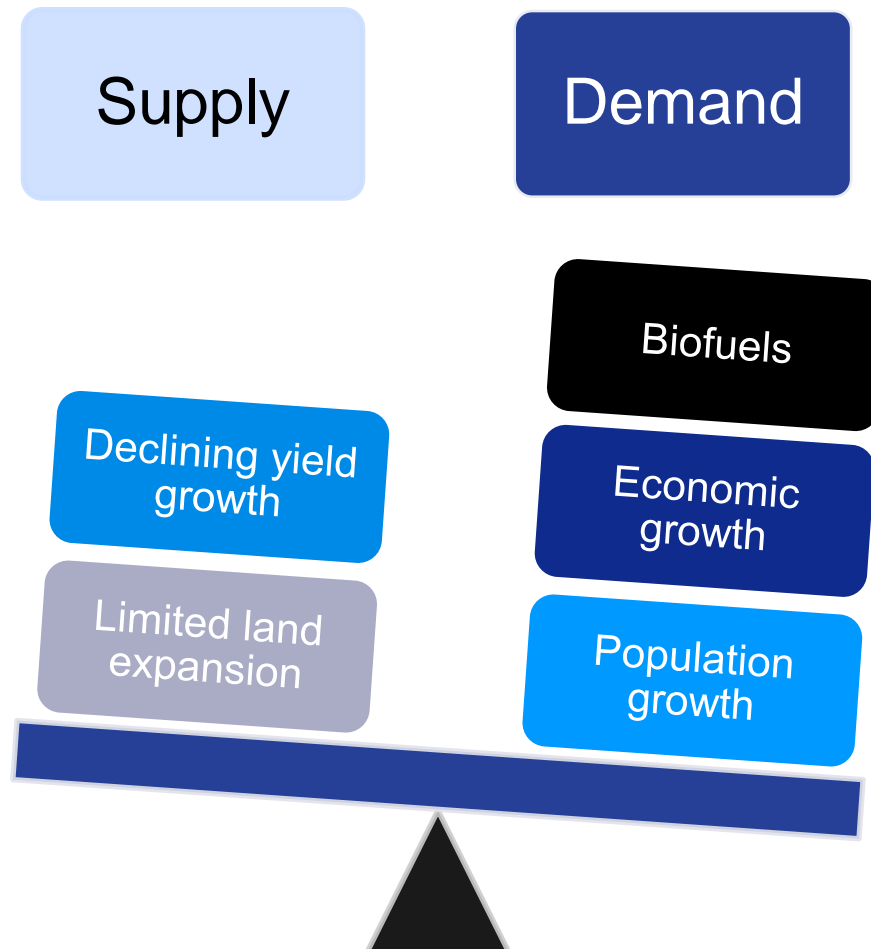
Global agricultural equipment market

"There is at least one point in the history of any company when you have to change dramatically to rise to the next level of performance. Miss that moment - and you start to decline."

