Dawn of a New Era

Ernie Chappell – President & C.E.O.
Devron VonGunden – FieldAlytics
Alan Brady – Merchant Ag
Ernie Chappell

- President, C.E.O. & Founder
- Solution Artist
- Problem Solver
- Perfectionist
- Coach
- Wrangler of Talent
New Era of Change

Consolidation of Dealers

Regulation / Compliance

Changing Grower Expectations

Turning Data into Decisions
Providing Agribusiness Solutions

Since 1988

- Ag Retail Software
- Ag Wholesale Software
- Precision Agronomy
## Company Background

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>1988</td>
<td>Founded in Houston, TX</td>
<td>Network Products + Services + Accounting Solutions • Construction, Banking, Education, Imaging</td>
</tr>
<tr>
<td>1991</td>
<td>1st Solution for Agribusiness (Vanguard Ag)</td>
<td></td>
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<tr>
<td>2004</td>
<td>2nd Generation for Ag Retail (Merchant Ag)</td>
<td></td>
</tr>
<tr>
<td>2007</td>
<td>100% Agribusiness focus</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>Acquisition / Relaunch of Ag Junction as FieldAlytics</td>
<td></td>
</tr>
<tr>
<td>Today</td>
<td>E.R.P. &amp; Precision Solutions</td>
<td>Infrastructure Products &amp; Services &amp; Staffing • Profitable, Independent (Neutral), Private</td>
</tr>
</tbody>
</table>
EFC Systems Vision

Comprehensive Solutions

• Addressing all aspects of online / real-time E.R.P.
• Addressing all aspects of Precision / Field Data Management

Market Leadership

• Investing in Innovative, cutting edge solutions
• Growing staff in key marketplaces
• Expanded emphasis on Mobile & web based delivery
• Designed & built for the future
Core Products

- **Precision Agronomy Solution**
  - Web-based, flexible data management system.
  - Designed to make precision agriculture data management as simple and profitable as possible.
  - Easy-to-use web solution allow you to access critical information from anywhere with an internet connection: the office, in the field, or mobile device.

- **Retail E.R.P. Software**
  - Merchant Ag is designed to address those unique aspects of agribusiness
  - Merchant Ag consists of robust features for:
    - Agronomy
    - Feed Manufacturing
    - Grain
    - Oil and Energy
    - Accounting / Payroll
    - Mobility / Customer Portal

- **Distribution Software**
  - A solution tailored to wholesalers in the Agribusiness industry.
  - Inventory by bins
  - Quality control holds
  - Bookings
  - Route planning tools
  - Transportation scheduling and tracking
  - Direct ship to retail from suppliers
  - Single order with shipments from multiple warehouse
Wholesale

Retail

Grower

ERP

Precision

Vanguard Ag

Merchant Ag

FieldAlytics

Customer Portal

EFC Systems
Strategic Relationships

Winfield
Agrimine
Data Silo

DTN

Deere

C.D.M.S
Role of Technology

• Expanding role
• Forward Focus
• Hype or Reality
• Demonstrating Value
E.R.P. & Precision Presenters

Alan Brady
Implementations

Devron VonGunden
FieldAlytics Architect
Complete Data Management

- Fleet Mgmt.
- Work Order Logistics
- Field Recording
- Field Mapping
- Geospatial Analytics
- API Web Services
- Soil Fertility Analysis

Field Alytics

Complete Data Management
System Design & Structure

- Fully Web-Based Platform
  - Access Anywhere
- Cloud Hosted
  - Unlimited Scalability
  - 24/7 Monitored Systems Support
- Modular Design
  - User Defined Roles
- Neutrality
  - Private Labeled
Seamless Wireless Transfers
From Cloud to Field
The user can process as-applied, as-planted, and yield data from most all major brands of equipment.

Un-associated data can be associated once a boundary is added.

Multiple harvesters and different brands of yield monitors can be used in the same field.

On-line editing tools can clean up incorrect settings and assign proper trade names to products.

Raw data is stored for backup and retrieval if needed.
Yield Reporting & Analysis

* Multi-year Normalization
* By Variety, Soil Type, Mgmt. Zone
* Field Trial Analysis
Yield Reporting & Analysis

* Interactive visualization tools
* Seasonal Summaries
Asset Management

- Position updates every 30 seconds (API Dependent)
- Overlay field boundaries, work orders, soil type, and radar
- Automated daily asset batch reports
- Asset history and summary reports
- Geo fences, speed/time alerts
- Directions to/from assets or locations
- Send to navigation devices
Electronic Work Order Management
Operations Dispatch
Advanced Fertility Management

Soil Sample Management
- Mobile Software Integration
  - (iOS, Windows Mobile)
- Soil Lab Integration
  - Pre Check In
  - Analysis/Upload
- Lab Equation Integration

Fertility Recommendation Engine
- Fertility
- Fertility + Removal
- Removal Only
- Management Zone Input

Export Prescription File
- Wireless Machine Communication
- Batch Rx Creation & Export

FieldAlytics™

EFC SYSTEMS™
Soil Fertility Reporting

* Trend Analysis  * Soil Comparison (K20)
Mgmt Zone Input Rx Analysis
Mgmt Zone Input Rx Analysis

<table>
<thead>
<tr>
<th>ID</th>
<th>Area</th>
<th>Yield Goal</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>54.7 ac</td>
<td>250</td>
</tr>
<tr>
<td>2</td>
<td>27.5 ac</td>
<td>150</td>
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</tbody>
</table>
VRT Corn – Potash RX (with Removal)

K2O (Potash) Application Levels

Soil test + crop removal Potash recommendation
VRT / Flat Rate Comparison

- Side by Side comparisons
- Detailed Rate and Cost breakdown
- Colorized Rate Difference map
- See field variability and impacts
- Overlay actual rate or difference values

FieldAlytics
empowering decisions
Field Record Keeping
Mobile Solutions

- GPS Boundary Mapping
- GPS Soil Sampling (Point/Zone)
- Field Scouting & Recommendations
- Direct Work Order Integration
- Data Overlays and Maps
- Full User Settings and Customization
Field Scouting

In-field observations
Plant conditions, disease, pest and other field related factors along with photos and related field data layers.

