



Spraying is our business

1st quarter 2014-2015

Drop in demand in Agriculture

Consolidated figures in millions of euros	Sales 1st quarter			Full Year
	2013-2014	2014-2015	Change	2013-2014
Sales 1st quarter (Sept to Nov)	156.2	135.5	-13.2%	775.4
<i>Agricultural Spraying</i>	67.4	50.4	-25.2%	346.0
<i>Sugar Beet Harvesters</i>	43.4	33.1	-23.7%	140.7
<i>Garden Spraying & Watering</i>	8.5	9.4	10.1%	99.4
<i>Industrial Sparying</i>	36.9	42.6	15.6%	189.3
Plant Protection	119.3	92.9	-22.1%	586.1
Materials Protection	36.9	42.6	15.6%	189.3

On the first quarter 2014-2015, sales are down by €20,7 million, including a decrease of €26,4 million for the Plant protection and an increase of €5,7 million for the Materials protection. Since the last acquisitions, Group is now composed of 4 significant activities. This is why the sales evolution will be analyzed according to this split of activity.

- **Agricultural Spraying**

As communicated at the end of last year, the Ag Spraying activity is significantly down by 25% on this first quarter. Sales have decreased in European Union (including France) and strongly decreased in Russia and Ukraina. In a revenue decrease period, farmers look to reduce their costs and their investments.

- **Beets Harvesters**

There's been a report of 10m€ on the first quarter sales of last year. Excluding this point, the Beets Harvesters activity is consistent with our expectations.

- **Spraying and Watering**

Generally speaking, the sales of the first quarter are not significant as it is around 10% of the annual sales. This quarter is usually dedicated to negotiation with retail distributors and referencing for new products as the Wonderweeder.

- **Industrial spraying**

Sales are increasing in the distribution. Economic context is favorable for our activity and lots of tenders are on-going.

- **Outlook and Strategy**

Mr. Guerric Ballu, CEO of Group EXEL Industries:

« For the first quarter of this new exercise, we confirm the strong decrease in the ag spraying activity. After three years of growth when farmers have invested, they reduce their equipment spending as a consequence of the decrease of the raw materials prices and of the European subsidies. In France, our orders are down in « large culture » on the first quarter and we already adjust our costs structure to the expected level of activity.

Out of the agriculture activity, our sales increased because of the Industrial spraying business.

We continue our development in each of our market, which will compensate the geographical economic variations.

The challenges for tomorrow will be the drivers of economic growth: to feed the world, rarefaction of resources, water management and climate, respect of the environment

To provide an answer to these challenges and satisfy our customers, we continue and reinforce our innovation strategy.

Innovations will be presented during the next show in the SIMA in February 2015, like the 100% electric power straddle tractor from Tecnomat, and the B-Safe system from Berthoud which is already silver medal of innovation.

EXEL Industries	<i>2009/2010</i>	<i>2010/2011</i>	<i>2011/2012</i>	<i>2012/2013</i>	<i>2013/2014</i>
Chiffre d'affaires en M€	384.4	430.1	525.3	740.2	775.4

About EXEL Industries: www.exel-industries.com

A global expert in precision spraying solutions for agriculture (World No. 1) and industry (World No. 3) and the world leader in sugar beet harvesters, EXEL Industries employs approximately 3,600 people in 28 countries on 5 continents.

NYSE-Euronext Paris, SRD Long, Compartiment B, CAC Mid&Small190 (Mnemo EXE/ISIN FR0004527638)



CONTACT PERSONS

Guerric BALLU
Group Chief Executive Officer

Sylvain ROUSSEAU
Group Chief Financial Officer/Head of Investor Relations
Sylvain.Rousseau@exel-industries.com
Tel: +33 (0)1 71 70 49 50