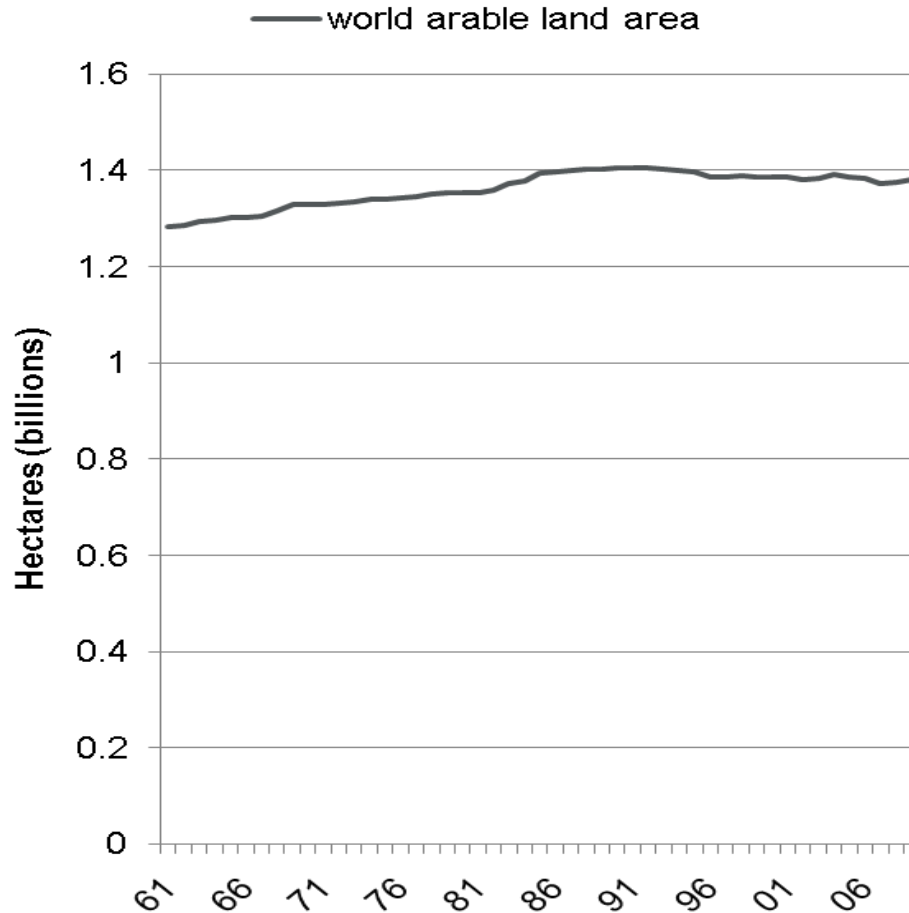


Andy Grove, Intel

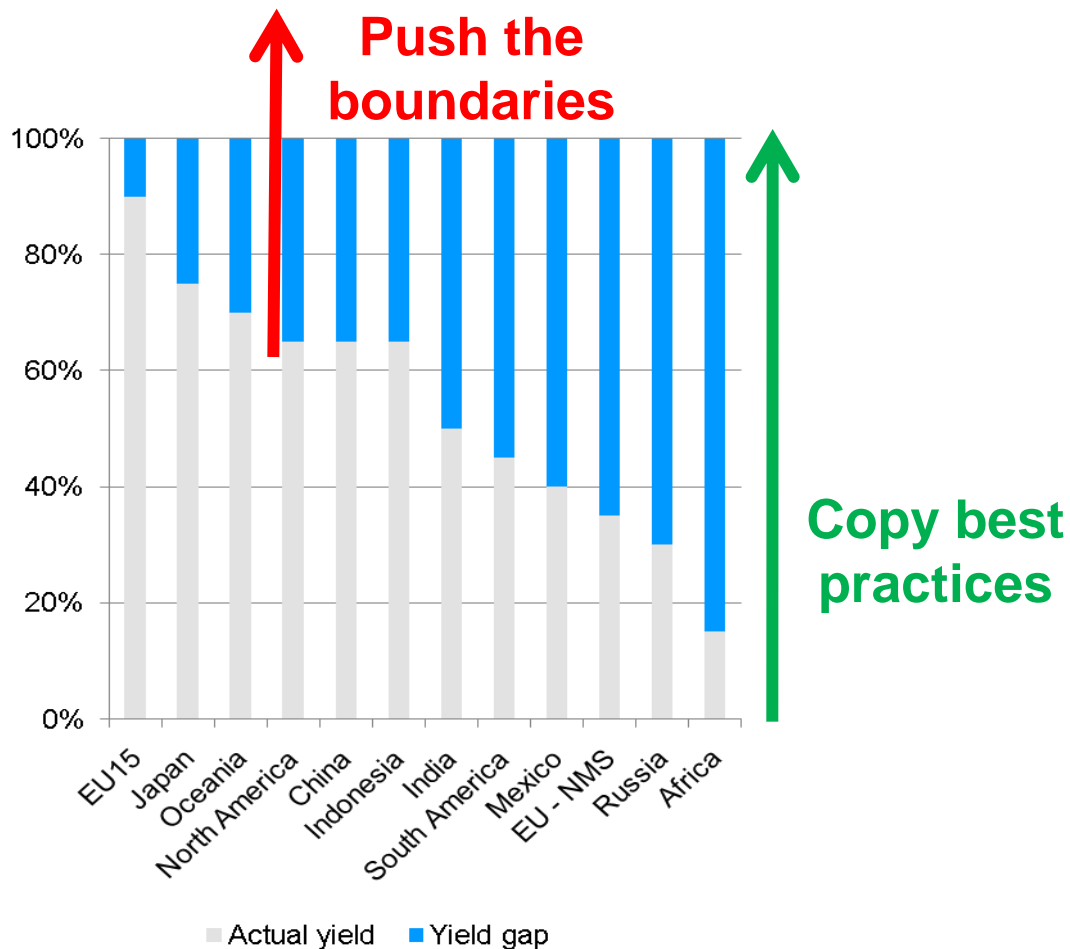
