Major Products of the Kubota Group

Farm & Industrial Machinery

Agricultural machinery and agriculture-related products

Supporting Food Globally to Provide a Future of Abundance for People and Food

Kubota is a world-leading manufacturer of agricultural machinery for both dry- and wet-field farming. With our unique “Priority Onsite” perspective, we listen carefully to feedback from farmers and develop agricultural machinery aligned with their practical requirements. In this way, we support agriculture not only in Japan, but throughout the world.

The Kubota Group’s ICT × IoT (Agricultural Machinery)

Kubota aims for smart agriculture

As the farming population is aging and the scale of farms is expanding, it is globally crucial to grow agricultural produce efficiently with higher yield and quality.

By promptly introducing ICT (information and communication technology) and robotic technology in agriculture, Kubota will realize smart agriculture that reduces labor and increases precision, contributing to the abundant and stable production of food.

Kubota Smart Agri System (KSAS)

A system to support farm operations by integrating advanced technologies with ICT. KSAS visualizes agricultural data, enabling efficient farm operations with no need to rely on experience and intuition.

Kubota Agricultural Machinery with GPS

Using GPS (global positioning system), Kubota has developed an autonomous tractor capable of performing unmanned automatic operations under manned monitoring, as well a combine harvester that carries a human operator while performing autonomous operations, and a rice transplanter able to self-steer to keep a straight line of travel.

Agricultural machinery and agriculture-related products

Tractors:
used mainly in agricultural operations, including tillage, leveling and transportation.

Combine harvesters:
used for simultaneous harvesting and threshing of crops such as rice, wheat and pulses.

Utility vehicles:
useful in a variety of operations, including agricultural work, civil engineering and leisure activities.

Implements:
connected to tractors and used for a variety of tasks.

Rice transplanters:
used to transplant rice seedlings to rice paddies, contributing significantly to labor saving.

Turf equipment:
used for cutting lawns in parks, office areas and private residences.

For more detailed product information, please see our website.

www.kubota.com/products/
Major Products of the Kubota Group

Farm & Industrial Machinery

Bringing Rich Everyday Living Spaces and Impressive Quality to the World

Over about 50 years as a dedicated manufacturer of mini excavators, Kubota has contributed its advanced technology and expertise to urban development. As a pioneer of the mini excavator, we have been quick to expand into overseas markets such as Europe and North America. Recently, we have been earning a strong reputation around the world for developing products in line with regional needs, for example by supporting rapid urbanization in Asian, South American, and African countries, and by introducing the compact track loader (CTL) and the skid steer loader (SSL) to meet needs in North America. Kubota will continue providing mini excavators essential for building urban infrastructure and working to establish rich living environments in Japan and overseas.

Engines that Support Global Industry Development with Care for the Environment

Kubota was founded in the late 1800s and started developing engines by making use of its steel pipe casting technologies. In the early 1900s we unveiled a small-sized agricultural engine. During the mid-1900s, we started work on a diesel engine as we led the industry in creating various products to meet the needs of the times. Today, market needs are diversifying globally in line with growing awareness of environmental and energy issues. Based on accumulated advanced technologies, Kubota is aiming to achieve the ideal engines for the future as a global leader in compact industrial engines.

Kubota has an extensive lineup of engines to satisfy the diverse demands for application, horsepower and fuel type. Our range also covers regional differences in exhaust gas regulations and usage environments.

Business Overview

Farm & Industrial Machinery

Results of FY2018

Revenue in this segment increased by 6.3% from the prior year to ¥1,527.6 billion, and accounted for 82.6% of consolidated revenue. Domestic revenue increased by 4.9% from the prior year to ¥308.9 billion, and overseas revenue increased by 6.7% from the prior year to ¥1,218.7 billion. Operating profit in this segment was ¥200.9 billion, which was almost at the same level as the prior year because the positive effect from increased sales in domestic and overseas markets compensated for some negative effects from a rise in steel prices and increased costs, such as fixed costs.

Revenue and overseas revenue ratio (billions of yen) (%)

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Operating profit and operating margin (billions of yen) (%)

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www.kubota.com/products/