



*What drives us*

*farming innovators*





**Agriculture**  
A dynamic sector  
with an essential  
role: to feed a  
growing  
population in a  
sustainable way



## Vision

A sustainable,  
profitable and  
enjoyable future  
in farming



*Who we are*

*farming innovators*



# Lely

A family owned  
company with  
farming  
in its DNA



Cornelis van der Lely  
Founder



Arij van der Lely  
Founder



Olaf van der Lely  
CEO 1989-2004

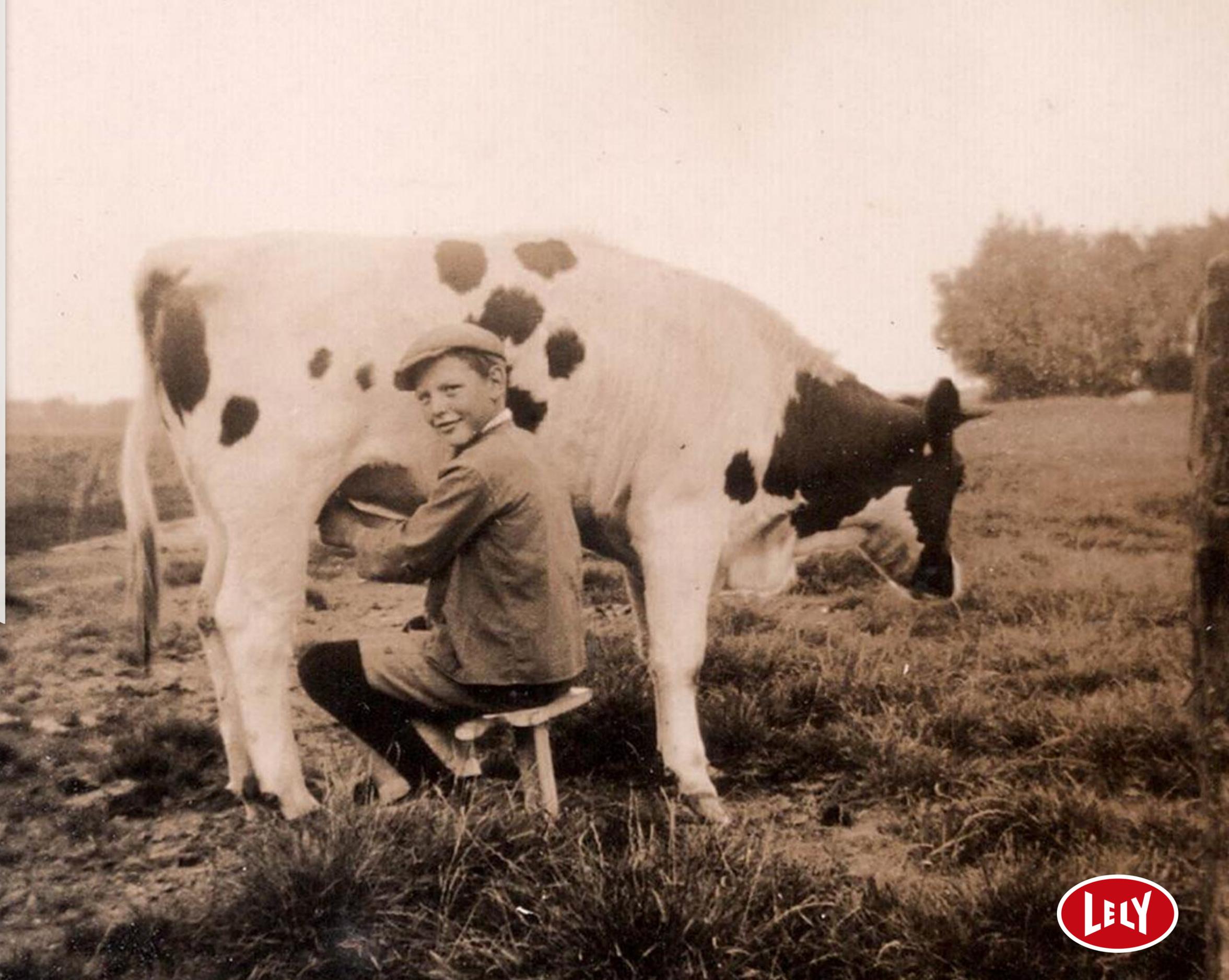


Alexander van der  
Lely  
CEO 2004-2019  
Chairman Supervisory  
Board



## Heritage

Founded with  
the aim to make  
the lives of  
farmers  
and their herd  
more enjoyable