Agricultural market: supply and demand



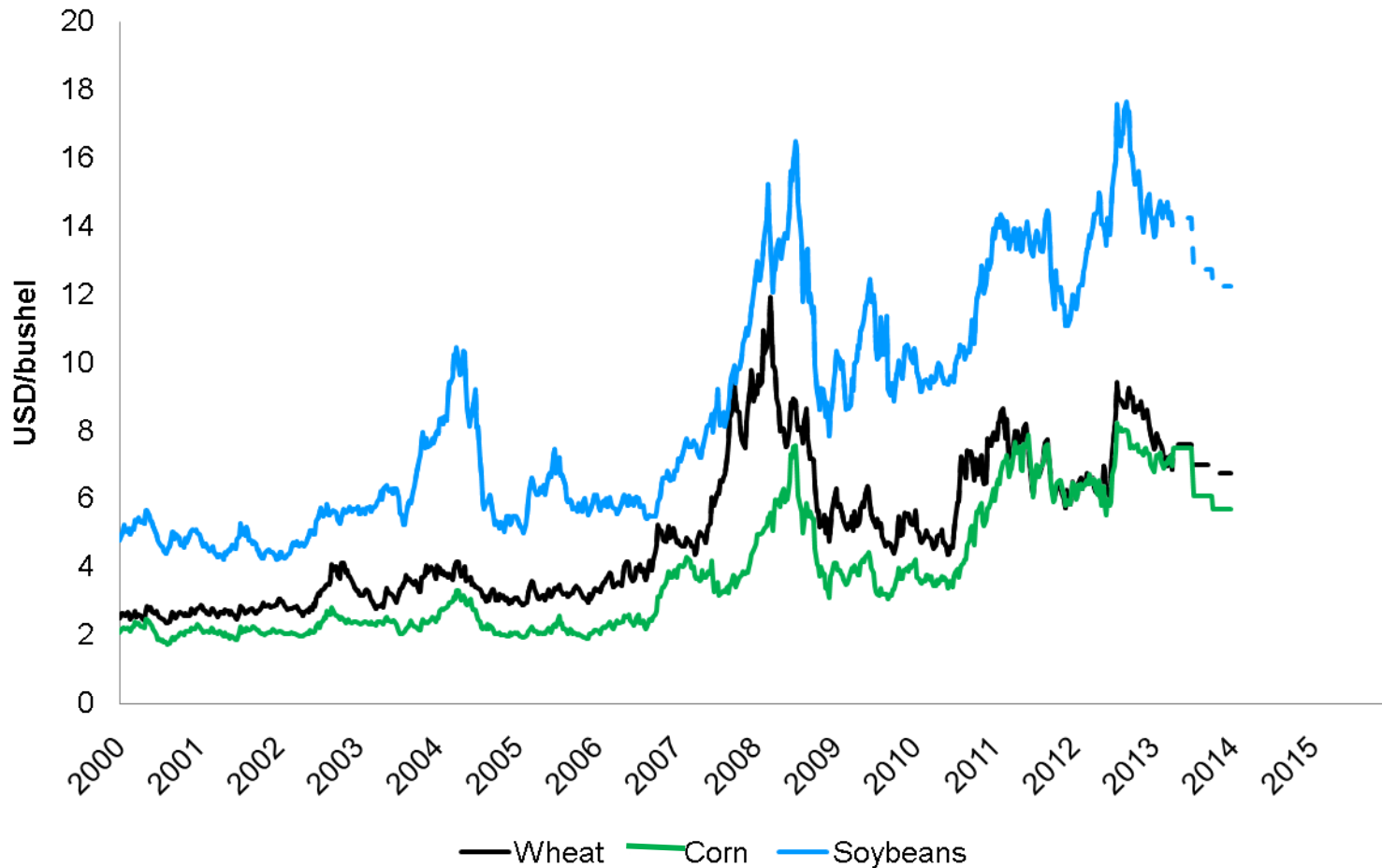
Land expansion possibilities are limited



