

CASE

CONSTRUCTION

SINCE 1842

Place, Date

Name, dpt

CNI
INDUSTRIAL

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01

CNH INDUSTRIAL

CNH
INDUS
TRIAL



Breaking New Ground

Innovation Sustainability Productivity

Our vision

Sustainably advancing
the noble work of **global
agricultural** and
construction workers

Our purpose

We are driven by the need to find new ways of
doing things, to move first to a place where
others follow.

We search continually for **better solutions**
and **breakthrough ideas**, fusing **Innovation**,
Sustainability and **Productivity** to meet the
enormous challenge of feeding and sheltering a
growing global population.



GREAT
IRON



GREAT
TECHNOLOGY

▲ A strong **family of brands** for greater **customer focus**

FULL - LINER GLOBAL BRANDS



FOCUSED REGIONAL BRANDS

The Senior leadership team

Optimized organizational structure

- > to drive efficiency, agility and accountability
- > enhances customer-centricity and targets digital and technology leadership



CHIEF EXECUTIVE OFFICER

Scott W. Wine

GLOBAL BUSINESS UNITS



PRESIDENT AGRICULTURE

Derek Neilson



PRESIDENT CONSTRUCTION

Stefano Pampalone



PRESIDENT FINANCIAL SERVICES

Oddone Incisa

CORPORATE REGIONS



NORTH AMERICA, PRESIDENT

Brad Crews



EUROPE, MIDDLE EAST & AFRICA, PRESIDENT

Carlo Alberto Sisto



LATIN AMERICA, PRESIDENT

Vilmar Fistarol



ASIA PACIFIC, PRESIDENT

Chun Woytera

SUPPORT FUNCTIONS



CHIEF FINANCIAL OFFICER

Oddone Incisa



CHIEF HUMAN RESOURCES OFFICER

Kevin Barr

BUSINESS FUNCTIONS



CHIEF DIGITAL OFFICER

Parag Garg



CHIEF SUPPLY CHAIN OFFICER

Tom Verbaeten



CHIEF CNH INDUSTRIAL BUSINESS SYSTEM OFFICER

Scott Moran

SUPPORT FUNCTIONS



**CHIEF INFORMATION OFFICER
CHIEF TECHNOLOGY & QUALITY OFFICER
ad Interim**

Marc Kermisch



CHIEF LEGAL AND COMPLIANCE OFFICER

Roberto Russo

CORPORATE STAFF FUNCTIONS



CHIEF DIVERSITY & INCLUSION, SUSTAINABILITY AND TRANSFORMATION OFFICER

Kelly Manley



SENIOR VICE PRESIDENT OF CORPORATE DEVELOPMENT

Michele Lombardi



SENIOR VICE PRESIDENT OF INTERNAL AUDIT

Carlo De Bernardi



SENIOR VICE PRESIDENT OF COMMUNICATIONS

Laura Overall



Key figures

1

Company

19.5_B

Consolidated Revenues*

42

Plants

10

Brands

~37,700

Employees

30

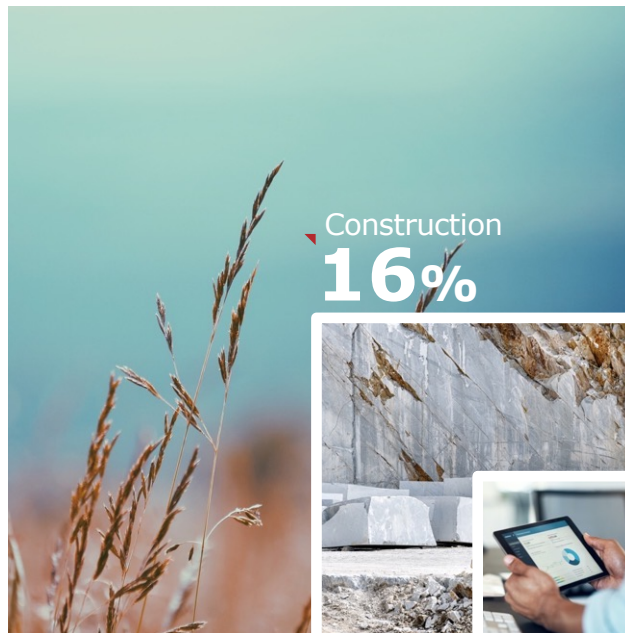
R&D Centers

Note: all figures provided are on a US GAAP \$ basis and updated at the end of 2021, unless otherwise noted.

