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# Messages

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Three key messages:

- Our current activities
- Development of the market
- Our plans for the future

# DOJUS group historical highlights

Year	Event
1992	Lithuanian – Norwegian joint venture UAB “C.Olsen Baltic” has been founded. Main business profile of the company – trade of milk products and milk processing equipment
1997	UAB “C.Olsen Baltic” becomes authorized John Deere distributor in Lithuania. Company becomes 100% Lithuanian capital company
2001	Company becomes authorized John Deere distributor in Republic of Belarus
2003	Company becomes authorized John Deere distributor in Kaliningrad district of Russian Federation
2007	Company name C.Olsen Baltic is changed to DOJUS agro
2010	Company becomes authorized John Deere distributor in Latvia. Daughter company SIA “DOJUS Latvija” is founded

# Business at a Glance

- The 58th largest company in the European Agricultural Machinery Dealers industry according to Plimsoll
- Activities in 4 countries with 5 currencies and 4 languages
- 22,000 parts numbers in stock with total value of 9M EUR
- More than 10,000 self propelled machines serviced

**58<sup>th</sup>  
largest**

**9,000,000  
EUR parts  
worth**

**22,000  
parts held**

**14 sales  
outlets**

**283 people**

**4 countries**

**4 languages**

**5 currencies**



# Vision

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Who we want to be?

A leading company  
creating agriculture of the  
future

## Mission

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Why are we doing this?

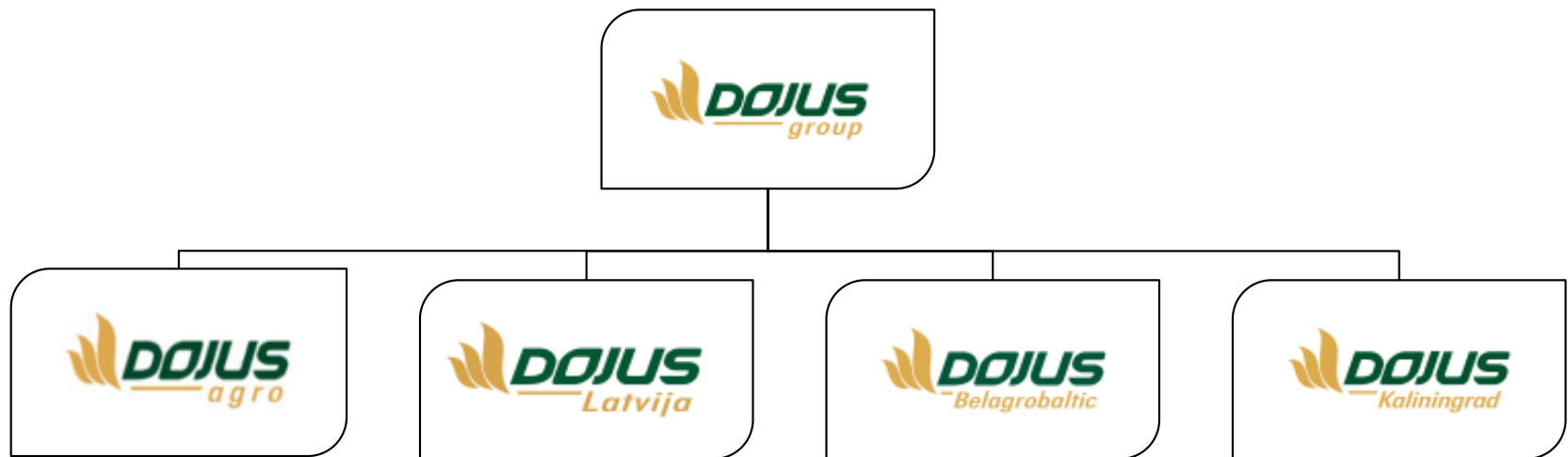
To be a reliable partner for  
those seeking efficient  
farming and long-term  
partnership

