

John Deere Smart Farm Awards Contest (“Contest”) Official Contest Rules

THIS CONTEST IS OPEN TO LEGAL RESIDENTS OF THE UNITED STATES AND CANADA ONLY. DO NOT ENTER THIS CONTEST UNLESS YOU ARE A LEGAL RESIDENT OF THE UNITED STATES OR CANADA. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

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

Eligibility: This Contest is sponsored by Deere & Company in the United States and John Deere Canada ULC in Canada (together, referred to as “John Deere” unless otherwise specified). This Contest is open to legal residents of the United States and Canada who are nominated by their supporting John Deere dealer and who submit a text and/or video submission that illustrates the customer’s farming production outcomes and efficiencies leveraging John Deere solutions in three categories of production: Small Grains, Corn & Soy and Cotton. Entrants (“you” or “your”) may be entered personally or on behalf of your employer or owned business. If you are entering on behalf of your employer or owned business then you must (1) have the authority to enter on behalf of your employer or business; (2) have the authority to bind your employer or business to these Official Rules and to any terms and conditions associated with the prize; and (3) you must be an employee or owner of the company on whose behalf you are entered. To be eligible, a company and the individual submitting the entry must reside in an eligible jurisdiction. Entrants must have reached the age of majority in their state or province of residence at the time of commencement of the Contest Period, defined below. Employees, suppliers, representatives and agents of John Deere, their affiliated companies, subsidiaries, authorized John Deere dealers, advertising and promotional agencies, and vendors (“Sponsor Entities”) who in the sole discretion of John Deere are determined to be so closely related to John Deere’s operations such that participation would result in the appearance of impropriety and the immediate family of each are not eligible to enter or win. Immediate family is defined as: mother, father, brother, sister, spouse, children, son-in-law, daughter-in-law, brother-in-law, sister-in-law, mother-in-law, father-in-law, step-parents, step-children, grandmother, grandfather, grandchildren, and any relative or other person residing in an excluded employee’s or individual’s place of residence. **SUBJECT TO ALL FEDERAL, STATE, PROVINCIAL, AND LOCAL LAWS. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.** Entrants must comply with all Contest rules.

Timing: The Contest submission period begins on October 15, 2025 at 9:00 AM CT and ends on November 30, 2025 at 5:00 PM CT (the “**Contest Period**”). Winners will be chosen on or about December 15, 2025. John Deere reserves the right to delay the selection of winners if it deems a delay to be necessary for any reason.

Nomination and Entry Process: To enter, entrants must be nominated by their dealer with input from their respective John Deere field team members. Entrants must have individually or through a company employer have a John Deere Operations Center account but need not exclusively operate John Deere equipment. Entrants may make submissions by clicking "submit" on the Microsoft Form provided by their John Deere dealer upon nomination.

Follow the instructions to complete the Contest entry request with the information requested, all during the Contest Period. In the entry request, entrants must designate whether they are entering

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to win individually or for an employer or owned company matching the John Deere Operations Center account. If the entrant will be entering on behalf of a company, they will need to specify the name of the company in the entry request, and such company will become an entrant. Upon completion and submission of the entry request, you or your designated company will be entered. Limit: One (1) entry per person and per company. Any person or company submitting multiple entries or registrations may be disqualified from this Contest.

Selection of Winners: Submissions will be reviewed by a committee of John Deere representatives. Three winners will be chosen – one for each of three production systems: Small Grains, Corn & Soybean and Cotton. Winners will be contacted by phone shortly after selection and announced by recorded session at the Commodity Classic in San Antonio, Texas on February 26, 2025. Winners will be determined by how they have leveraged their John Deere equipment and technology to achieve three key objectives in their respective production system:

1. **Improve Profitability**
 - Evidence of increased revenue or reduced operational costs
 - Use of data-driven decisions (e.g., yield mapping, input optimization)
 - ROI from technology investments (e.g., automation, precision ag tools)
2. **Boost Productivity**
 - Strategies for maximizing acres/day while maintaining quality
 - Use of connected equipment to streamline operations
 - Examples of hitting optimal windows for planting, spraying, harvesting
3. **Mitigate Risk (Use of technology to reduce agronomic or operational risk)**
 - Variable rate applications, timely planting based on weather insights
 - Pest/disease management using sensors or analytics
 - Equipment uptime strategies (e.g., JDLink alerts, proactive maintenance)

Winners are selected at John Deere’s sole discretion.