# Lely today

Annual Sales  
**€ 611 mln**

Number of  
employees  
**2.100**

Investments in  
R&D from our  
product turnover  
**7%**



Number of living  
patents  
**1.600**

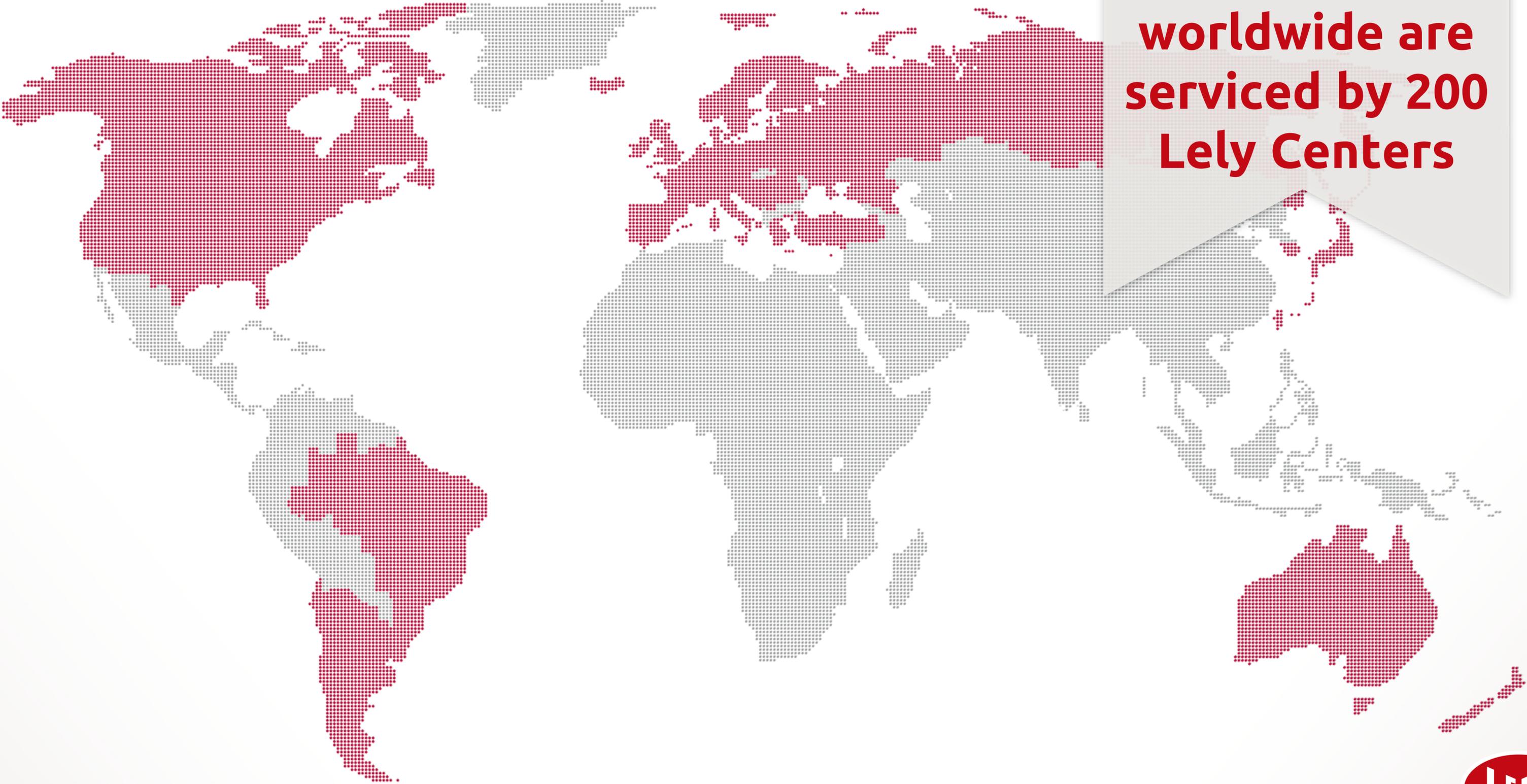
Number of  
R&D facilities  
**3**

Number of  
production  
facilities  
**2**

Number of  
markets  
**> 48**



**Our customers  
worldwide are  
serviced by 200  
Lely Centers**



# Global network of 200 dedicated Lely Centers





# *What we do*

*farming innovators*

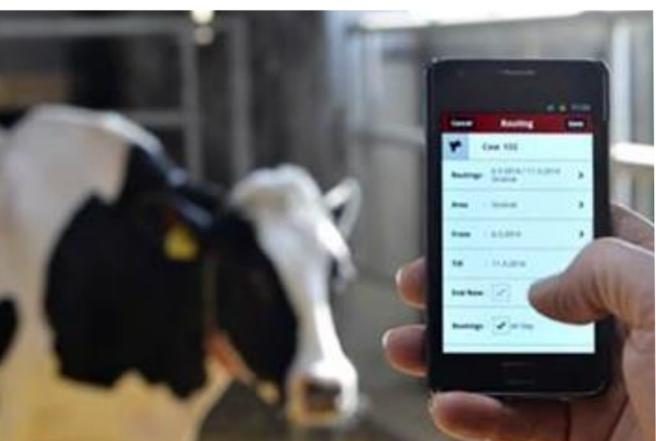


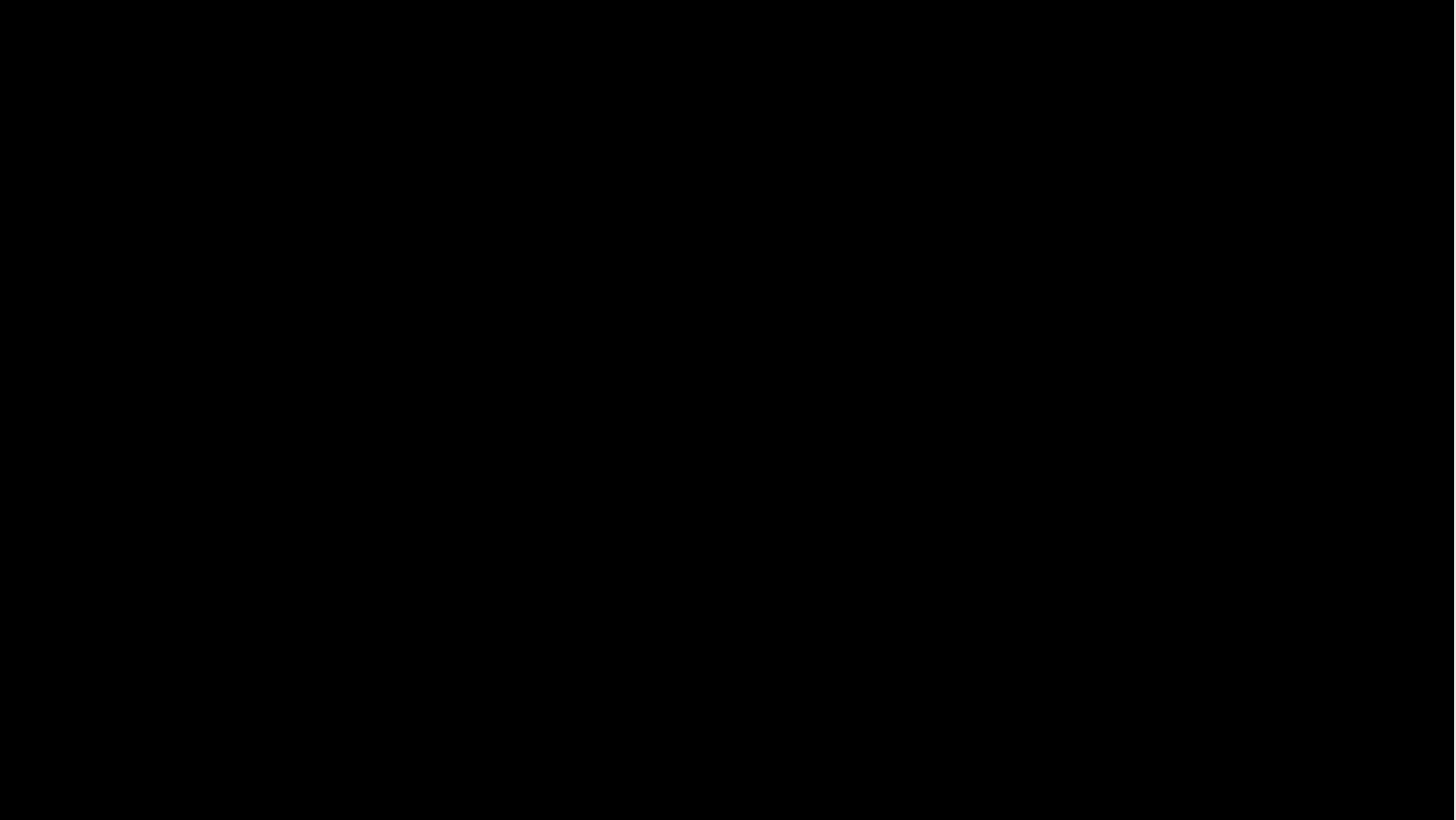
**1992**  
Lely invents  
the robotic  