# Values and guiding principles



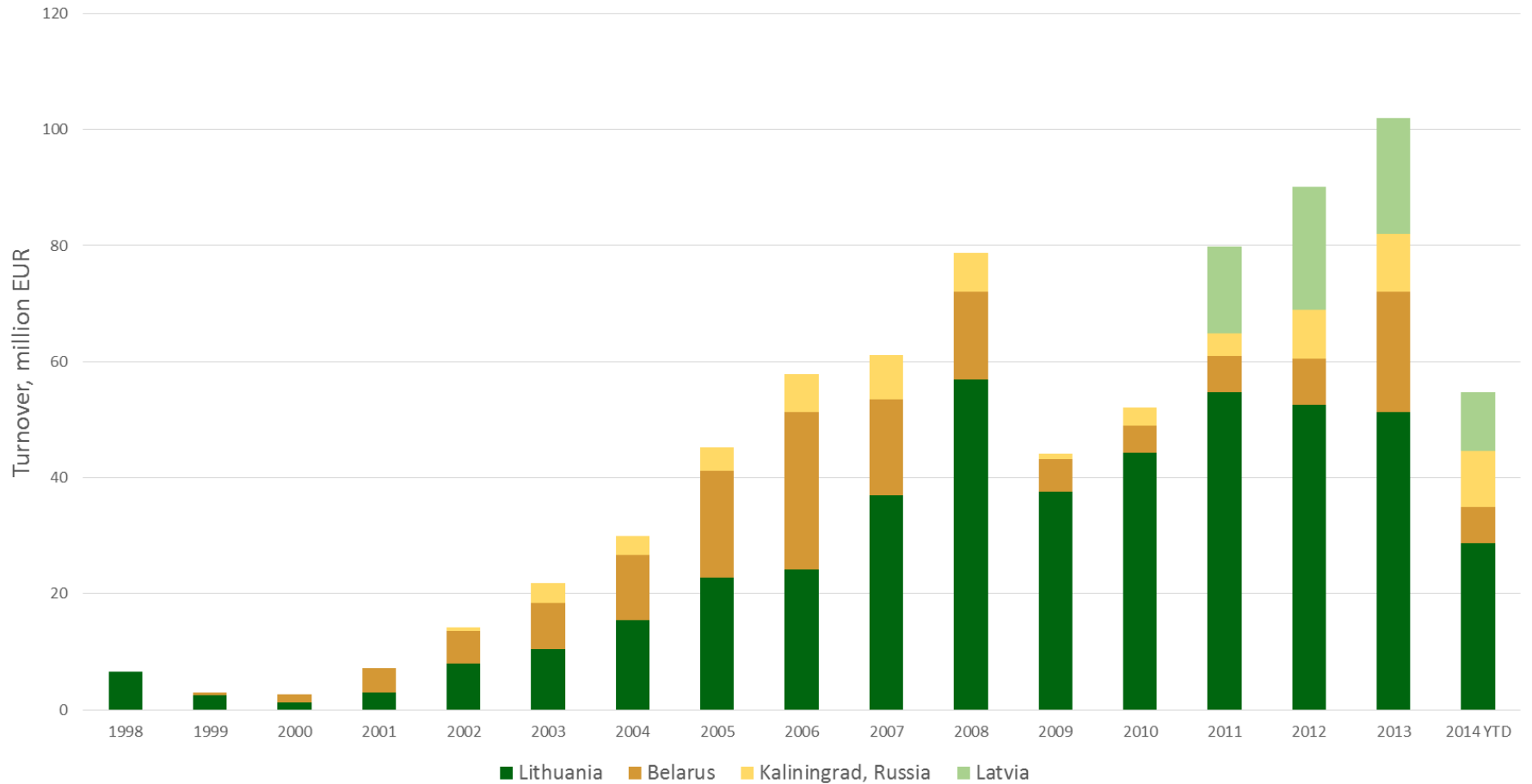
# DOJUS group structure

- DOJUS is privately held group of companies with main activities in agricultural machinery distribution
- Independent management structure of daughter companies
- Supply chain management, training, stock management and financing functions controlled at the group level