(*) 2021 FY pro forma combined results (CNH Industrial Excluding Iveco Group) as per Company's press release distributed on February 8, 2022.

A focused agriculture and construction business

Agriculture
76%



Construction
16%



Financial
Services
8%



\$19.5B

**CNH Industrial
Revenues**

2021, (Pro forma)

Note: Consolidated Revenues, CNH Industrial
2021, Pro Forma excluding Iveco Group.

Three segments with distinct features



CNH Industrial is quoted on the New York and Milan stock exchanges (NYSE: CNHI / MI: CNHI)



Agriculture

- > s seWorld' cond largest manufacturer of agricultural machinery
- > Leader in machine automation and precision technologies
- > Pioneer in alternative propulsion

Construction

- > A global player in construction equipment
- > Extensive synergies with Agriculture segment
- > Co-investment in digital / electrification



Financial Services

- > Global financier supporting the brands, customers, importers and dealers
- > Enhanced customer experience to offer a competitive edge to our brands



Strategic priorities

Customer Inspired Innovation



Technology Leadership



Brand and Dealer Strength



Operational Excellence



Sustainability Stewardship



Continuing our responsibility for sustainability

Carbon footprint

Clear path to reduce CO₂ emissions

Circularity and eco-efficiency

Minimize the impact of products and processes

Inclusion, equity and engagement

Build equitable human capital, transform our culture, engage our communities

Governance and commitment

New sustainability committee, leadership compensation linked to sustainability goals, new CNH Industrial Business System





