

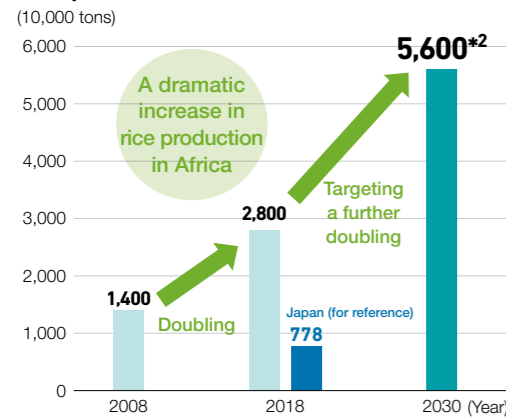


Moving toward mechanized agriculture in Africa



Cultivator demonstration in Madagascar, a Coalition for African Rice Development (CARD)*1 country.

Rice production in Sub-Saharan Africa



Demand for rice in Africa is expanding sharply.

*1 CARD is an international NGO formed by JICA and Alliance for a Green Revolution in Africa (AGRA) for the promotion of rice cultivation in 23 Sub-Saharan countries in Africa.

*2 56 million tons is the target being promoted by CARD Source: Kubota corporation, based on data from CARD and the Ministry of Agriculture, Forestry and Fisheries

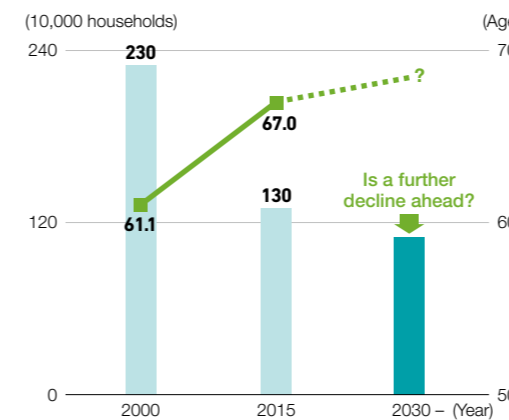


Addressing the diverse challenges facing Japanese agriculture



Cooperative operations using manned and unmanned equipment

Trends in commercial farming households and the average age of core agricultural workers



The number of commercial farming households is expected to decline further over the next 10 years

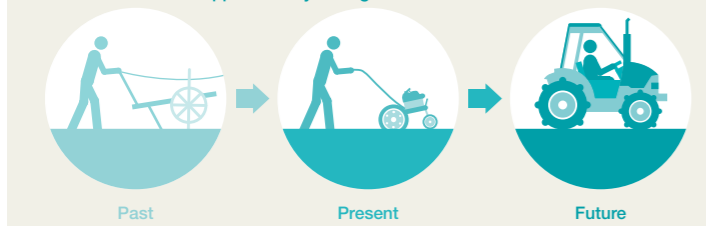
Source: Kubota Corporation, based on data from the Ministry of Agriculture, Forestry and Fisheries.



Kubota's challenge

The gradual introduction of Kubota agricultural machinery is contributing to improved food production in Africa.

The introduction of cultivators is improving productivity compared to agriculture using traditional agriculture based on human and animal labor. Further mechanization appears likely throughout Africa.



Kubota's challenge

Kubota supports Japanese agriculture and rice demand through the promotion of smart agriculture and expanding consumption in a diverse range of products



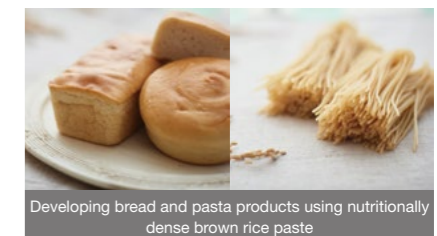
Combine harvester using the Kubota Smart Agri System (KSAS) for the visualization of agricultural management

Smart agriculture that uses robotic technologies, IoT, and ICT to massively reduce labor and produce high-quality products



Exporting safe, fresh, and delicious Japanese rice to Hong Kong and Singapore

Exporting rice and developing bread and pasta using brown rice Contributing to the revitalization of Japanese agriculture by increasing the consumption of rice



Developing bread and pasta products using nutritionally dense brown rice paste

Genkido, which offers bread and pasta produced from brown rice. (only in Japanese)

