

**2017 AGCO Operator of the Year
Rules & Regulations - U.S.**

NO PURCHASE NECESSARY TO ENTER OR TO WIN. PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING.

1 Eligibility: Any U.S. retailer that provides agricultural chemical application services (“Nominator”) may nominate an applicator of agricultural chemicals employed by Nominator (“Candidate”) to be considered for the AGCO Operator of the Year (the “Contest”). All Candidates must be legal residents of the fifty (50) United States or the District of Columbia (excluding Puerto Rico and other U.S. territories), who are at least eighteen (18) years of age, or who have reached the age of majority in the state in which they reside, as of June 1, 2017. AGCO Corporation (“Sponsor”) shall have the right to verify the accuracy of all information submitted and also reserves the right to disqualify any Candidate who fails to comply with the official rules (the “Rules”), or who is nominated by a Nominator who fails to comply with the Rules. Employees, officers, and directors of Sponsor, or its parents, affiliates and subsidiaries, or their respective agencies, representatives, licensees, successors, and assigns (collectively, “Sponsor Entities”), and members of their immediate families and those living in the same household of such persons, are not eligible to be a Nominator or a Candidate. By nominating a Candidate, or accepting nomination as a Candidate, all Nominators and Candidates agree to these Rules and to the decisions of the Judges (as defined below), whose decisions are final and binding in all respects. The Contest is void where prohibited.

2 Nomination Period: Nominations will be accepted starting at 12:00:01 AM Eastern Time (“ET”) on August 16, 2017 until 11:59:59 PM ET on October 23, 2017 (the “Nomination Period”).

3 How to Submit a Nomination: In order to nominate a Candidate, Nominator must complete an official online nomination form (“Nomination Form”), available at search.applylikeapro.com (the “Website”), with all information requested and submit (each, a “Nomination”). By nominating a Candidate, Nominator represents that Nominator has obtained the express consent of the Candidate to the disclosure of the latter’s personal information, if any, to the Sponsor for the purposes of administration of this Contest. Sponsor assumes no responsibility for late, lost, misdirected, damaged, illegible or incomplete Nominations. To be eligible, all Nominations must be on the official Nomination Form and completed in entirety. All Nominations become the property of the Sponsor and will not be returned.

4 Judging: Nomination Forms for eligible Candidates will be judged by a panel of expert judges (the “Judges”) appointed by the Sponsor, at Sponsor’s sole discretion, based upon the following weighted criteria to determine one (1) winning Candidate (the “Grand Prize Winner”):

Years of Service (25%)

Acreage Covered (25%)

Community Involvement (50%)

In the event of a tie, the tied Candidates will be evaluated based solely on the criteria of Community Involvement. If there is a still a tie, tied Candidates will be re-judged by a new panel of Judges, and such process shall be repeated until such tie is broken.

All decisions made by Sponsor or Judges will be final. The potential Winner and his/her Nominator will be notified on or about November 06, 2017 by telephone, mail or email and will be required to complete and execute and return an Affidavit of Eligibility, a Liability Release and (unless prohibited by

law) a Publicity Release within thirty (30) days from the date notified. If potential Winner and his/her Nominator: (a) are unreachable after reasonable attempts by Sponsor, (b) fails to return all documents fully executed as required by Sponsor within the specified time period, or (c) does not comply with these Rules, at Sponsor's sole discretion, such potential winner may be disqualified and a new potential winner chosen. If the prize remains unclaimed after thirty (30) days, the potential Winner's claim to the prize is nullified. The potential winner will not become an official Winner until he/she signs and returns all requested affidavits, releases and other documentation, until his/her eligibility has been formally verified by Sponsor, and until he/she has been declared to be an official Winner by Sponsor. The Contest may be cancelled or modified, in the sole discretion of Sponsor, in the event an insufficient number of eligible Nominations are received that meet the minimum standards established by the Judges.

5 Prize/Approximate Retail Value ("ARV"): One (1) Grand Prize Winner will have his/her choice to receive EITHER (1) a credit of not more than \$20,000 to be used toward the purchase of a Harley-Davidson® motorcycle (Prize Conditions: a) the credit must be redeemed within thirty (30) days of verification as the Grand Prize Winner, b) if Winner chooses a Harley-Davidson motorcycle valued at less than \$20,000 Winner will not receive cash back, and c) the credit cannot be redeemed for cash), OR (2) a \$20,000 cash prize. The ARV of the Grand Prize is \$20,000.

Winner may not assign or transfer prize to another party. All details of the prize shall be determined by Sponsor in its sole and absolute discretion. Winner is responsible for any costs and expenses associated with the prize not specified herein as being provided, as well as all federal, state and local taxes that may be due. Prizes are not transferable or substitutable, except by Sponsor, who reserves the right to substitute a prize of comparable or greater value at its sole discretion.