02

CONSTRUCTION
SEGMENT

CONSTRUCTION

The Construction Segment

180

Years of history

3

Brands

2600+

Sales points

180

Countries



\$3.1B

2021 Net Sales

8

Plants

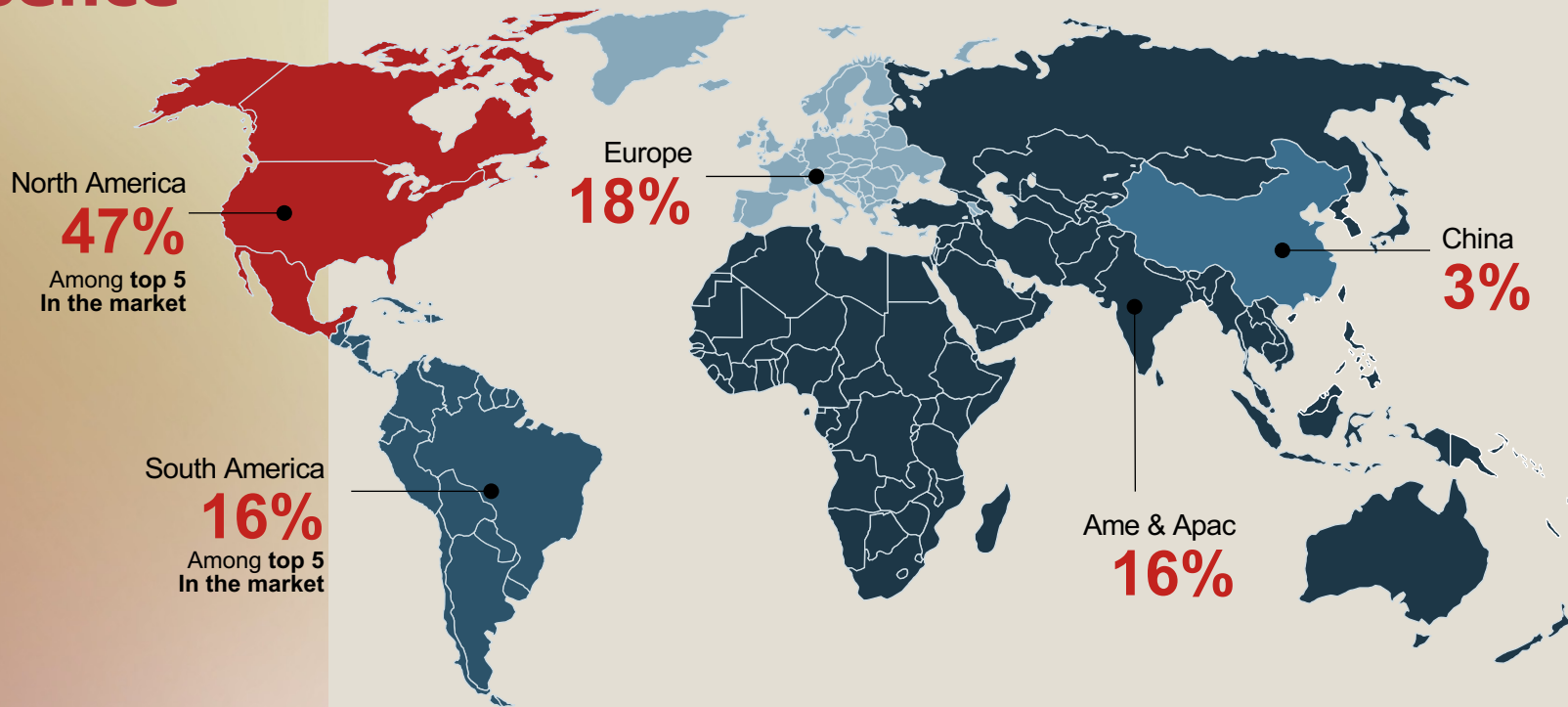
8

R&D centres

13

Product lines

Our Global Presence



North America
47%
Among top 5
in the market

Europe
18%

China
3%

South America
16%
Among top 5
in the market

Ame & Apac
16%

Percentage refer to CE 2021 Revenues

Our Plants In the world



Burlington, USA

*Backhoe loaders
Forklifts*

Fargo*, USA

Wheel loaders

Wichita, USA

*Skid steer loaders
Compact track loaders*

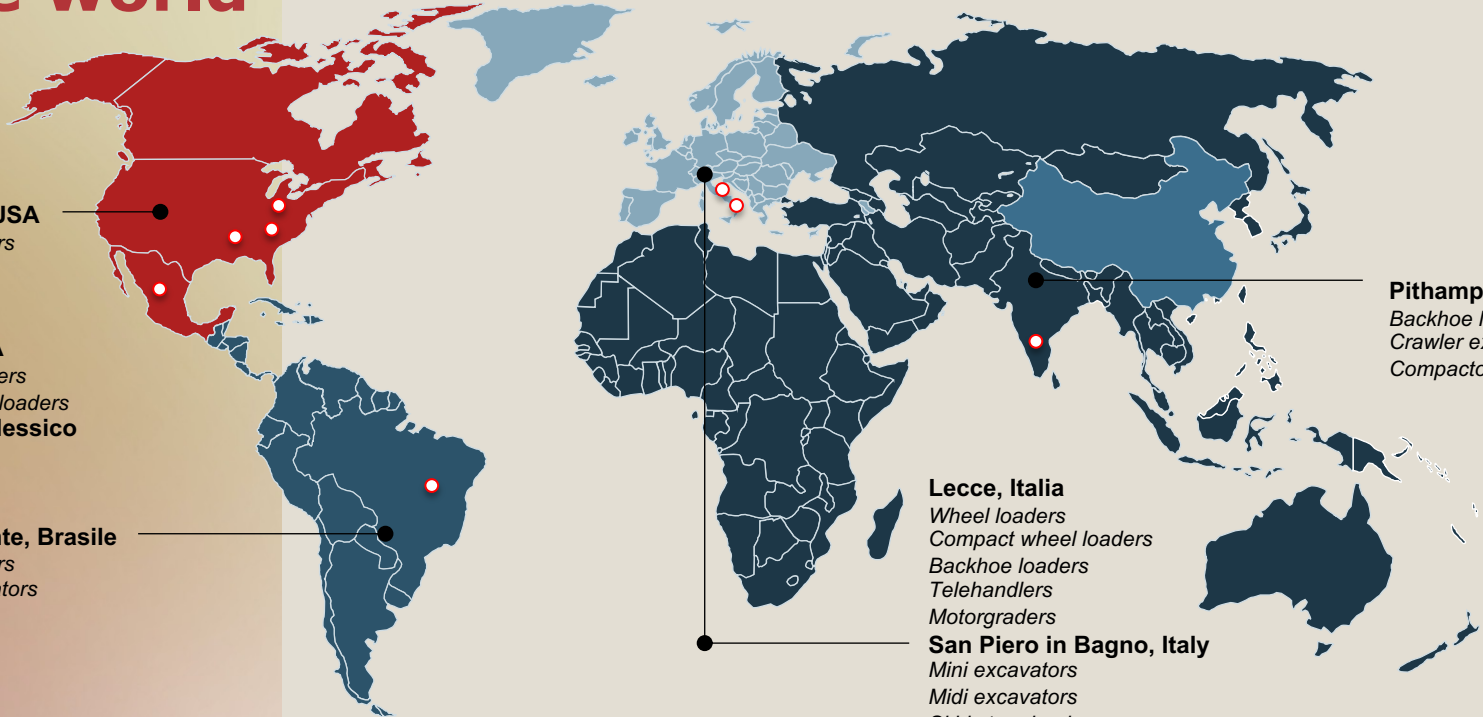
Queretaro, Messico

Components

Belo Horizonte, Brasile

*Backhoe loaders
Crawler excavators
Wheel loaders
Motorgraders
Crawler dozers*

*CASE IH site



Lecce, Italia

*Wheel loaders
Compact wheel loaders
Backhoe loaders
Telehandlers
Motorgraders*

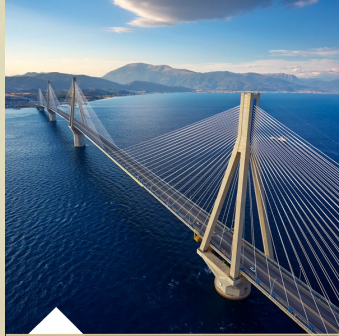
San Piero in Bagno, Italia

*Mini excavators
Midi excavators
Skid steer loaders
Compact track loaders*

Pithampur, India

