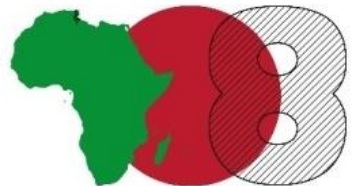


TICAD



For Earth, For Life
Kubota

ON YOUR SIDE

Rice Development to Support the Green Revolution
in Africa Through CARD Phase 2 (Coalition for
African Rice Development Phase 2)

KUBOTA Corporation

Today's Contents (4 minutes)

- A. Corporate Profile
- B. Merit of Agricultural Machines
- C. Agricultural Machines in rice sector
- D. KUBOTA's strategy on rice machines

A. Corporate Profile of KUBOTA

Feature	No1 rice machinery manufacture in the world
Established	1890 year
Revenue (consolidated)	US\$16.6 billion
Employees (consolidated)	43,293 persons
Global expansion	Over 120 countries
Overseas sales	73 %



Head Office building (Osaka)

Head Office in JAPAN

1-2-47, Shikitsu-higashi, Naniwa-ku,
Osaka 556-8601 Japan
TEL 06-6648-2111

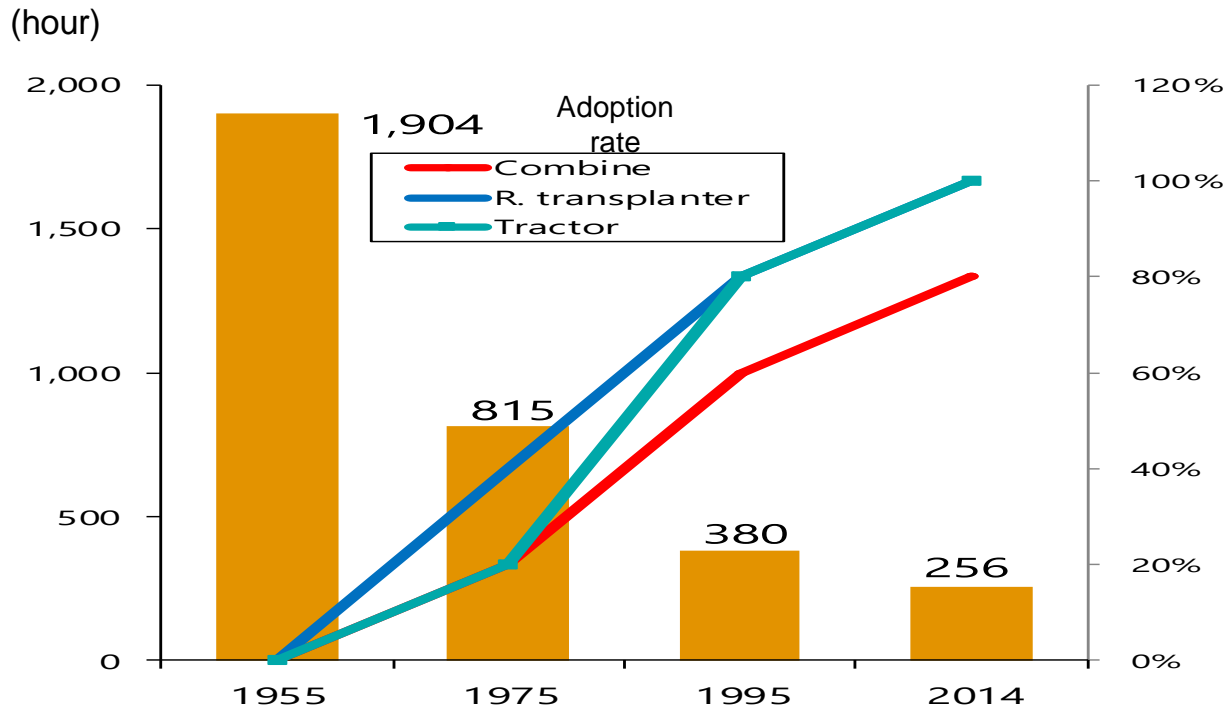
(as of December 31, 2021)

B. Top 3 Merit of Agricultural Machines

1. **To decrease the cost** of rice production than manual.
2. **To minimize labor time** of rice cultivation drastically.
→Rice farmers can work for other agricultural tasks or jobs.
3. **To cultivate rice field and harvest rice at best timing.**
→The rice will be sold at good price because of delicious and good quality.

(Reference) Improvement on Productivity for rice production **in Japan**

Working hours / ha



(Sources: Ministry of Agriculture, Forestry and Fisheries of JAPAN)

Agricultural Machines in rice sector (1)

Tractor



Power tiller



Combine Harvester



Rice Trans Planter



Agricultural Machines in rice sector (2)

- **KUBOTA DIESEL ENGINE can fit local Pumps and Threshers.**

<KUBOTA Diesel Engine>



<Engine Pump>



<Engine Rice Thresher>



C. Agricultural Machines in rice sector

1. **Tractor and power tiller** can cultivate rice field at best timing, immediate before rainy season.