6 Conditions/Release: By submitting a Nomination, participating in the Contest as a Nominator or Candidate, or accepting a prize, each Candidate and each Nominator (a) agrees to be bound by these official rules and any other documents Sponsor requires Candidates and Nominators to sign; (b) agrees to release and forever discharge Sponsor and Sponsor Entities from and against any and all liability and claims with respect to or in any way arising from such the Nomination Form, the Contest, participation in the Contest or any part thereof, the acceptance, possession, use or misuse of any prize, and any liability for economic injury, personal injury, property damage, loss or any other harm; (c) agrees to defend, indemnify and hold Sponsor and Sponsor Entities harmless from and against any claim, action,

liability, loss, injury, or damage relating to or arising, in whole or in part, directly or indirectly, from such Candidate's Nomination Form, acts or omissions in connection with participation in the Contest or any part thereof, the acceptance, possession, use or misuse of any prize, violation of these official rules, the administration of the Contest, the exploitation by Sponsor of any of the rights granted herein, (including, without limitation, claims based on publicity rights, defamation or invasion of privacy, or infringement of any other third party right); (d) consents to the use of his or her name, address (city and state), biographical information, Nomination Form, image, photograph, likeness and voice for purposes of advertising, promotion, publicity, trade and for any other lawful purpose, in any manner and in any and all venues or media now known or hereafter devised throughout the world in perpetuity without additional compensation or permission, unless prohibited by law; (e) agrees that the laws of the state of Georgia shall govern the Contest, and that any dispute with respect to the Contest shall be resolved as set forth in these official rules; (f) waives all rights to claim or collect punitive, incidental, consequential, or any other damages; (g) agrees that all causes of action arising out of or connected with this Contest shall be resolved individually without resort to any form of class action; and (h) agrees that any and all claims, judgments, and awards shall be limited to actual out of pocket costs incurred, excluding attorneys' fees. Some jurisdictions do not allow the limitation or exclusion of liability for incidental or consequential damages so some of the above limitations may not apply.

By submitting a Nomination Form or accepting a prize, each Nominator and each Candidate also agrees that any and all disputes that he/she may have with, or claims he/she may have against Sponsor relating to, arising out of or connected in any way with the Contest or the prizes will be resolved in the federal or state courts located in Georgia and consents to jurisdiction and venue in the federal or state courts located in Georgia.

7. General: Sponsor and Sponsor Entities are not responsible for any typographical or other errors in the printing, offering or description of the prizes or any other materials produced in connection with the Contest. Sponsor and Sponsor Entities are not responsible for lost, late, stolen, misdirected, mutilated or illegible Nomination Forms nor for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of Nomination Forms or for technical, network, electronic, computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive Nomination Forms by Sponsor on account of technical problems or traffic congestion on the Internet or at any website or any combination thereof or for any other reason. Only the published number of prizes stated in these official rules will be awarded.

Sponsor, in its sole discretion, may disqualify any Candidate from this Contest, and refuse to award any prize, if Candidate or Nominator engages in any conduct Sponsor in its sole discretion deems to be improper, unfair or otherwise adverse to the operation of this Contest or detrimental to other entrants of this Contest. Sponsor reserves the right to remove or disqualify any entrant who engages in non-sportsmanlike or disruptive behavior, or with intent to annoy, abuse, threaten or harass any Sponsor Entity. Such improper conduct, includes, without limitation, falsifying personal information required during nomination or to accept a prize, or violating any term or condition stated herein. Candidates and Nominators agree that Sponsor may void any prize that a Candidate may have won or require the return of any prize that Candidate may have won as a result of such improper conduct. Candidate further acknowledge that any forfeiture of a prize or return of a prize shall in no way prevent Sponsor from pursuing other avenues of recourse such as criminal or civil proceedings in connection with such conduct. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

If for any reason, Sponsor in its sole discretion determines that the administration, security, fairness, integrity or proper conduct of the Contest is corrupted or affected, Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Contest and select winners from among all non-suspect, eligible entries received prior to the event requiring such action or in such other manner as Sponsor may deem fair and appropriate. In addition, if for any reason, in its sole discretion, Sponsor determines that the Contest should not or cannot be run as planned, Sponsor may cancel, terminate, modify or suspend the Contest.

The invalidity or unenforceability of any provision of these official rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, that determination shall not affect the remainder of these official rules, which shall be construed in accordance with their terms as if they did not contain the invalid or illegal provision.

All decisions of the Sponsor and Judges related to the Contest are final and binding.

8 Name of Winner: For information on the prize winner, send a self-addressed stamped envelope, which must be received by December 12, 2017 to: AGCO Operator of the Year, Winners List Request, PO Box 25466, Rochester, NY 14625.

9 Sponsor: This Contest is sponsored by AGCO Corporation, 4205 River Green Parkway, Duluth GA 30096.

Harley-Davidson is a registered trademark of Harley-Davidson Motor Company. Harley-Davidson Motor Company is not endorsing, sponsoring, or otherwise affiliated with this promotion.