# Financials



# Products / services

## Agricultural equipment

*Tractors  
Combines / Harvesting  
Hay and Forage  
Sprayers  
Planting and Seeding*

## Turf equipment

*Mowers  
Gators  
Utility vehicles  
Lawn tractors*

## Golf equipment

*Aerators  
Bunker rakes  
Mowers  
Turf vehicles*

## Specialized equipment

*Wood chippers  
Forestry  
Communal*

## Used equipment

*Full range of used equipment  
Trade-ins*

## Rental equipment

*Tractors  
Combines  
Frontloaders*

## Maintenance

*110+ service technicians  
80+ mobile technicians  
Diagnostic / maintenance*

## Spare parts


*22.000 part names  
9.000.000 EUR stock  
Next day delivery*

## Integrated services

*Precision Farming  
Telematics  
Documentation systems*

 - products



 - services

# Partners



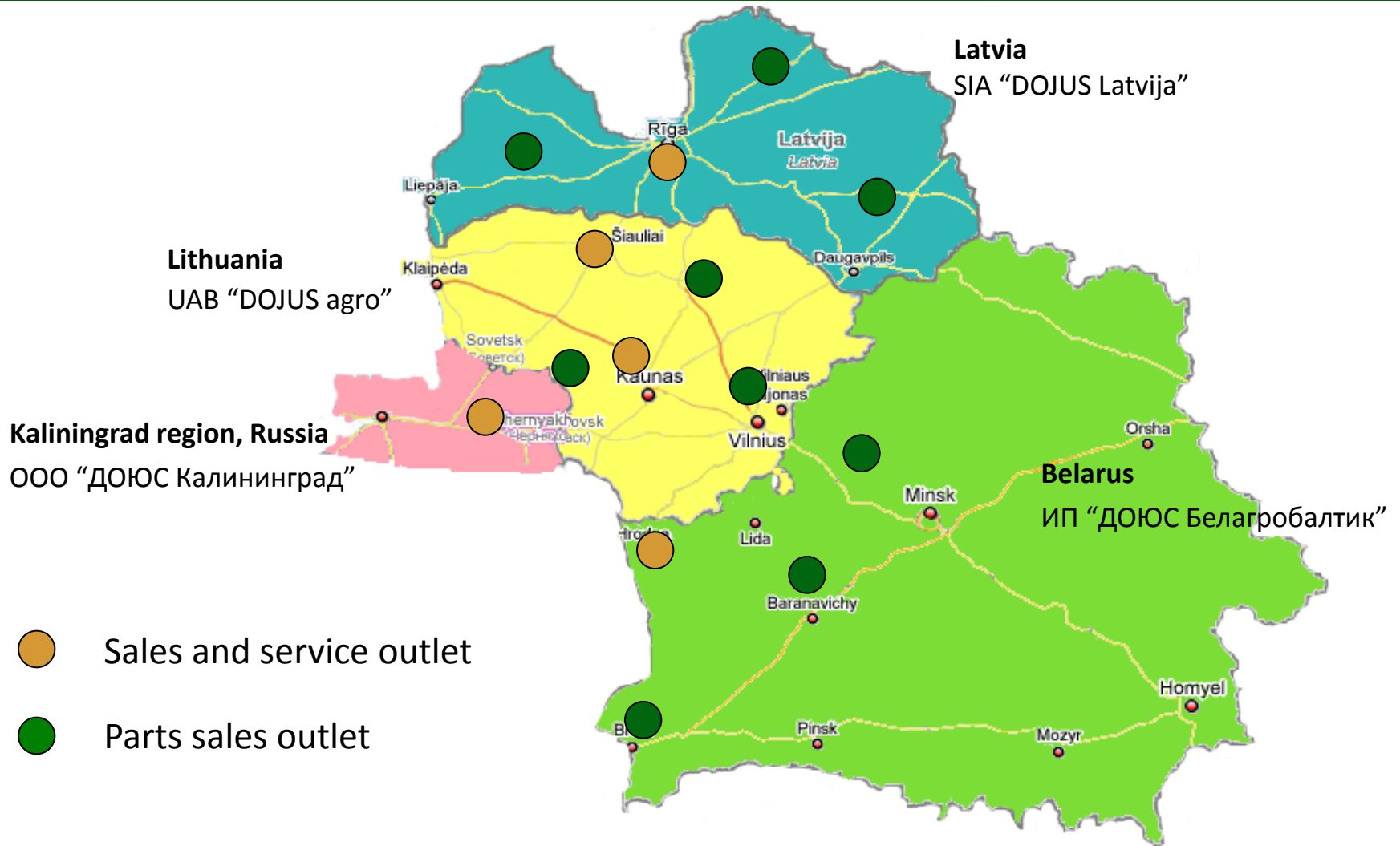
JOHN DEERE



JOHN DEERE



# Network coverage



# Service and sales centers



# Network coverage



## **116 service technicians** in total:

62 in Lithuania

32 in Latvia

14 in Belarus

8 in Kaliningrad



## Out of which **84 mobile service technicians**:

39 in Lithuania

23 in Latvia

14 in Belarus

8 in Kaliningrad

## **9 million euros worth spare parts:**

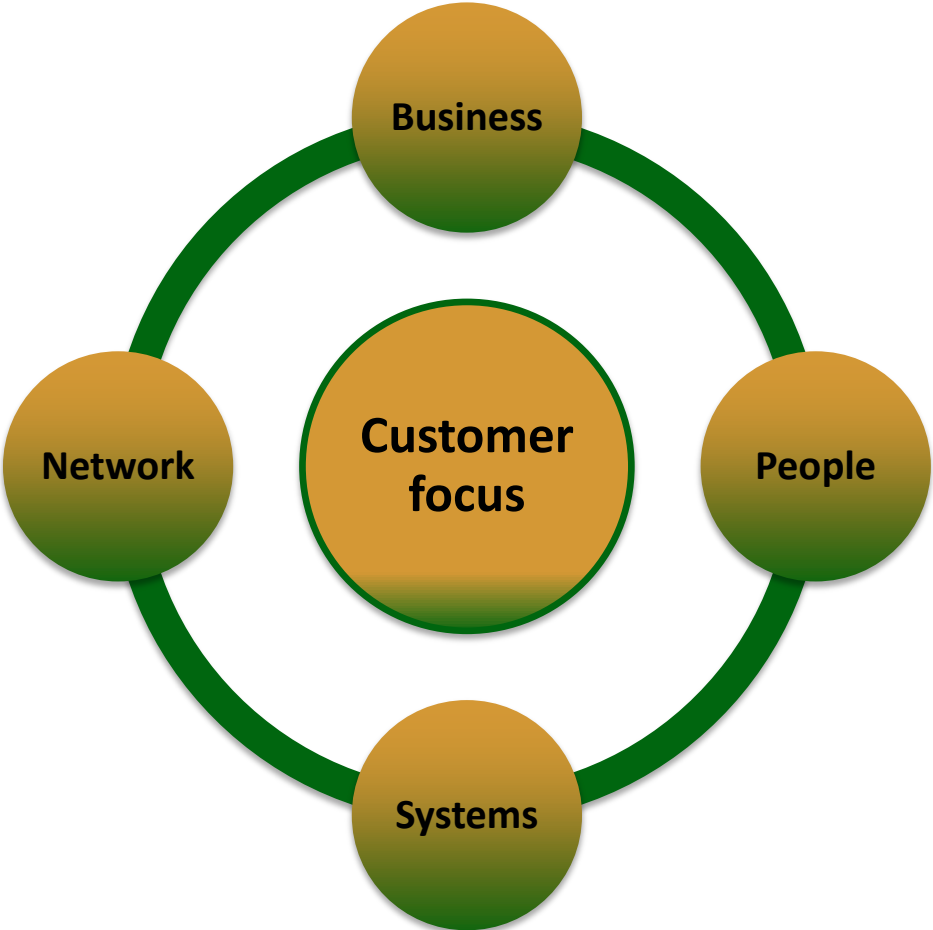
22,000 part names

