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Case IH appointed new distributor in Mozambique

Entreposto Comercial de Moçambique is the new Case IH distributor / Strong dealership partner for Case IH / Mozambique's potential for growth and urgent needs for mechanization

Case IH has appointed Entreposto Comercial de Moçambique as its official distributor in the Republic of Mozambique. The new dealership was celebrated with a Field Day, held on July 5th at the Instituto Superior Politécnico de Manica, the polytechnic institute based in the city of Chimoio.

More than 100 highly qualified invitees attended the event, including the Manica Provincial Director of Finance, Mr. Virgulino Nhate, the Head of the Local Government of the Vanduzi district, Mr. Eugénio Lambo, and other local government officials and traditional leaders as well as local farmers, representatives from Tongaat Hulet in Beira, academic delegates, students from the Institute, commercial bank representatives and local media. The one-day field demonstration offered a unique opportunity to present the Case IH brand and its full range of agricultural equipment, distributed in the country under the new partnership with Entreposto Comercial de Moçambique.

The Field Day created a lot of interest and gave attendees the occasion to see in action a selection of top-notch Case IH equipment, including some JX75T tractors during normal plowing, disking and planting operations in specially prepared fields.

"Case IH is a premium brand we are very familiar with," said Paulo Ferreira, Business Director at Entreposto Comercial de Moçambique. "Our parent company has been successfully selling Case IH agricultural equipment for more than 30 years in Portugal and, based on this long-term relationship, we are now ready to support the brand's offering in Mozambique."

The country is one of the fastest growing in the world and agriculture plays a key-role in stimulating the overall economic development, as highlighted by Ozkan Eren, Marketing Manager for Case IH in Africa and the Middle East: "Although

the majority of farmers in Mozambique are still engaged in subsistence practices, the agriculture sector accounts for more than one third of the gross domestic product and has a great potential for rapid, continued growth in the long run. Leveraging on our extensive knowledge and expertise and a full range of powerful and reliable agricultural equipment, we are ready to support the local Government and private sector's efforts to revitalize and strengthen the Mozambican agricultural sector."

"This partnership is very important for our country, which has an urgent need for agricultural mechanization. Together with Case IH, we are committed to sell the most reliable, productive agricultural equipment solutions available in the market," added Ferreira.

"Entreposto Comercial de Moçambique has been in the agribusiness sector for about 70 years, gaining impressive experience and reputation in the country. We are confident that they are just the right partner to build a strong, recognizable brand image and to provide our local customers with the best sales and after sales services throughout Mozambique." said William Murengami, Case IH Business Manager for Mozambique, who attended the Field Day together with Paul Duffy, Case IH Southern Africa Business Director.

Entreposto Comercial de Moçambique is a subsidiary of the Portugal-based Grupo Entreposto and operates in the country since 1947. Today, it is one of the most renowned historical companies in Mozambique and a leading player in the agricultural equipment segment. It has also a good standing in the sale of cars, trucks and other industrial equipment from key global brands.

With headquarters in Maputo and nine branches strategically located in all the provinces, Entreposto Comercial de Moçambique distribution network covers the entire country and provides high-quality, responsive after-sales service, training and technical support to timely assist customers in every location, as no other company in Mozambique.

Case IH is a global player with a long-established reputation for powerful, highly productive agricultural equipment and an incomparable heritage of leadership, innovation and reliability, built since its foundation in 1842 in Racine (USA).

Through its partnership with Entreposto Comercial de Moçambique, Case IH sells and supports its full range of tractors, including the JX and JXT Series of all-

purpose machines ranging from 55 to 98 hp. Both Series are well-suited for those Mozambican farmers looking for small, maneuverable, highly versatile tractors they can use for soil preparation, to operate implements and pull trailers, as well as for transport.

Case IH product offering also includes medium and high horsepower tractors, the world-renowned Axial-Flow® combine harvesters, balers, and a complete line of specialized equipment such as the most advanced sugar cane harvesters and cotton pickers available in the market.

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Further information on the Case IH portfolio of tractors and harvest technology is available online at www.caseih.com

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NOTES TO THE EDITOR:

Entreponto Comercial de Moçambique, SARL, is part of Grupo Entreponto and imports, distributes and supports Case IH's products in Mozambique. Grupo Entreponto, with over 2,500 employees spread among the four countries where it operates, Portugal, Brazil, Mozambique and Timor, is now a benchmark company operating in several sectors, including automotive distribution and retail, real estate, logistics, machinery, information systems, hunting tourism, timber and forests. In addition to the other services it offers, it also runs car rental operations.

Case IH is the professionals' choice, drawing on more than 170 years of heritage and experience in the agricultural industry. A powerful range of tractors, combines and balers supported by a global network of highly professional dealers dedicated to providing our customers with the superior support and performance solutions required to be productive and effective in the 21st century.

More information on Case IH products and services can be found online at www.caseih.com.

Case IH is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at www.cnhindustrial.com.

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