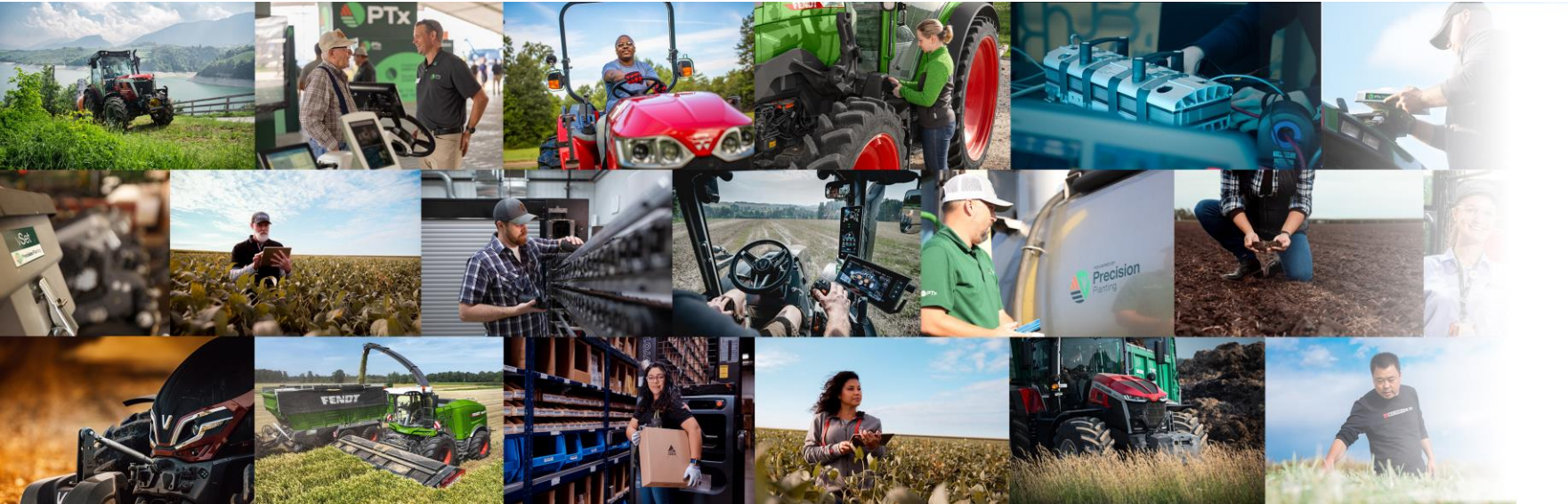


European Supply Chain Summit

Co-creation across the Crop Cycle, leveraging data for continuous learning to accelerate smart farming



October 28th , 2025

A Future of Farming



Farmer's Needs & Use-Cases



Intelligent decisions with changing conditions



Reliable information online & offline



Support in the field to minimize downtime



Better yields with continual learning



From Traditional Supply Chains to “Crop-to-Code” Ecosystems

PAST

- Manual, siloed, reactive
- Suppliers disconnected from field realities
- Delayed visibility, limited traceability