Conditions of Entry: By entering, entrants agree to accept, abide by and acknowledge compliance with these Official Contest Rules (the “Contest rules”), including but not limited to all eligibility requirements, the other terms and conditions herein and the decisions of John Deere, which rules and decisions are final and binding on all entrants. Entrants who do not fully comply with these Contest rules will be disqualified. All entries must be received by the end of the Contest Period in order to participate. The Website’s database clock will be the official timekeeper for this Contest. All required information on the entry request must be completed to enter and to be eligible to win. Proof of entering information at the Website is not considered proof of delivery to or receipt by John Deere of such entry. Use of any automated system or any like methods to participate in the Contest is prohibited and will result in disqualification of any entrant attempting such use.

Prizes: Three prizes will be awarded in this Contest – one for each of three production systems: Small Grains, Corn & Soybean and Cotton. Each prize winner will receive: 1) a \$10,000 USD credit to be used toward the purchase of any John Deere equipment or parts; 2) [2] tickets to the

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2026 John Deere Classic golf tournament; 3) a trip [2] tickets to San Antonio, Texas to attend the Commodity Classic (reasonable travel, lodging and food included) where the winner will be recognized as a Smart Farms Award winner and receive a private reveal of John Deere’s model year 2027 new equipment. In order to win, the selected entrants must comply with all of the terms and conditions set forth in these Contest rules; and winning is contingent upon fulfilling all such requirements.

Prize Redemption: On or about February 26th, 2026, selected winners will be notified by phone and/or email submitted to the Website and will have 15 business days from the date of the notification to respond by following the instructions and providing all information requested in such notification. Following receipt of a valid response, the selected entrant will be sent a standard declaration and release form by mail or email. Upon receipt, the selected entrant must complete and sign the standard declaration and release form, confirming compliance with the Contest rules and releasing all employees, officers, directors, representatives and agents of John Deere, its affiliated companies, subsidiaries, authorized dealers, suppliers and advertising and promotional agencies from all liability. This form must be returned to John Deere within 10 business days of receipt. If the selected entrant cannot be contacted, refuses the prize, does not respond within 15 business days of the date of the notification, fails to complete, sign and return the standard declaration and release form within the specified time, or otherwise fails to comply with these Contest rules, he or she will be disqualified and an alternate entrant may be selected in the manner described above from all remaining entries received during the Contest Period. John Deere is not responsible for late, lost, stolen, delayed, illegible, incomplete, destroyed, misdirected or unsuccessful efforts to notify selected entrants. John Deere makes no warranty or representation concerning the prize. If an individual designates a company when entering, the company will be an entrant and the prize will be awarded to the company (and not the individual who submitted the entry), and the company must sign any required documentation to obtain the prize. If you are entering for a company, you represent and warrant that the company is your employer or owned business and that you are authorized to enter on behalf of your employer or owned business, and you can bind your employer or business to these Contest rules. John Deere may request any individual who enters on behalf of a company to provide proof that such person is a legal representative of the company and authorized to enter and participate in the Contest on the company’s behalf. The prize is not transferable, and must be accepted as awarded. John Deere is not responsible if the prize is lost, stolen or damaged and the prize will not be replaced. No exchange for cash will be permitted and no refunds are allowed. The value of the prize may be taxable as income. All taxes, fees, duties and surcharges on the prize and/or the redemption thereof are the sole responsibility of the winner. If the original prize becomes unavailable for any reason, John Deere reserves the right to substitute a prize that has the same or greater value than that of the original prize. In no event will John Deere be obligated to award more prizes than the number of prizes stated in these Contest rules. Winners must agree to provide required personal information to John Deere in order to generate tax documents, if required. Each winner agrees to indemnify and hold harmless all employees, officers, directors, representatives and agents of John Deere, its affiliated companies, subsidiaries, authorized dealers, suppliers and advertising and promotional agencies from and against any liability for all taxes, fees, duties and surcharges on the prize.