milking system





**Innovation  
never stops.  
Free cow  
traffic is top  
of mind**





**2018**

Lely Orbiter: a  
revolution in dairy  
processing!



Lely Orbiter





800ml



BIOLOGISCHE  
**VOLLE MELK**  
VAN MOEVCHEN



BIOLOGISCHE  
**VOLLE MELK**  
VAN COOT-JE



# 2020

Lely Horizon:  
Connecting all  
data in a new  
farm management  
application



**2020**

Lely Exos:  
Unique concept for  
autonomous feeding  
with fresh grass



**2020**

Lely Sphere:  
Circular creation of  
value from fertiliser:  
70% reduction in  
ammonia emissions



# *Lely Sphere*

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# *Lely Sphere*

1. Ability for optimum fertilization via **3 different mineral streams**.
2. Less dependent on artificial fertilizer.
3. Official RAV approval; Emission factor of **3,6 kg/ NH<sub>3</sub>/cow/year** (RAV Code A1.39).
4. Proof of proper function via data and circular fertilizer in the tank.
5. No change for explosion hazard in the cellar, as methane is not present.
6. Improved barn climate, healthier for people and animal.
7. Designed to apply in existing barns, from small to big.
8. **Renure**: approval of the circular fertilizer and urine to improve sustainability for a bright future in dairy farming