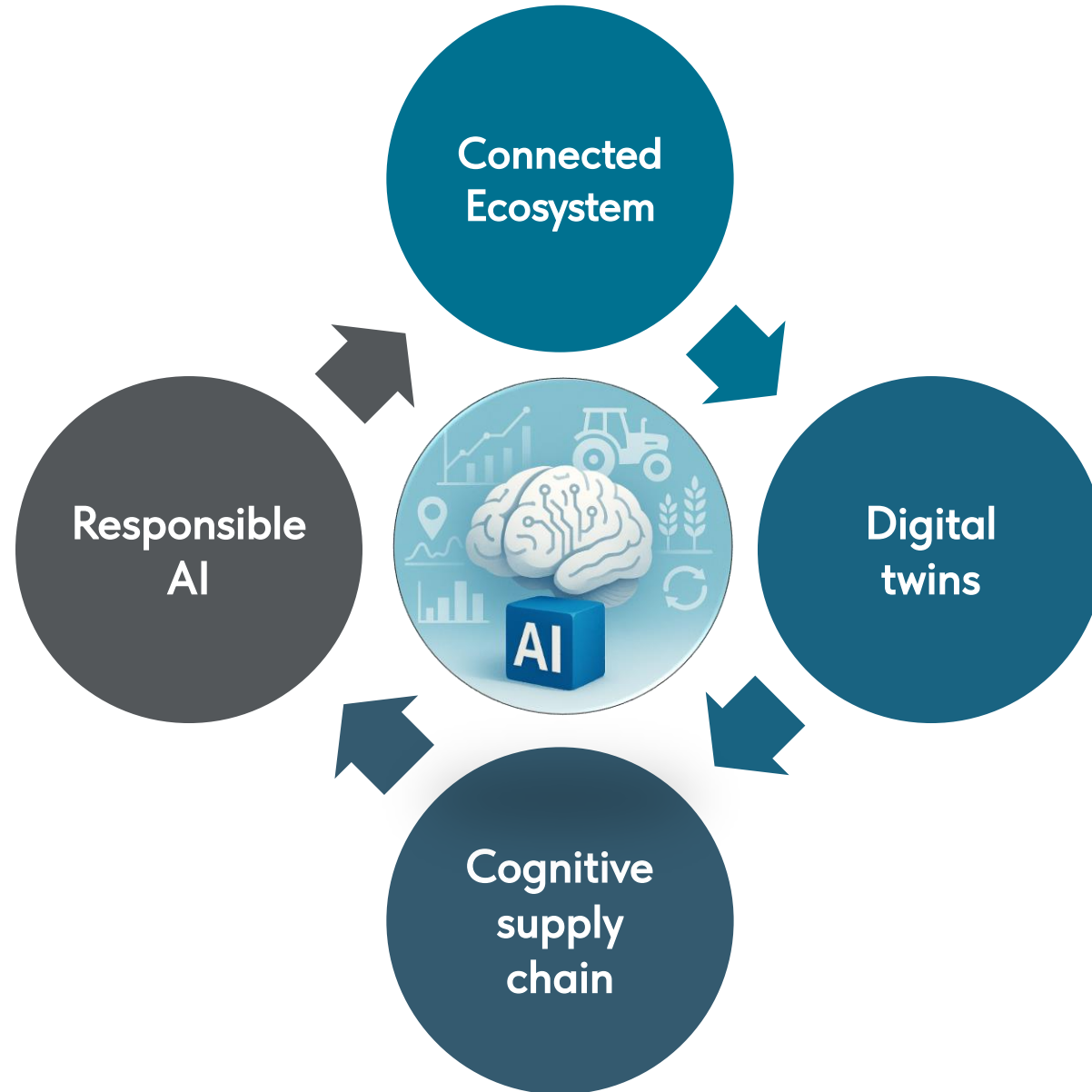
PRESENT

- Machines, sensors, and suppliers connected in real time
- Data flows across production, logistics, and service
- Decisions driven by analytics, not assumptions

FUTURE

- Every seed, part, and process generates data
- AI interprets, predicts, and optimizes across the crop cycle
- Suppliers, dealers, and farmers co-create through shared digital platforms

AI & Data: The Intelligence Layer of Smart Farming



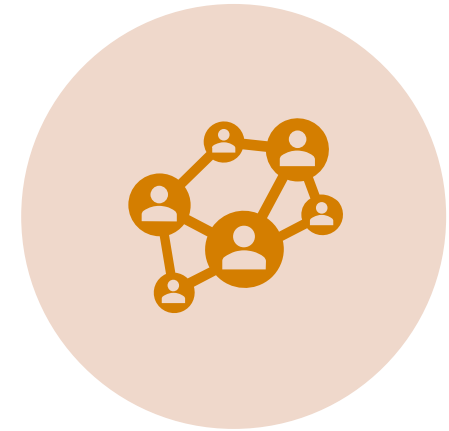
Partnering Across the Value Chain: Building Connected Ecosystems



DIGITAL PARTNERSHIPS



SUPPLIER DIGITIZATION



CROP CYCLE CONNECTIVITY

The State of AI in Agriculture – Demo 1: the Talking Tractor



Voice-Based AI

Brand Agnostic

App Version

Retrofit Ready

Let's co-create Sustainability and Resilience



**Systems of
collaboration**



**Intelligence
& Data**



**Connected Demand
Signal**



**““Deep-learning will transform every single industry.”
— Andrew Ng**