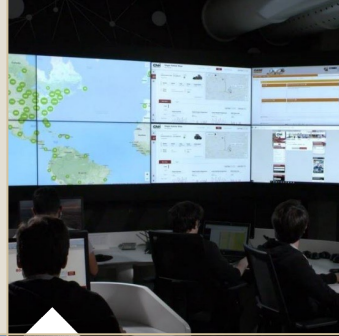
*Backhoe loaders
Crawler excavators
Compactors*

A New Construction Industry



Technology ▾

Our customers use tech to increase **efficiency and safety** and cope with **skilled labor shortages**



Sustainability ▾

Our customers are asking for machines powered by **alternative propulsion** that will unlock new use-cases

Infrastructure ▾

Our customers are riding growing **infrastructure demand** driven by large **government investment**



Digitalization ▾

Our customers are looking for new ways to increase **uptime and productivity** with **data and connectivity**



Our customers can reach **new levels of efficiency and productivity**, alongside **new use-cases**

Product Portfolio Innovation

New product generations to be launched by 2024
to bring customers **great iron and great technology**



HEAVY LINE

Wheel Loaders



Integrated digital features to increase productivity and safety

Crawler Excavators



Improved fuel efficiency, ergonomics and cab interiors

Graders



Automated blade control (Electro Hydraulics)

