| MI Offering
<table>
<thead>
<tr>
<th>Product Overview</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Industry Market Insights (IMI)</strong></td>
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<td></td>
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<tr>
<td><strong>Industry Quantitative Data (IQD)</strong></td>
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<td></td>
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<tr>
<td><strong>Center for Customer &amp; Competitor Insights (CCCI)</strong></td>
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<tr>
<td><strong>MI Content Center (MICC)</strong></td>
</tr>
</tbody>
</table>

*Source: Conference Board*
Industry Market Insights

Industry Market Insights products are based on proprietary qualitative member input and exclusive access to insights and data from partnered associations.

- **Key Aspects:**
  - Qualitative Data
  - Peer & partner association insights and data

- **This class of offerings includes but is not limited to:**
  - North American Quarterly Industry Conditions Trends Reports (AG, CE, NEW Components)
  - Agrievolution offerings such as the Ag Barometer and Country Reports
  - AG Equipment and CE Market Update Webinars
  - Executive Panels / Economist Panels
  - Third party reports exclusive to AEM members such as the CECE Economic Bulletin or ARTBA’s CE Stock Index
Industry Market Insights – Quarterly Surveys AG

Net Rising Index - Demand, Employment and Inventories


-100% -80% -60% -40% -20% 0% 20% 40% 60% 80% 100%

- Employment Y2Y
- Unit Volume of Demand Wholegoods Y2Y
- Unit Volume of Demand Parts Y2Y
- Unit Volume of Inventories

Source: NA Quarterly AG Equipment Industry Conditions Trends Report
This Info Has a Great Lead On The Market

Survey Perceptions vs. Farm Machinery Shipments

Source: NA Quarterly AG Equipment Industry Conditions Trends Report
<table>
<thead>
<tr>
<th>Equipment Type</th>
<th>Next 12 Months*</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Wholegoods</td>
<td>Comp / Attachm.</td>
<td></td>
</tr>
<tr>
<td>Components</td>
<td>N/A</td>
<td>↑</td>
<td>1-5%</td>
</tr>
<tr>
<td>Equipment for soil working, seeding, fertilizing,</td>
<td>→</td>
<td>Stable</td>
<td>→ Stable</td>
</tr>
<tr>
<td>Harvesting equipment</td>
<td>↑</td>
<td>1-5%</td>
<td>↑</td>
</tr>
<tr>
<td>Irrigation &amp; sprayers</td>
<td>N/A (→ Stable Q3)</td>
<td>↓</td>
<td>1-5%</td>
</tr>
<tr>
<td>Lawn and Garden</td>
<td>↑</td>
<td>1-5%</td>
<td>↑</td>
</tr>
<tr>
<td>Livestock equipment</td>
<td>↑</td>
<td>1-5%</td>
<td>N/A (→ Stable Q3)</td>
</tr>
<tr>
<td>Loaders / material handlers</td>
<td>↓</td>
<td>1-5%</td>
<td>↑</td>
</tr>
<tr>
<td>Other</td>
<td>↓</td>
<td>1-5%</td>
<td>↑</td>
</tr>
<tr>
<td>Tractors</td>
<td>↑</td>
<td>6-10%</td>
<td>↑</td>
</tr>
<tr>
<td>Trailers / transportation equipment</td>
<td>↓</td>
<td>1-5%</td>
<td>↓</td>
</tr>
<tr>
<td>Grand Total</td>
<td>↑</td>
<td>1-5%</td>
<td>↑</td>
</tr>
</tbody>
</table>
Agrievolution Business Climate Index
Possible range from -100 to +100

Source: Agrievolution Business Barometer May 2019  weighted global average
Industry Quantitative Insights

Industry Quantitative Data products are obtained through partnerships and/or paid vendor relationships and serve as indicator-based inputs for company strategies.

- **Key Aspects:**
  - Quantitative Data
  - Market indicators (historical and forecasted)

- **This class of offerings includes but is not limited to:**
  - Dashboards/Toolkits – SOW from HAI to build new Dashboards (Coming 2020)
  - Leading Indicators – Third Party Consulting – Beta Test 2019, Launch 2019, 40 Companies
  - Forecast Center – Third Party Consulting – Vetted Partner
  - Preferred Partner Program (Coming 2020)
  - Global Markets Reports (AG/CE) - Updated
  - Agrievolution products, i.e. Tractor Reports or the Agriculture Equipment Indexes
  - Quarterly Market Updates (ChartBooks)
  - Producer Prices Reports
  - Nonsystemic Data
Quarterly presentations that act as an introduction to our industries

Contains:
- macro-economic drivers
- industry forecasts for the US and globally
- market evolution
- global events impacting the industry.

30-minute conference call
Through PowerBI, members can access key data (tied to CE indexes and Stats platform).