in 14 outlets



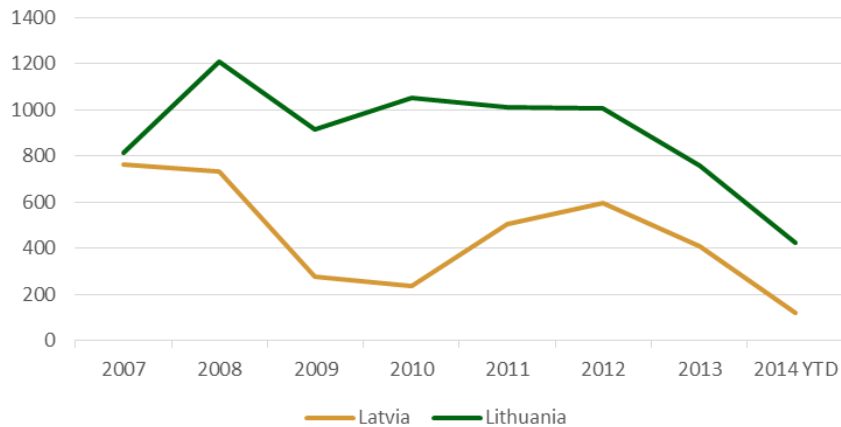
**To service  
10,000  
machines**

# Development

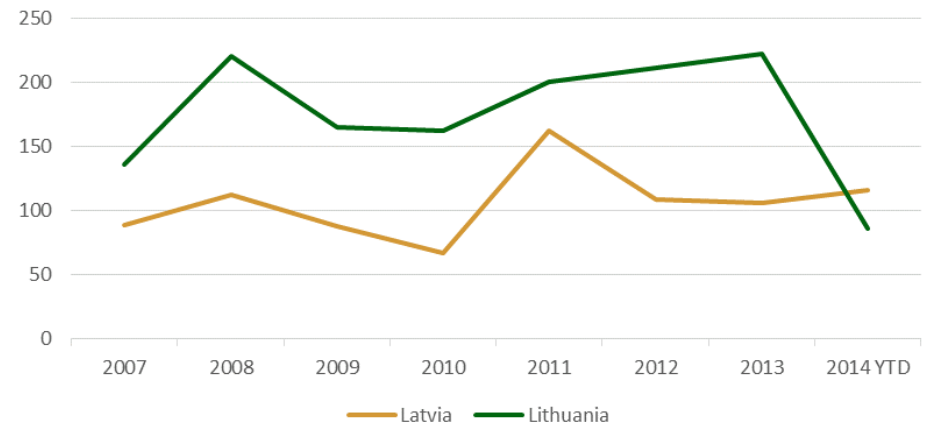


# Market overview

Tractor market



Combine market



The effect of modernization and subsidies:

- Agricultural value added growth > GDP
- Declining rural population
- Agricultural production per capita is booming

Organic growth of the market due to:

- Unused agricultural land
- Modernization of the farms
- Further increases in efficiency

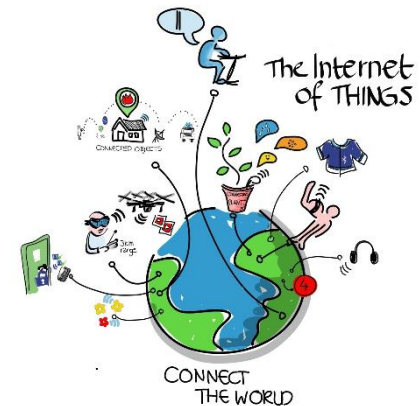


# Glimpse into the future

Ericsson report on 5G mobile networks, October 2014:

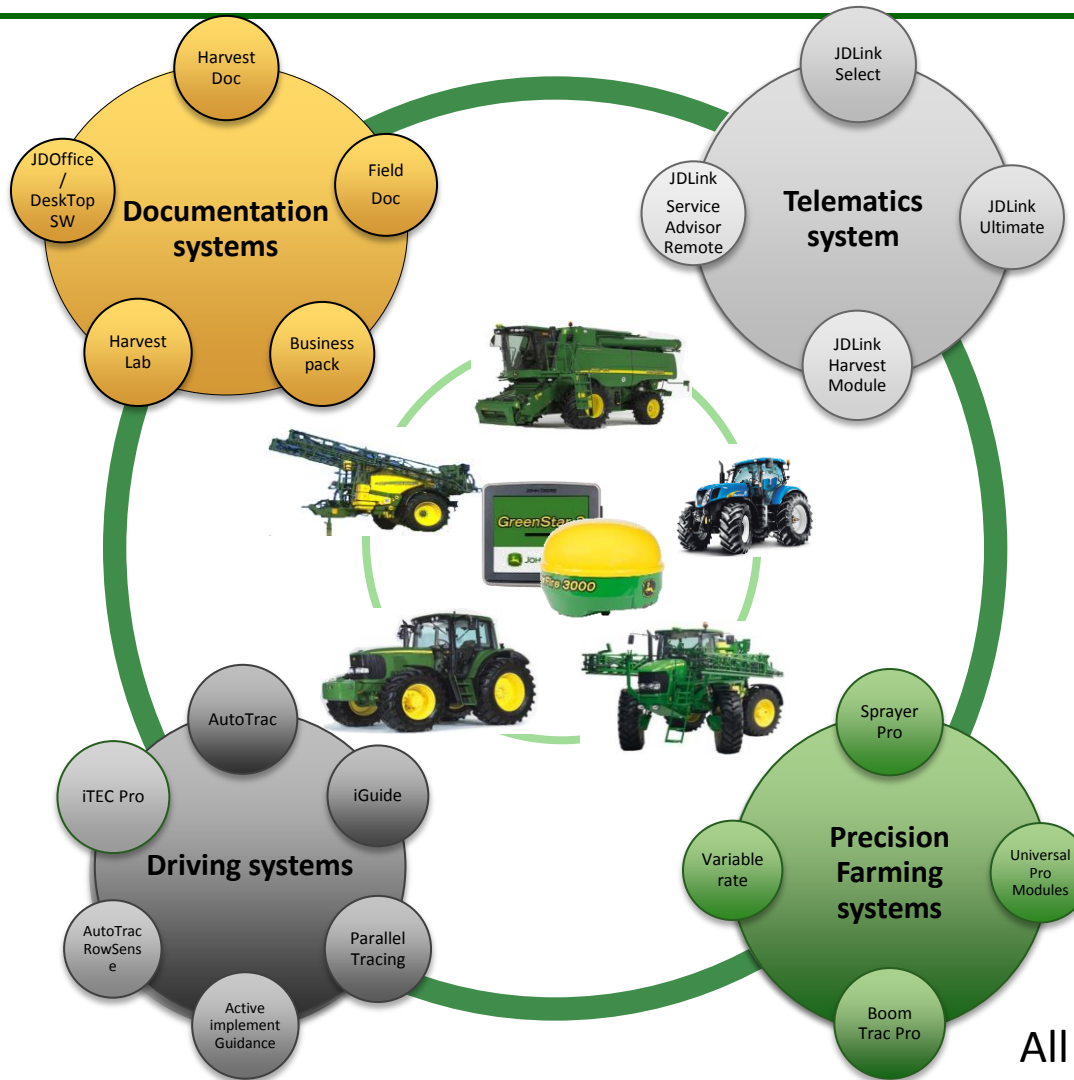
- “Standardization activities are expected to start around 2016, leading to **commercial availability of equipment and devices sometime 2020.**”
- “By being able to provide coverage or capacity as a service.....operator will be able to offer **connectivity for any-type communication and any workload,** covering thousands of new M2M use cases.”