Dozers



Improved machine interface and enhanced durability



COMPACT LINE

Mini Excavators



Range expansion with Eurocomach integration

Skid Steers and Compact Track Loaders



Automated features, increased safety and productivity

Tractor Loader Backhoes



Integrated digital features and alternative drivetrain solutions

Compact Wheel Loaders



Wider application coverage, improved ergonomics

Digital and Automation

Bringing **benefits to the customer** through digital and automation solutions

Co-development with Agriculture

■ Strong synergies ■ Some synergies

SURROUND SENSE

Monitor surroundings to improve safety and provide real-time site data



MACHINE DIAGNOSTICS

Detect anomalies and utilization to support proactive maintenance



SERVICE MANAGEMENT

Digital contracts and over-the-air features for optimal performance

SITE MANAGER

Worksite planning to optimize activities and productivity



FLEET MANAGER

Monitor machine performance to improve uptime and utilization

AUTOMATION

Automate tasks and controls to boost productivity and safety

VIRTUAL ASSISTANT

Augmented reality to improve awareness and ease of use



1. Electrification In Construction

We will expand our electric offering, leveraging in-house capabilities and partner's ecosystem

- > **Eurocomach electric mini excavator concept**
in 2018
- > **Debut of electric backhoe loader**
in 2020
- > **New mini excavator platform launch**
in 2022
- > Expand portfolio with **new compact BEV products**

Electrification leader beyond propulsion

Electrification improves **total vehicle efficiency**, and sets the ground for automation and autonomy

Additional benefits of electrification

- > Maneuverability
- > Safety
- > Connectivity and data availability

World's 1st
Electric Backhoe loader

Up to **90%**
lower operating
costs

90%
noise reduction

**Net
zero
emissions**



Electric Mini Excavator

1 hour

fast-charging to 80%

80 cm¹ wide

Easy access through domestic doorways

90%
noise reduction

**Net
zero
emissions**



Strategic Acquisition



Undercarriages
for Special Applications



- Mini and Midi Excavators
- Skid Steer Loaders



Spare Parts



Samperiana Main Assets



Product Offering



R&D Capabilities



Manufacturing Operations

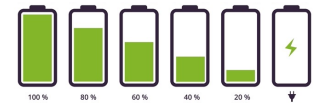


Samperiana

Completing our **product portfolio** with Mini and Midi excavators and key electric technology >



- > **WIDE MINI AND MIDI EXCAVATORS OFFERING**
24 models from 1t to 10t
- > **SCALABLE INDUSTRIAL FOOTPRINT, COMPETITIVE SOURCING**
Planned production capacity ramp-up
- > **R&D SPECIALIZATION IN SPECIAL APPLICATIONS**
Demolition and drilling
- > **ELECTRIC TECHNOLOGY**
Mini excavator EV to be launched in H2 2022
- > **PRESENCE IN COMPLEMENTARY BUSINESS**
Undercarriages for special applications and parts



03

CASE CONSTRUCTION
EQUIPMENT

CONSTRUCTION



Case Construction Equipment

180 years



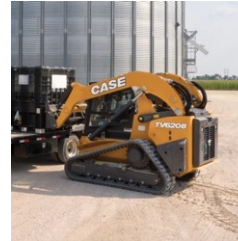
https://youtu.be/_JFRLo0MpA0



In the business of earth moving for 180 years, CASE sells and supports a **full line of construction equipment** around the world, including the **first ever factory integrated backhoe loader** right through to today's **excavators, motor graders, wheel loaders, vibratory compaction rollers, crawler dozers, skid steers, compact track loaders** and **rough-terrain forklifts**.

CASE dealers support the brand purpose to help build communities by distributing world-class equipment, aftermarket support, industry-leading warranties and flexible financing.

www.casece.com



Case Construction Equipment

Brand Icon

OLD ABE



1865

Old Abe became the trademark of J.I. CASE Company and has been our mascot since then.

Today

To honor its heritage, the brand updated its icon to symbolize the CASE attitude and approach. The **Power Abe** icon illustrates renewed dynamism, reach and energy.

POWER ABE



Case Construction Equipment

More than 180 years of history



1842

J.I. CASE company is founded

1869

CASE produces his **first portable steam engine**

1906

CASE begins building large, **steam-powered road rollers**

1947

CASE creates the **Industrial Division**

1957

CASE produces the **first factory-integrated backhoe loader**

1958

CASE begins to manufacture and market **articulated loaders**

1969

CASE begins the production of **skid steer loaders**

1977

CASE acquires **Poclair Excavators**

1988

CASE **Super K loader** backhoe among **Forbe's Top 100 American Products**

1999

Fiat Group acquires Case Corporation and merges it with New Holland N.V. to create **CNH Global**, a world leader in farm machinery and construction equipment

2005

CASE manufactures the **500,000th loader backhoe**

2008

J I Case inducted into the **Hall of Fame** of the Association of Equipment Manufacturers (AEM)

2017

CASE **celebrates 175 years of history** and introduces **Project Minotaur**, a concept Dozer-Loader.

