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News Release

Horsch, The Climate Corporation announce platform agreement

Farmers will have increased opportunity to access and apply digital tools and Bayer data science capabilities

Schwandorf, Germany and San Francisco, February 3, 2021 – Today, The Climate Corporation, Bayer’s digital farming arm, and Horsch, a leading manufacturer of on-farm technology, announced a new global agreement. Farmers around the world will have new ways to connect their Horsch seeders, planters and other implements to the industry-leading Climate FieldView™ platform, making it easier for them to apply digital tools and data science on their farming operations.

Horsch customers using FieldView currently have broad connectivity through the Climate FieldView™ Drive device, which plugs into a diagnostic port in their tractor cab and uses bluetooth technology to stream agronomic data from their Horsch equipment, before being synced with their FieldView cloud. From there, farmers have the ability to access their historical farm activities anytime from a computer or mobile device and gain advanced insights about their farm. They also have the option to share their data with a trusted agronomic partner to assist with key decisions on their farm.

Through this new agreement, mutual customers will have the opportunity and option to digitally connect to their farm in new ways, including the ability to upload data generated by their Horsch equipment directly into their FieldView account through the Data Inbox tool, which does not require the use of the FieldView Drive.

“No matter where you live, what crops you grow or what equipment you use, our goal is to help you have access to digital insights to make your jobs easier and your farming operations more profitable,” said Daniel Pereira, EMEA Business Lead at The Climate Corporation. “We achieve that goal by collaborating with other leaders in the agriculture

industry such as Horsch, respected globally as both an equipment manufacturer and innovative farming family.”

“At Horsch, we believe our products must consider the individual requirements every one of our customers has,” explains Theresa Schmidmeier, Sales Support Electronics at Horsch. “The connectivity of our machines and the transmission of machine-related data, for example with FieldView, will lay the foundation for the visualisation of processes in the future. The digitalisation and use of this data will enable the efficiency of processes and production sequences to be increased in the future.”

In the future, Horsch and The Climate Corporation hope to continue to grow the agreement to provide farmers with even more granular equipment and agronomic insights, continuing a rich tradition of innovation for both agricultural organizations.

FieldView gives farmers a deeper understanding of their fields so they can make more informed operating decisions to optimize yields, maximize efficiency and reduce risk. A global leading platform, FieldView has launched in 12 European countries since 2018 and is currently on more than 150 million subscribed acres around the world. It has quickly become one of the most broadly connected platforms in the industry.

For additional information on Horsch products, visit www.horsch.com. For additional background on FieldView technology, visit www.fieldview.com.

About Horsch

The family-owned company HORSCH is one of the world's leading manufacturers of modern and innovative agricultural technology and produces technology for soil cultivation, seeding, plant protection and hybrid agriculture. This combines knowledge and experience from the conventional, ecological and regenerative fields. The company's headquarters is located in Schwandorf, Bavaria. There are several locations in Germany as well as at international sites. Around 1,800 people are employed worldwide. The origin of HORSCH is agriculture. Since the company was founded, intelligent solutions for machines and customers have been the focus of development. As one of the few agricultural machine manufacturers, the Horsch family maintains close contact with customers worldwide and manages its own farms.

About Bayer

Bayer is a global enterprise with core competencies in the life science fields of health care and nutrition. Its products and services are designed to benefit people by supporting efforts to overcome the major challenges presented by a growing and aging global population. At the same time, the Group aims to increase its earning power and create value through innovation and growth. Bayer is committed to the principles of sustainable development, and the Bayer brand stands for trust, reliability and quality throughout the world. In fiscal 2019, the Group employed around 104,000 people and had sales of 43.5 billion euros. Capital expenditures amounted to 2.9 billion euros, R&D expenses to 5.3 billion euros. For more information, go to www.bayer.com.

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Forward-Looking Statements

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