**Internet of Things** is an advanced connectivity of devices, systems, and services. This interconnection of embedded devices is expected to usher in **automation in nearly all fields**



# Glimpse into the future

# John Deere FarmSight

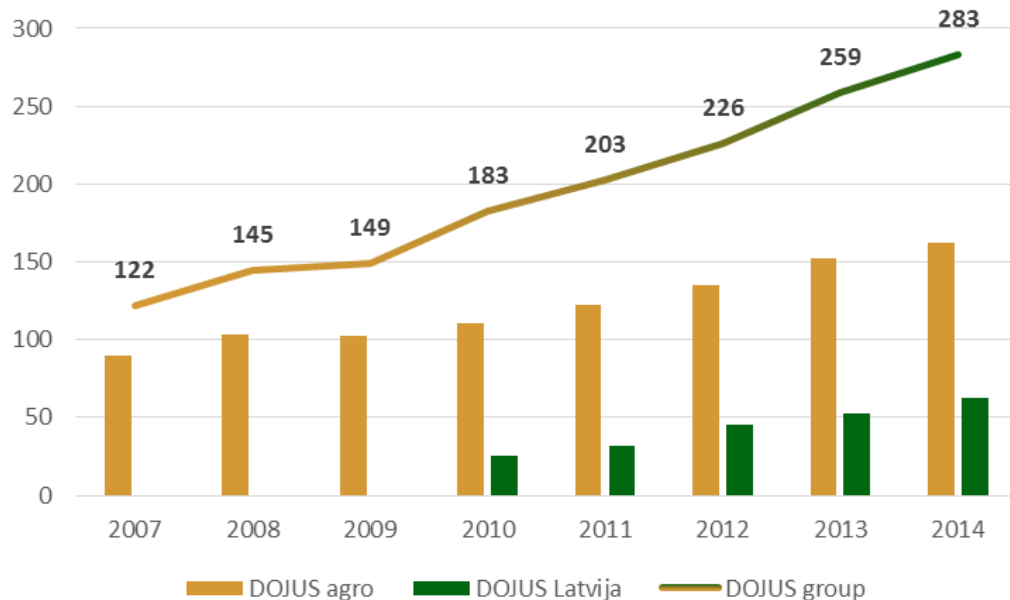


- Decreased production costs
- Maximizing machinery effectiveness
- Risk management
- Production planning and accounting

All managed on [www.MyJohnDeere.com](http://www.MyJohnDeere.com)

# People

- Continuous internal and external training for management of the company
- Specialized John Deere training for new and existing products
- Collaboration with education institutions to attract the best young talent
- Constant work evaluation and feedback at all levels in the organization



## Key statistics:

- 60-80% staff with high education
- Average age is 33 years
- 14,000 hours of service training per year