2019

CASE presents its methane powered wheel loader concept: **Project Tetra**

2020

CASE presents **580 EV**, the Industry's first Fully Electric Backhoe Loader

Innovation is in our DNA



1957

The first factory-integrated **tractor loader backhoe**



2011

FPT/CASE introduce 1st **SCR CE** solution



2017

Minotaur concept: New hybrid category of **dozer and CTL***



2018

Introduction of **accessible TLB concept machine***



2019

Project Tetra **Biomethane Wheel Loader***



2020

580 EV the **Industry's First Fully Electric TLB***

Digital Power in Construction

Innovation and Technology

ASSETS / FLEETS

EQUIPMENT MANAGEMENT

- Maintenance optimization
- Predictive Failures
- Uptime improvement



CASE Construction Equipment offers a range of services with the purpose of achieving next level productivity, safety and uptime across all construction activities.

ENTERPRISES / CONSTRUCTION SITES

OPERATIONAL & SITE PRODUCTIVITY

- Operations Management
- Safety & Automation to improve quality and efficiency

PROCESS / JOB SITES

JOB PRODUCTIVITY

Grading & Digging control Machine Control & Operation Machine Automation

Electrification in Construction

Innovation and Technology



580 EV
ELECTRIC VEHICLE



CASE 580 EV electric backhoe loader

The CASE 580 EV backhoe loader is the construction industry's first fully electric backhoe loader.

The 580 EV matches its diesel counterparts on power and performance. Satisfies local/project-based incentives for working with electric equipment/vehicles.

The backhoe loader is ideal for electrification:

- Battery sized for typical 8-hour day (400 volts)
- Four-hour continuous heavy usage range

Produces zero emissions

Reduced maintenance and service costs



Case: Our Mission, Purpose & Values

Essential components that empower us

OUR PURPOSE

We help build communities.



OUR MISSION

Win customer loyalty by providing reliable, intuitive and sustainable solutions.



OUR VALUES

A heritage of entrepreneurial people delivering intuitive innovation and hands-on problem solving.



3 Key Attributes

What makes us unique



QUALITY CULTURE

Quality drives us, from procurement to design to manufacturing to solutions and throughout the total customer journey.



PRACTICAL INNOVATION

We focus on innovation that matters most to customers: driving increased productivity.



INTUITIVE EXPERIENCE

We focus on simplifying every step of the customer journey to deliver products and solutions that are easy to use and make life/business simple and more productive.

Recent Awards

2020
GOOD DESIGN® AWARD
WINNER

*"Project Zeus" the
construction industry's first
electric backhoe loader;*

CASE 580 EV



2020

CONSTRUCTION
EQUIPMENT'S 2019
TOP 100 NEW
PRODUCTS LIST



2020

COMPACT
EQUIPMENT'S 2020
INNOVATIVE
IRON AWARD

CASE 580 EV



2020

EQUIPMENT INDIA
AWARDS
COMPACTION - WINNER

FOR THE 8th
CONSECUTIVE YEAR



2019

GOOD DESIGN® AWARD
WINNER

*Methane-Powered Wheel
Loader Concept,*

ProjectTETRA



2019

EQUIPMENT TIMES
YELLOW DOT AWARDS
SAFETY AWARD

1110EX Soil Compactor



2019

GREEN INDUSTRY PROS
EDITOR'S CHOICE
AWARD

COMPACT TRACK LOADER
TV450



2017

GOOD DESIGN® AWARD
WINNER

*Wheel Loaders
G Series*



Our Passion is Building Community



We help bring together the things that matter: homes and families, towns and safety, businesses and business, and much, much more.



THANK YOU