Demand for increased productivity



Increasing commodity prices and volatility



Changing client base

**New
players**

Farm size

Farm organisation

**Food
processors
involvement
in primary
production**

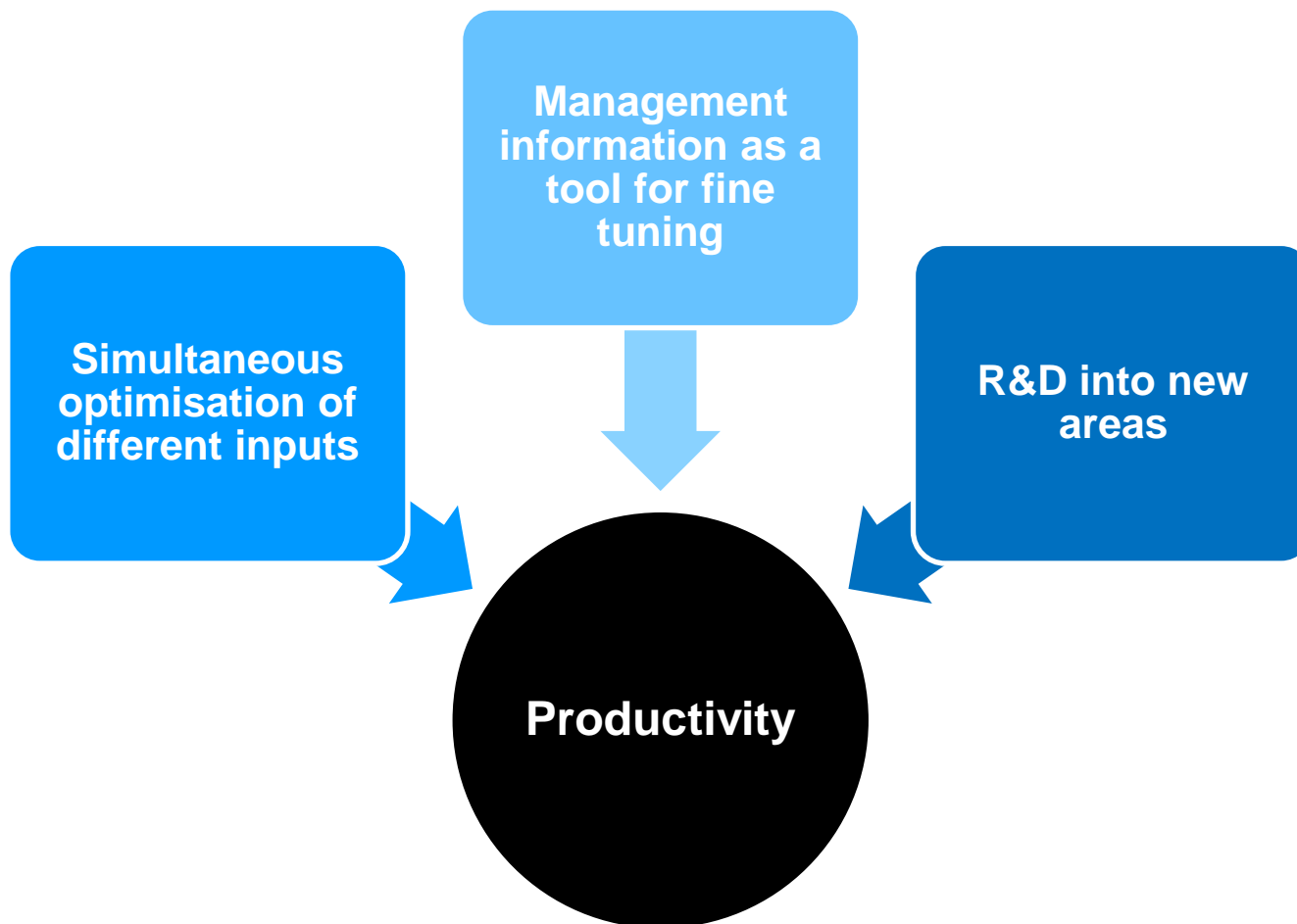
**Farm
consolidation**

**Corporate
farms
emerging,
based on
external
funding**

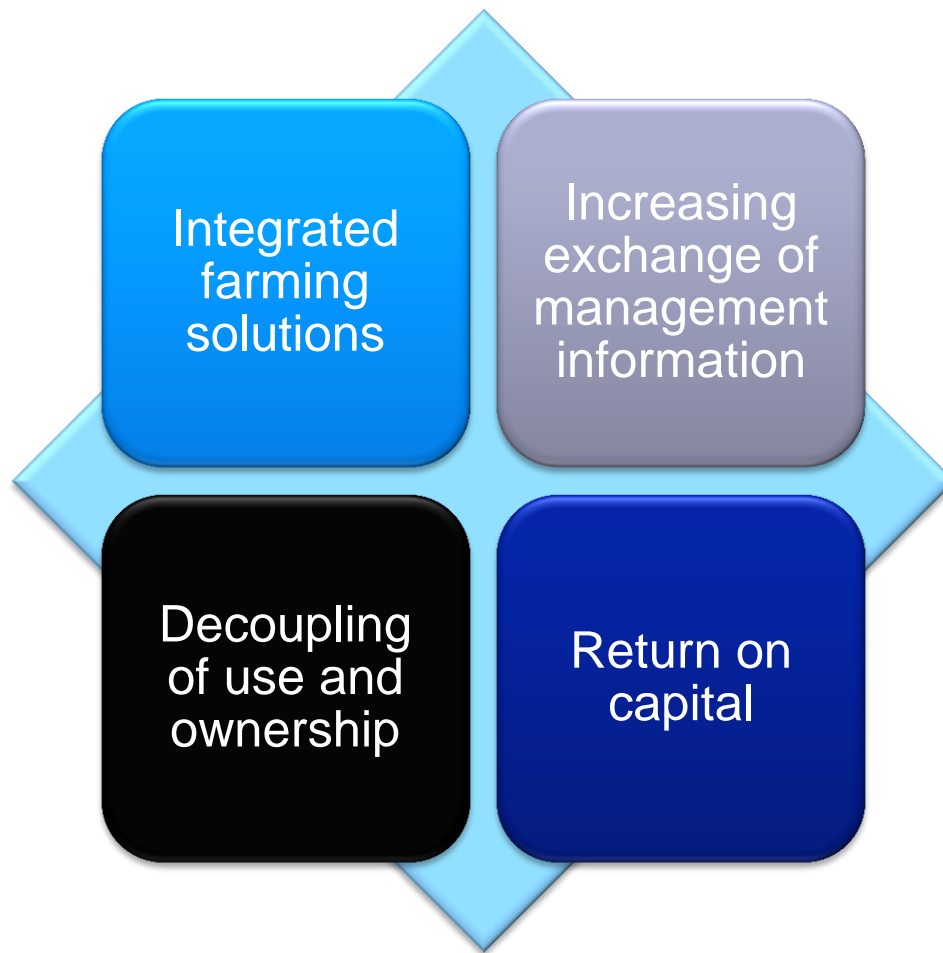
**More flexible
farm
operating
models**

**Separation of
management
and
execution,
management