# Systems

## STOCK-M

STOCK-M: stock management system → ordering the right thing at the right time



i-mobile: service management system → being reactive to customer needs

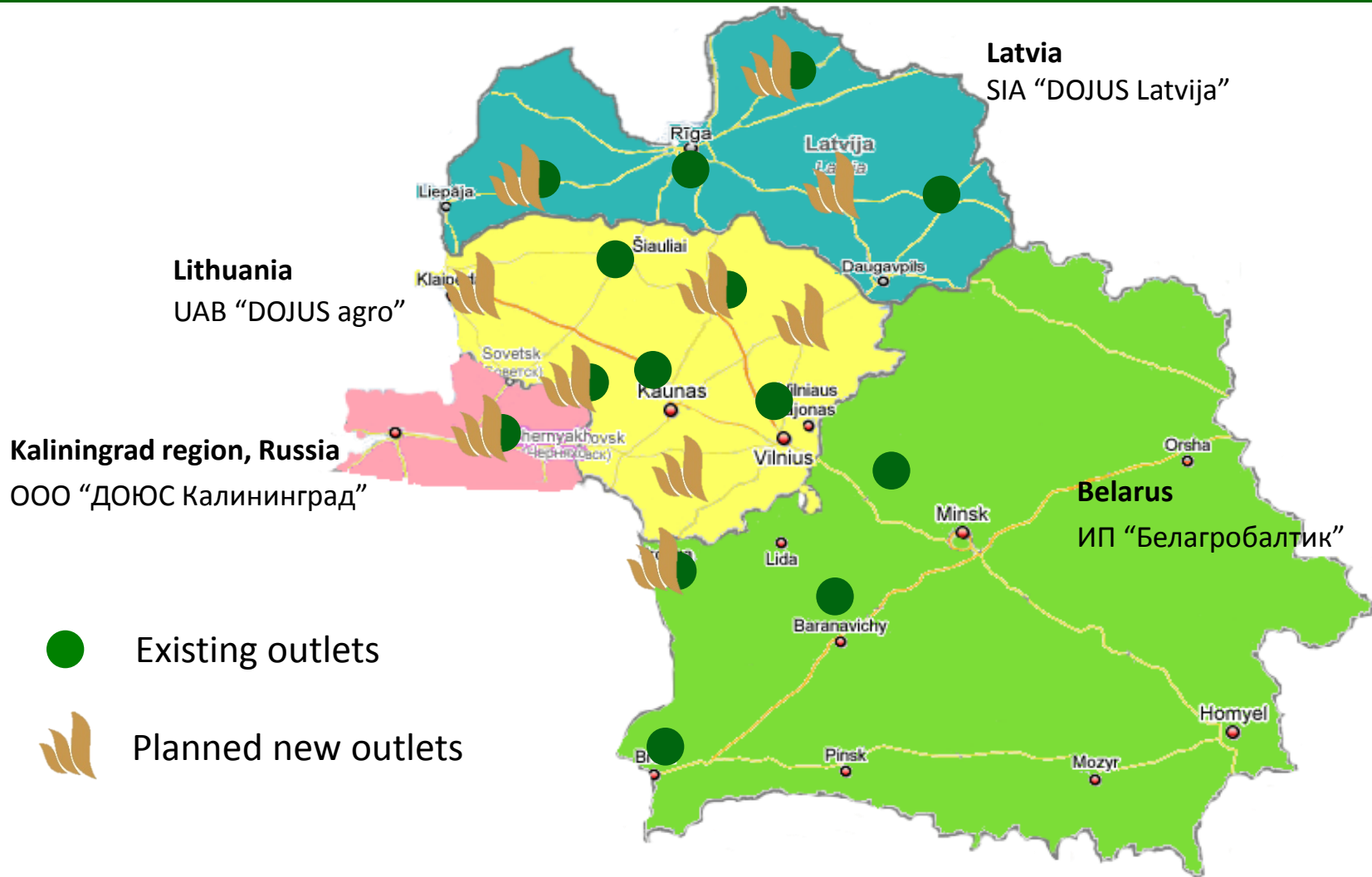


CRM: customer relationship management → knowing our customers better



order management system → managing stock internally between outlets

# Future network coverage



# Last thoughts

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## Macro tendencies

- Agricultural market and use of technologies will be growing
- Right policies to support increases in efficiency is the key..
- ...as well as smooth and simple ways for subsidy distribution

## Micro actions

- Increasing network coverage
- Being more reactive to customer needs
- Help clients learn utilizing the technology
- Be a supporter, not a seller

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# DOJUS group

Be the partner to support growth and build the future of agriculture together with our clients



# Thank you for your attention

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