1) Get access to historical and forecasting data for macro-economic, construction and agricultural indicators
2) “Nichify” your selection by picking leading Indicators for your niche markets.
3) Easily accessible and easy to manipulate through a Power BI dashboard
4) Industry Stories / Overview & Data Access (Macro, Ag Eq., CE, Indexes, Drivers, Exports, Forecasts Worldwide)
What are members looking at

Agricultural Indicators

- Commodity Prices, Prod. and Cons. (Milk, beef, Corn, Soybean)
- Retail Sales (Historical/Forecast)
- Farm Income (Net, Crop/Livestock Receipts)
- Weather (Drought)
- Inventory Levels
- Tractor Sales
- Housing Starts
- Exchange Rates
- General Economic Information (News)
- Demand Numbers (Production, Backlog, New Orders)
- Earnings Calls OEMs
- GDP
- Legislation Changes
- UCC Filings

Source: Conference Board
What Are Members Looking At?

Construction Indicators

- Oil Prices (WTI), Activity, Fuel/Gas
- Housing Starts/Permits
- Exchange Rates (Currencies, Dollar Index)
- General Economic Indicators (GDP, Interest Rates (FED), CPI/PPI,...)
- Construction (Industry by Segment, Spending in place, Projects...)
- Stock Market (CE-Index, DJIA, NYSE, FTSE, NASDAQ)
- Commodity Prices/Production (Steel, Copper, Iron)
- Steel (Prices New/Scrap (ISR), Capacity), Iron, Copper
- Advocacy Topics (DOT, EPA, Government Spending)
- Employment (Rate, Participation)
- Purchasing Managers Index, Industrial Production
- Rig Count (Baker Hughes) / Wells
- OEM Retail Sales (Historical/Forecast) (CAT, DEERE, AGCO)
- Project lists (dodge)
- AEM Data (Advisor, Statistics)
- Transporting (Truck/Rail Tonnage)
- Competitive Intelligence
- Energy (Production, Supply, Demand, Prices)
- Auto (SAAR, Heavy Trucks, Class 8)
- Demand Indicators (Production, New Orders, Backlog)

Source: NA Quarterly CE Industry Conditions Trends Report
Upload your figures
Chart against 100s of indicators
Discover real world correlation
Calculate lead & lag time
Generate a timing analysis

+Unlimited uploads
+50 beta-spots
+Upgrade to DATACAST!
(15% discount)
Forecasting Service – Partnership with ITR Economics

+12- to 18-month outlook including the timing of your company’s next growth-rate high and next growth-rate low

+Customized charts showing your current position in the economy

+Corresponding Leading Indicator forecasts from the Trends Report compared with your sales

+US$1,000 discount (range $4,500-23,500)
Tapping into AEM’s proprietary trade show and member databases, the Center for Customer & Competitor Insights offers products to help members better understanding their end-users or competitors.

• Key Aspects:
  • Limited number of high-value opportunities
  • Surveys to reach end-users, customers or competitors to obtain insights in market & product trends or industry issues
  • Focus Groups – turnkey, Third Party (under development)

This class of offering includes but is not limited to:
• Customer Insight Survey reports
• Competition Insight Survey reports
## AEM MI Member Value

<table>
<thead>
<tr>
<th>Pillar</th>
<th>Product</th>
<th>Value/Quarter</th>
<th>Value AG</th>
<th>Value CE</th>
<th>Value Both</th>
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<tbody>
<tr>
<td>IMI</td>
<td>Quarterly Surveys</td>
<td>$ 199</td>
<td>$ 796</td>
<td>$ 796</td>
<td>$ 1,592</td>
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<tr>
<td>IMI</td>
<td>Panelists*</td>
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<td>IMI</td>
<td>Webinars</td>
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<td>IQD</td>
<td>Global Markets Report</td>
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<td>$ 596</td>
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<td>IMI/IQD</td>
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<tr>
<td>IQD</td>
<td>Dashboard*</td>
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<tr>
<td>IQD</td>
<td>Leading Indicator*</td>
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<tr>
<td>IQD</td>
<td>Forecast Consulting*</td>
<td>15% Discount</td>
<td>15% Discount</td>
<td>15% Discount</td>
<td>15% Discount</td>
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<tr>
<td>IQD</td>
<td>Value Data Non-Systemic</td>
<td>$ 57,000</td>
<td>$ 57,000</td>
<td>$ 57,000</td>
<td>$ 57,000</td>
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<tr>
<td>IQD</td>
<td>Briefings - ITR*</td>
<td>$ 499</td>
<td>$ 1,996</td>
<td>$ 1,996</td>
<td>$ 1,996</td>
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<td>IQD</td>
<td>Briefings - Oxford + Webinar*</td>
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<td>$ 9,996</td>
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<td>IMI/IQD</td>
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<td>CCCI</td>
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<td>Not Free</td>
<td>Not Free</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>$ 80,563</strong></td>
<td><strong>$ 78,874</strong></td>
<td><strong>$ 93,347</strong></td>
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