NDHIA/QCS Annual Meeting
"Lely AMS update"

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Adam Griffin, SR. FMS Advisor, Lely N.A.

farming innovators

Updates on…

- Brief history of the Astronaut milking robot…
- North America Lely AMS trends…
- Data Exchange…
- Questions???

History: We've come a long way with AMS

< 1992: Playing around in workshop/parlor

1992: Commercial introduction in Europe

2001: Introduction in North America:

Focus on machine

2006: Commercial start in USA

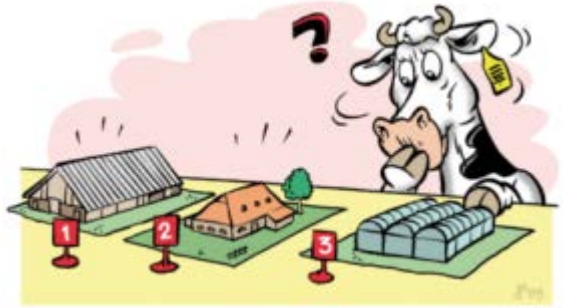
Focus on cow

2008: Farm management support

Focus on dairy management

2017:

DAIRY AUTOMATION 25 YEARS 1992 2017



Today, with an eye on tomorrow…

2018: Released A5 milking robot in April

Focus on farmers and cows!

Greatest improvement in technology over early years?

>Prep and Attachment accuracy/time

>cow comfort in the box

>Milk analysis

Now: ≈ 40,000 Lely robots worldwide

≈ 4000 Lely robots North America

U.S: ≈ 3.2 robots/farm (2.5 in 2014)

Canada: ≈ 2.1 robots/farm (1.9 in 2014)

Global: ≈ 1.8 robots/farm (1.7 in 2014)

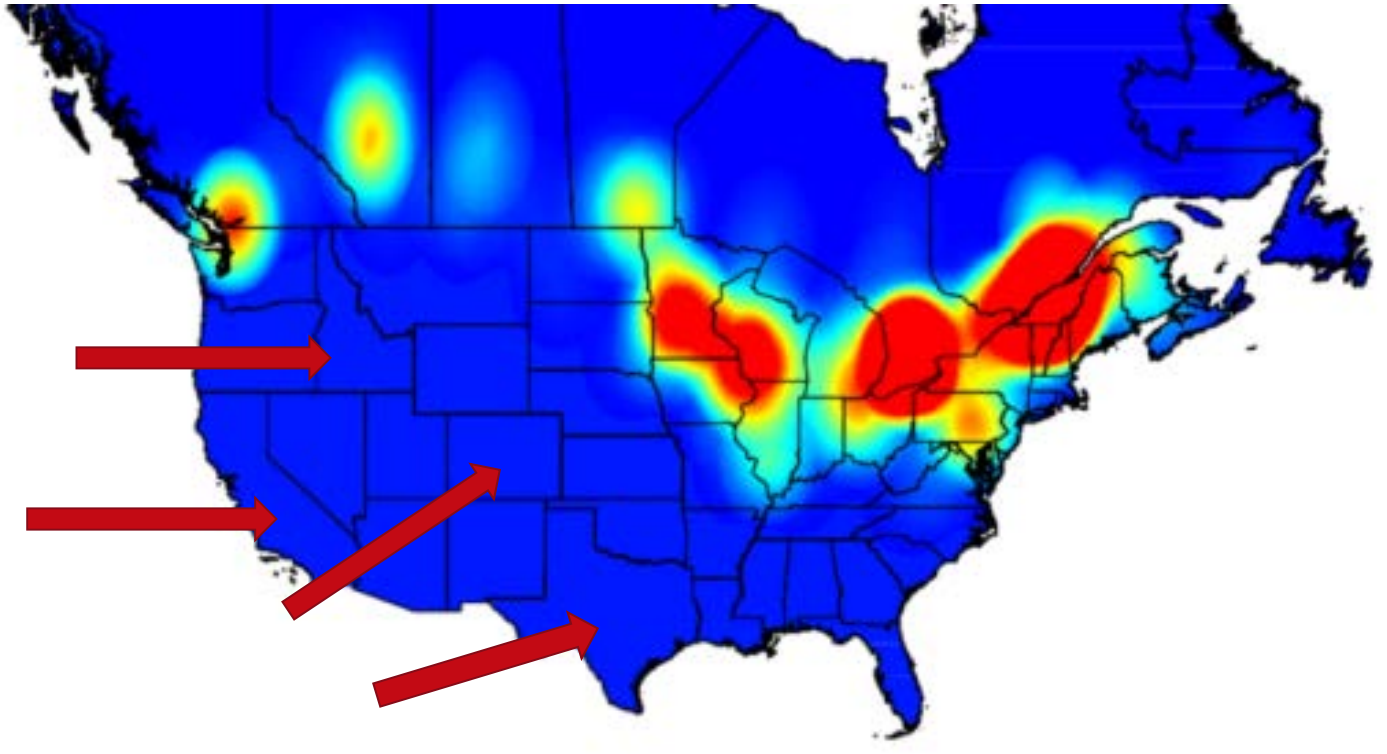
Farm adoption in N.A.