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Other Terms and Conditions: By entering the Contest, each entrant agrees to be bound by these Contest rules and by all applicable laws and by the decisions of John Deere, which shall be binding and final. By accepting the prize, the winner agrees that John Deere and Sponsor Entities may use his/her name, statements, and/or photograph, in any and all media, and in any and all future advertising or publicity, without further consideration, unless prohibited by law. If a winner does not agree to this, except where prohibited he/she will forfeit his/her prize and an alternate winner shall be selected. **BY ACCEPTING THE PRIZE, THE WINNER AGREES THAT ALL EMPLOYEES, OFFICERS, DIRECTORS, REPRESENTATIVES AND AGENTS OF JOHN DEERE, ITS AFFILIATED COMPANIES, SUBSIDIARIES, AUTHORIZED DEALERS, SUPPLIERS AND ADVERTISING AND PROMOTIONAL AGENCIES WILL HAVE NO LIABILITY WHATSOEVER FOR, AND WILL BE HELD HARMLESS BY WINNER FOR ANY LIABILITY, ANY INJURY, LOSS OR DAMAGES OF ANY KIND, TO WINNER OR OTHER PERSONS, INCLUDING (WITHOUT LIMITATION) INJURIES, LOSS OR DAMAGES ARISING OUT OF OR RELATING TO DEATH, INJURIES, DAMAGES OR LOSSES TO PROPERTY, DUE IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF THE PRIZE OR PARTICIPATION IN THIS CONTEST OR PARTICIPATION IN ANY CONTEST OR PRIZE RELATED ACTIVITY.** Any and all disputes, claims and actions arising out of or connected with this Contest, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and exclusively by arbitration. Any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorney’s fees or legal fees, or punitive, special or consequential damages.

Miscellaneous: All entries become the sole property of John Deere and will not be returned. If, for any reason, the integrity of the Contest is compromised, including due to tampering, unauthorized intervention, fraud, technical failure, human error or any other causes beyond the control of John Deere that corrupt or affect the administration, security, fairness, or proper conduct of the Contest, John Deere reserves the right in its sole discretion, to cancel, terminate, modify or suspend the Contest. In addition, John Deere reserves the right to disqualify any person deemed to have compromised the integrity of the Contest, including the entry process. In such event, John Deere may award prizes in a random drawing from all eligible entries received up to the date of cancellation or suspension. In the event of a random drawing, if the entrant selected is a resident of Canada he/she will be required to correctly answer, unaided a mathematical skill-testing question to be administered by email or other electronic means or by telephone. John Deere assumes no responsibility for any error, omission, interruption, deletion, defect, theft or destruction or unauthorized access to, or alteration of, entries. **CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY ENTRIES OR UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, JOHN DEERE RESERVES THE RIGHT, IN ITS SOLE DISCRETION, TO SEEK REMEDIES AND DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW AND/OR TO CANCEL, TERMINATE, MODIFY OR SUSPEND THE CONTEST.**

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Sponsor: The Sponsor of this Contest is John Deere. The Sponsor’s address and web address is:

In the United States:
Deere & Company
One John Deere Place
Moline, Illinois, 61265

In Canada:
John Deere Canada ULC
295 Hunter Road
Grimsby, Ontario, L3M 4H5

Use of Contest Information/Privacy: All personal information obtained in entering or registering for the Contest shall be subject to the John Deere privacy policy. Such personal information will be used for the purposes of conducting the Contest, to provide future promotional information of interest and as may otherwise be specified in these Contest rules.

To view the current privacy policy, go to:

U.S. Privacy Policy:

<https://www.deere.com/en/privacy-and-data/>

Canadian Privacy Policy:

<https://www.deere.ca/en/privacy-and-data/>

Winner's List: For the name of the entrant who wins the Contest, contact:



Official Rules: To obtain a copy of these official rules, contact jarocoopera@johndeere.com or visit [redacted] from [redacted] to [redacted].

Governing Law: This Contest is governed by the laws of the State of Illinois for entrants who are legal residents of, and located in the United States and is governed by the laws of the Province of Ontario for entrants who are legal residents of, and located in Canada.