# *Farm of the future*

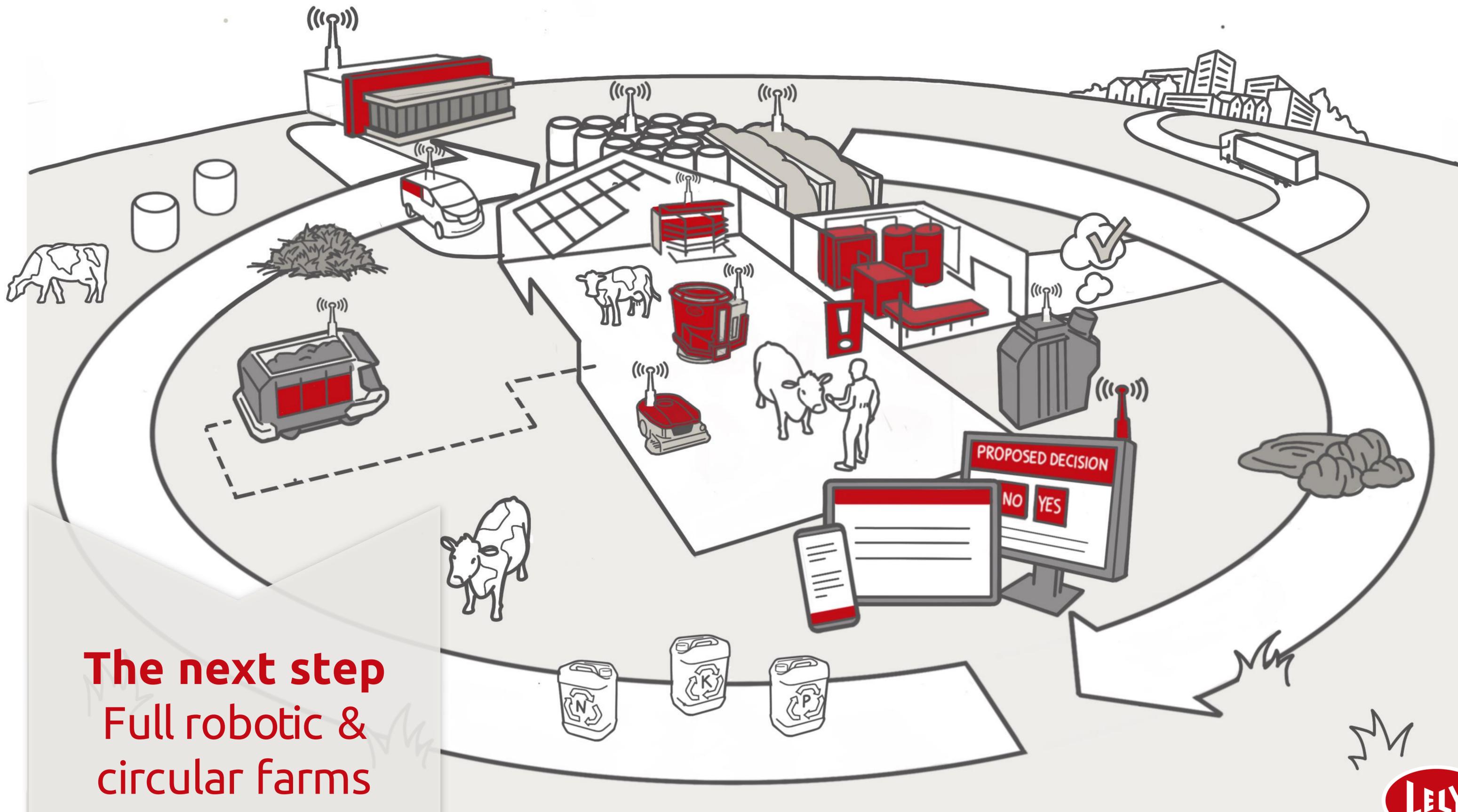
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# *Farm of the future*

- 2050 – circa 10 billion people
- Ensure availability of sufficient protein
- Sustainability & circularity is vital
- Technology helped many other sectors with future proof models
- Many stakeholders with in some cases conflicting interests
- New innovations takes time, alignment on direction is essential





**The next step**  
Full robotic &  
circular farms