GPS
Directly synced to our web system and used within the field records module for later documenting and reporting.
Compliancy Checking

- Product Lookup Service
- Validation on Rate, UOM, State, County
- Restrictions, PHI, REI
- Access to Labels and Documents
- Alerts and Warnings
Key Integrations and Partners

- CDMS
- adapt-N
- GEOVANTAGE
- Slingshot
- FARMOBILE
- FieldAlytics
- MerchantAg
- MAVRX
- JDLink
- aWhere
Merchant Ag™
agri-business management

- Mobile
- Retail P.O.S.
- Financial
- Fertilizer
- Feed
- Oil & Energy
- Grain
E.R.P. Core Benefits

- Easy to Use
- Real Time
- Ag-Centric
- Comprehensive Solution
- Regulatory & Compliance
Easy to Use

- Improved Customer Experience
- Increased Efficiency
- Intuitive Design
- Short Learning Curve
Real Time Information

Uniform Data + Quality Information + Instant Access = Empowered Decisions
Ag-Centric

Fertilizer  Feed  Grain
Comprehensive Solution

Farm Supply

Energy

CRM
Comprehensive Solution

Financials

Payroll

Reporting
Regulation & Compliance

- EPA Tier 2 reporting
- RUP Reporting
- Hazmat Documentation
- Technology License Requirements
- Veterinarian Feed Directives
Grower Data Access

Customer Portal

Benefits

- Staying In Tune with Your Growers
- Grower Loyalty
- Reduction of Dealer Work
- Grower Visibility
- Grower Reporting
Empowering Your Grower

Account Summary

<table>
<thead>
<tr>
<th>Name</th>
<th>Mark Rollins</th>
<th>Current Balance: $106,786.32</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>500 Rolling Meadow Rd</td>
<td>Pre-Paid Balance: $135,454.80</td>
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<tr>
<td></td>
<td>Huffman, TX 77349</td>
<td>Statement Balance: $75,712.41</td>
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<tr>
<td>Email</td>
<td><a href="mailto:morollins@efdemo.com">morollins@efdemo.com</a></td>
<td>Available Credit: $93,211.98</td>
</tr>
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</table>

WARNING
- Your VFD for Elite Original Low Carb Horse Feed, bag-50 expires 08/23/16

Login History

Current User: krools@efsystems.com (Last Login July 12 2016 10:14)
Recent Users: krools@efsystems.com (Has not logged in yet.)
mrollins@efdemo.com (Last Login March 12 2015 12:13)
berfly@efsystems.com (Last Login March 12 2015 12:13)

Click here to update electronic payment information.
You can have your statement balance auto debited from your account every month. It’s quick and easy. However, you will need to wait until any pending online payments have processed in order to select the Auto-Pay option.
Seamless Portal Experience
Employee Mobility

- Management oversight outside the office
- Transactional Visibility
- Views and Updates of Live Data
Management Oversight

- Alerts
- Exceptions
- Metrics

Management Settings

May 11/16 - July 12/16

Settlement Metrics
- Cash: 165.14
- Check: 2,441.98
- Credit Card: 98.79
- Accounts Receivable: 25,111.22
- JDIF Multi-Use: 0.00
- Monsanto FarmFlex: 0.00
- DuPont TruChoice: 0.00
- Gift Cards: 0.00
- Prepaid: 0.00
- Total: $27,817.10

AR Transactions
- Debit Memos: 0, Total $0.00
- Credit Memos: 0, Total $0.00
- Finance Charges: 0, Total $0.00

GM: -5.96 %
- Trans Date: 10/15/15
- Trans Type: OE
- Trans ID: 1699319
- Cust ID: 100850
- Cust Name: Mark Rollins
- Operator: Kerry Maggart
- GM: Min GM
- Price: $141.63
- Price %: -5.96%
- Item ID: 04377
- Category: 1-000
- Item Info: Touchdown CT

GM: -0.97 %
- Trans Date: 11/03/15
- Trans Type: OE
- Trans ID: 1699349
- Cust ID: 100850
- Cust Name: Mark Rollins
- Operator: Kerry Maggart
Employee Use

- Order Entry
- Fertilizer Batch Views
- Shelf Labels
- Inventory Counting
- Action Items
FieldAlytics™

Precision to E.R.P

Merchant Ag™

agri-business management
One Solution

Integration
Ag Retailer Benefits

1. Customer Loyalty
   More likely to buy all products from one retailer if...
   A grower can see complete information relating to a field on both customer portals.

2. Ease of Use
   Information entered in one place
   Work orders will flow from FieldAlytics to Merchant Ag reducing duplicate entry & mistakes
Shared Data

Additional information synced once per day:

- Client ID
- Acres
- Grower ID
- Longitude & Latitude
- Field ID
- Map Points
- Field Description
Seamless Integration
Work Order Integration

Primary Integration Touch-point

- Products
- Shipping Details
- Inventory Levels
- Alert Notifications
- Batch Creation
In Closing
It is a new Era

• Servicing a grower in 2020 and beyond
• Consolidation
• Regulation & Compliance
• Big Data
Take Away

• Technology Value
• Relationships
• Comprehensive
Thank You

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