information
growing in
importance**

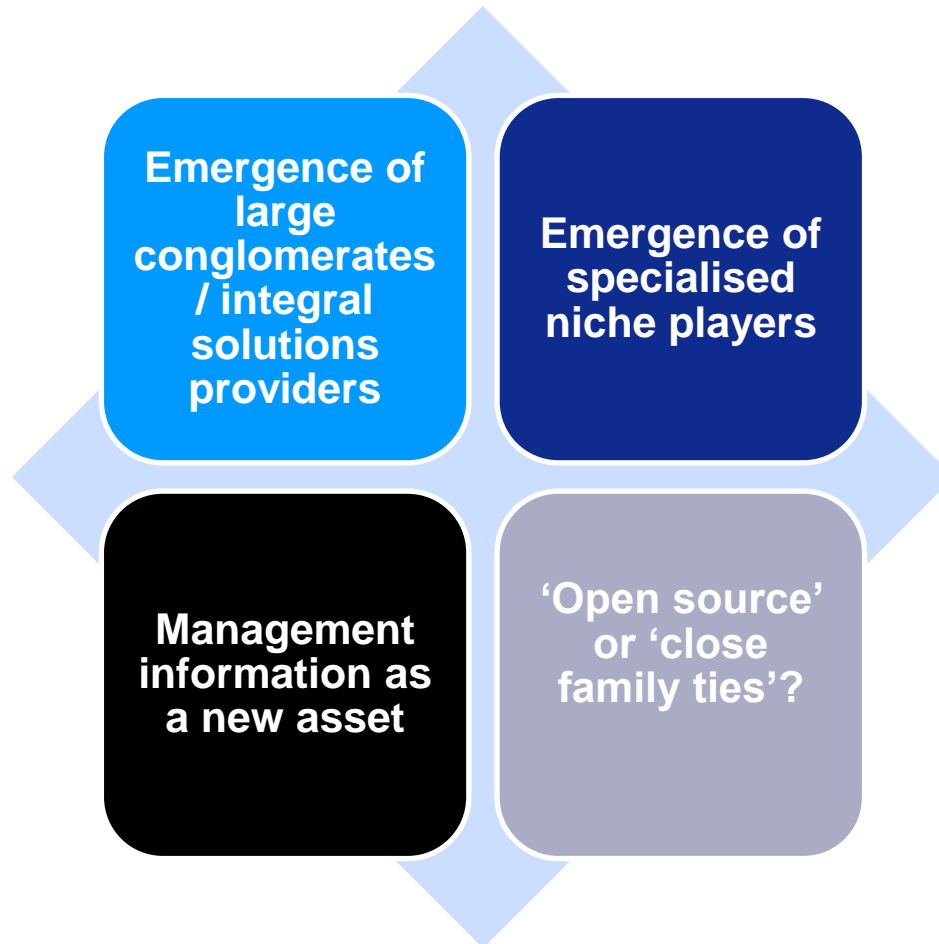
Ways to increase productivity



Implications for farmers



Implications for manufacturers

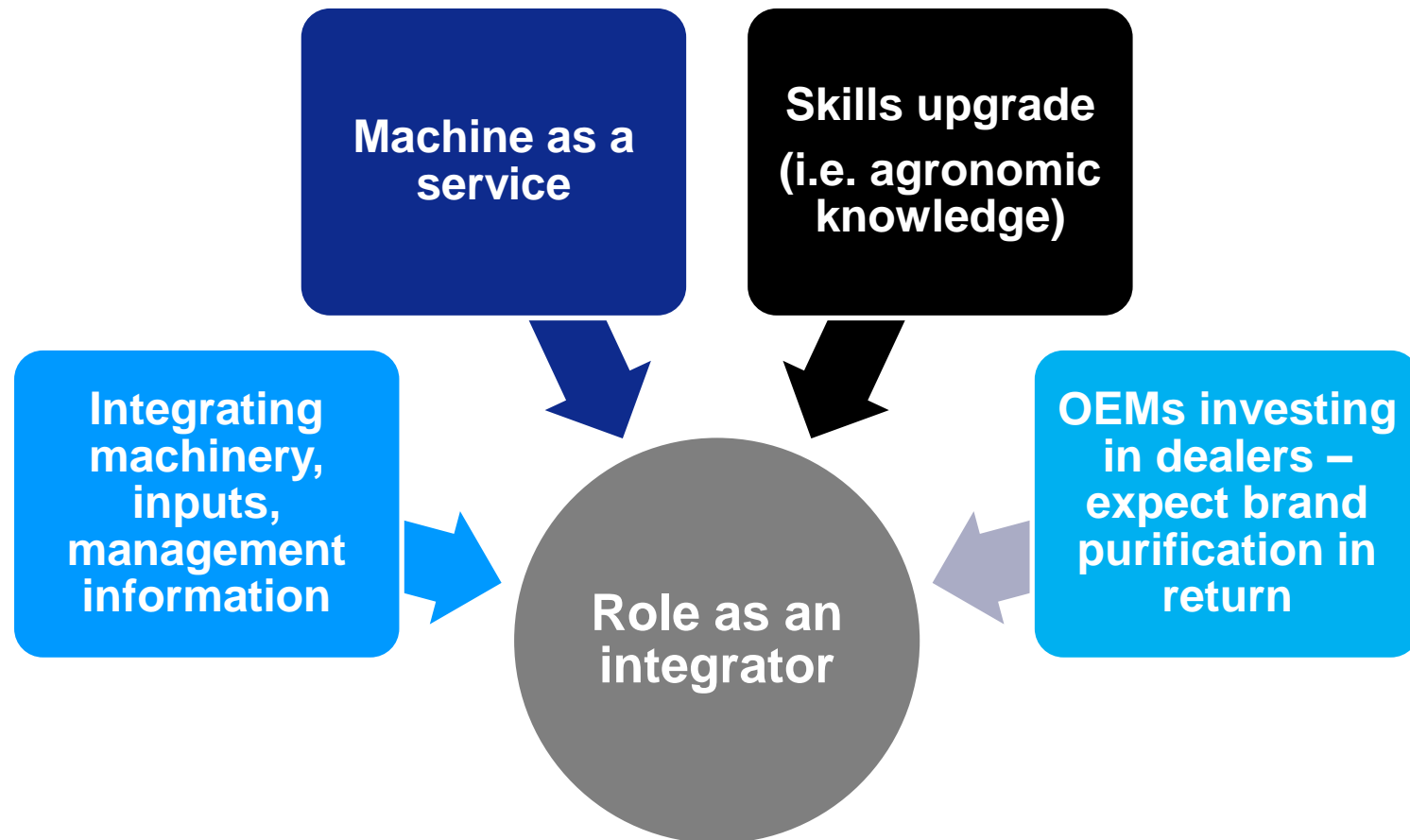


Implications for dealers

**Need to deal with
ongoing OEM and
dealer consolidation**

**Need to reinstate the
added value and
become integral
solutions providers**

Changing role of dealers



Possible roles for dealers

- ▶ Provision of integrated farming solutions
