Why Climate FieldView™ Platform?

Clint Chaffer, Director of Product Marketing - Distribution and Platform
More About Me ...

• Over 10 years in the Digital Ag industry
• Started with The Climate Corporation in 2014
• Born and raised on a 1100 ac farm in Seaton, IL
• Still active on family farm
• Graduated from Western Illinois University (Bachelors / MBA)
Agenda

• Climate Overview
• Our Capabilities – *What does Climate bring to the table?*
• Connecting to Customers – *How can we partner to strengthen digital ag?*
• Looking Ahead
Climate Overview — Belief and Mission
OUR BELIEF

The next breakthrough in agriculture will be utilizing data and analytics to optimize decision making.

OUR MISSION

To help all the world’s farmers sustainably increase productivity with digital tools.
Climate Business Evolution

- **2006**: Founded as weather insurance provider
- **2009**: Renamed The Climate Corporation
- **2011**: Acquired by Monsanto
- **2013**: Acquired 640 Labs
- **2015-17**: Divestitures focus business
- **Today**: Industry Leading Brand Awareness

Editions:
- 2006
- 2009
- 2011
- 2013
- 2014
- 2015-17
- Today
Our Current Coverage
Our Capabilities –
What does Climate FieldView bring to the table?
Why do growers and partners want to join...

**Grower value**
- All their insights in one place
- Reduction of repetitive tasks (e.g. acreage reporting)
- Connected to the latest in digital Ag capabilities

“We like to have all our data in one place including high resolution imagery” (2017 pilot user)

**Partner value**
- Trusted market leader
- Seamless data exchange, agronomic insights, and science capabilities
- A digital native company building a gateway to digital Ag & its promise

“Our customers are asking for more streamlined reporting” (AIP SVP Marketing)

**FV Platform provides the conduit between capabilities and users across Ag**
Easy data collection, visualization and analysis

- Connecting the Cab
- Connecting farmers to their agronomic partners
- Connecting farmers & partners to key in-season insights
- Connecting the farmer to their data ... anywhere
FieldView Supports Key Activities and Decisions Throughout the Crop Season

<table>
<thead>
<tr>
<th>Fall - Harvest</th>
<th>Winter - Planning</th>
<th>Spring - Planting</th>
<th>Summer - Growing</th>
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</thead>
<tbody>
<tr>
<td>Sept</td>
<td>Oct</td>
<td>Nov</td>
<td>Dec</td>
</tr>
<tr>
<td>Drive &amp; Cab (Harvest)</td>
<td>Yield Analysis &amp; Mapbook</td>
<td>Advanced Seed Rx &amp; N Monitoring &amp; Scripting</td>
<td>Drive &amp; Cab (Planting, As Applied)</td>
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Customers Engage with FieldView Through a Mix of Devices Depending on the Activity and Objective

**In The Cab**
Capture and analyze data live in field
Cab App & Drive
iPad only

**On The Go**
Review past performance and future plans at your fingertips
FieldView App
 Tablet — iPad Only
 Phone — iOS & Android

**In The Office**
Create and execute detailed agronomic plans
Web
Mobile Optimized
Our Unique Data Collection Capability

Connected Planters — Seamless Data Aggregation
Global Footprint

U.S.

+35M Paid Acres

+6,000 Sellers

International

Canada, Brazil, Argentina, France, Germany, Ukraine
Connecting to Customers –
How can our partnership bring innovation to farmers, faster?
PLATFORM VISION

A digital agriculture ecosystem where farmers, globally, can easily access a broad and interconnected set of tools, services, and data to optimize all of their decisions on the farm.

PLATFORM MISSION

Accelerate the development and delivery of solutions for farmers by providing a common backbone to the digital agriculture industry.
Driving growth for platform partners...

Email Campaigns, Platform Expos, Social Media Initiatives

Conservis

DroneDeploy

MyAgData

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Platform Partner Expo –
Connecting partners with customers
What people are saying ...

@FieldView satellite imagery showed me seedling disease in my soybean plot, hinted that some varieties were more susceptible. I flew the field with my @DJI drone and used @DroneDeploy mapping to get more detailed maps, then compared DD maps to FieldView #MapAnything variety map.

Pretty interesting to see these maps from @TerrAvion picking up old tile lines and plugged runs on the strip till machine. @FieldView

With @DeveronUAS flying a field north of Webster City, IA. Can’t wait to see the images in @climatecorp @FieldView

In-season imagery showed nitrogen loss on this corn field where stressed part of imagery (right) overlapped historically productive area on the prescription (left). Responded with VRA nitrogen only where it was required. Easy to diagnose in #FieldView and great #ROI
Thank You

For more information, visit Climate.com

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@fieldview