2. **Combine harvester** can harvest paddy rice at best timing.

Moreover harvest loss by manual harvesting is 12%, however, harvest loss by combine harvester is only 3 %.

Combine harvesting makes rice production around 10% up than manual harvesting.

3. **Engine pump** can pour water into rice field at necessary timing.

4. **Engine rice thresher** is necessary for small rice farmer.



D. KUBOTA's strategy of rice machines in Africa

KUBOTA Strategy(1) (History in Africa)

1) Export

1989 Began export of tractors to Africa

2) KUBOTA continue establishing new distributors in Africa.

<Sales Distributor (for agricultural machinery)>

1989 Established Distributor in **South Africa, Egypt, Tunisia**

2013 Established Distributor in **Kenya, Madagascar**

2014 Established Distributor in **Uganda**

2015 Established Distributor in **Zambia**

2016 Established Distributor in **Tanzania**

2020 Established Distributor in **Cote d'Ivoire**

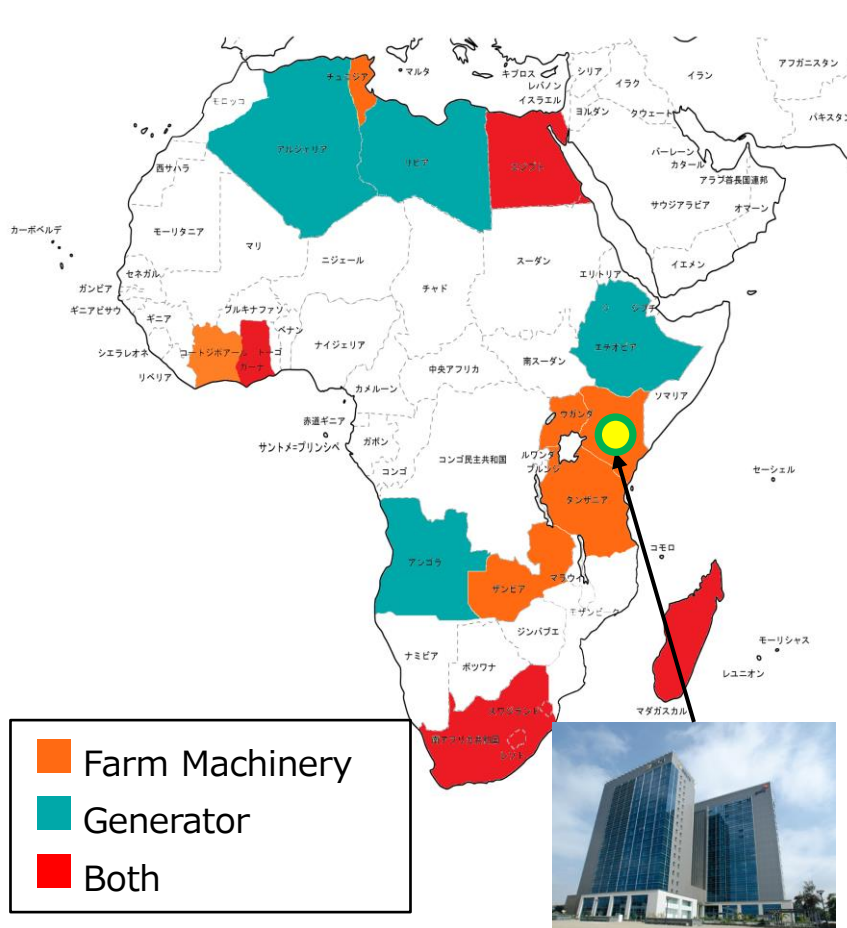
2021 Established Distributor in **Ghana**

3) Marketing Company in Sub-Sahara Africa

2017 Established “**KUBOTA Kenya Limited for Africa**”

KUBOTA Strategy (2) (Sales Network)

1) KUBOTA Sales Network in Africa



Tractor



▶ 18~130hp

Combine Harvester



▶ 69hp

Power Tiller & Engine



Generator



▶ 6~30kVA

KUBOTA KENYA LIMITED

KUBOTA Strategy(3) (in Future)

1) **To expand African countries**

If possible, year by year KUBOTA would like to expand African countries which we will introduce our rice machines because recently many African countries are going into **the first step of mechanization** in rice sector. Nobody can stop this meccanization currency because of **the essential way to prosperity for even small rice farmers.**

2) **To help small rice farmers through farm work contractors**

Nowadays even small rice farmers easily can make use of rice machine rental service with a operator from farm work contractors.

Presently 50 % of tractors and 80 % of combine harvesters are owned by contractors.

Their main customers are small and middle size farmers.

* In such a mechanization currency, we, KUBOTA would like to continue contributing to meccanization in African rice sector with all our force.

For Earth, For Life

The Kubota logo is positioned below the main headline. It consists of the word "Kubota" in a stylized, rounded font. The letters are a vibrant teal color. The 'K' is particularly distinctive, with a curved top and a small gap between the vertical strokes.

Thank you your listening!

KUBOTA Corporation