(Machinery, inputs, management information)
- ▶ Provision of flexible equipment ownership options
(Financing, rental, Fleet Management)
- ▶ Consulting
- ▶ Trading agricultural machinery internationally

How can finance companies support you?

- ▶ Full service leases
- ▶ Flexible finance products
- ▶ Promotions of equipment upgrades
- ▶ Inputs financing
- ▶ Financing GPS devices
- ▶ Management information / Fleet Management
- ▶ Stock Finance
- ▶ Financing rental fleets
- ▶ Used agricultural equipment finance
- ▶ Agricultural equipment remarketing
- ▶ Life Cycle Asset Management
- ▶ Industry expertise & consulting

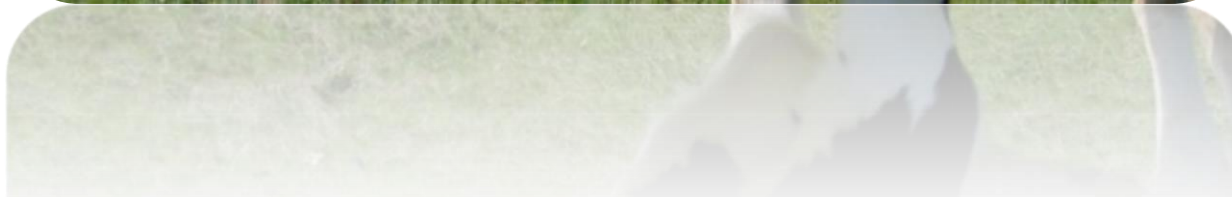
Conclusions

Integrated farming solutions

Increasing role of management information

From fixed asset to flexible service

What are you going to do differently tomorrow?



Questions



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partners in finance