Year end 2018 Farm stats

- >1500 Lely robot farms
- 40+ Dairy XL farms
  - 11.6 robots/farm

57 Lely Centers in N.A.

- New LC in CA, CO and TX



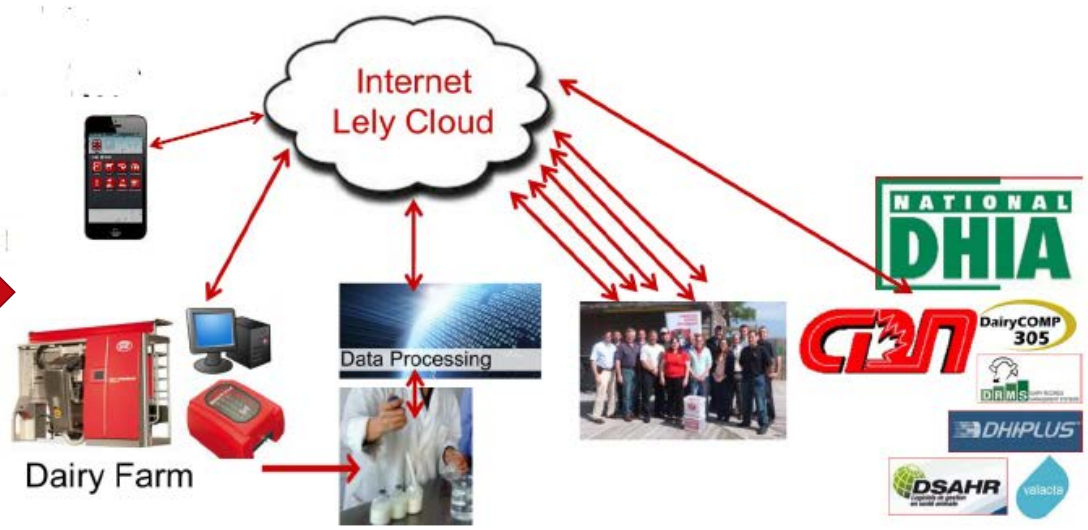
Data Exchange

- In March of 2017, Lely announced global transition from current data exchange platform (aka “Taurus” link)
- Data partners at that time were provided with materials about the shift to an API platform (local and cloud options)
- 2018: Many meetings and calls with current or new partners. Started to receive API applications and agreements in N.A.
- Dec. 2018: Lely adjusted the date forward of the Taurus shutdown from Jan. 7th to June 1st 2019

Data exchange… API advantages

- The API will provide stronger data security and dairy farmer control over who receives their AMS data.
- The API will provide enhanced data exchange solutions to meet the needs of a diverse group of industry partners with common customers.
- Faster data exchange process with a larger data set from T4C available vs current Taurus file.

- ***120 Values/cow/day from the robot:***



Thank you for your attention.

Questions??

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