

CEMA Business Barometer

Public excerpt February 2025



What is the CEMA Business Barometer?

- ▶ A monthly survey within the European agricultural machinery industry (started in 2008)
- ▶ Coverage of all major sectors – from tractors to municipal equipment
- ▶ Target group: 140 senior managers from 9 (CEMA) countries
- ▶ Implementation: online survey
- ▶ Questionnaire available in five languages
- ▶ Executed by VDMA for CEMA
- ▶ Subjects of the survey:
 - ▶ current and future business situation
 - ▶ situation of order intake
 - ▶ development of turnover
 - ▶ turnover expectation per country
 - ▶ production plans
 - ▶ employment plans
 - ▶ special topics, e.g. delivery times
- ▶ Deadlines: starting ca. 5th each month, closure: ca. 13th



Business climate moving towards upturn

Executive summary of the survey in February

The general business climate index for the agricultural machinery industry in Europe has risen further with its strongest increase since the start of the recent recession. As a result, the business climate has entered an upswing territory, while the overall index is still negative. In February, the index increased from -31 points to -11 points (on a scale of -100 to +100).

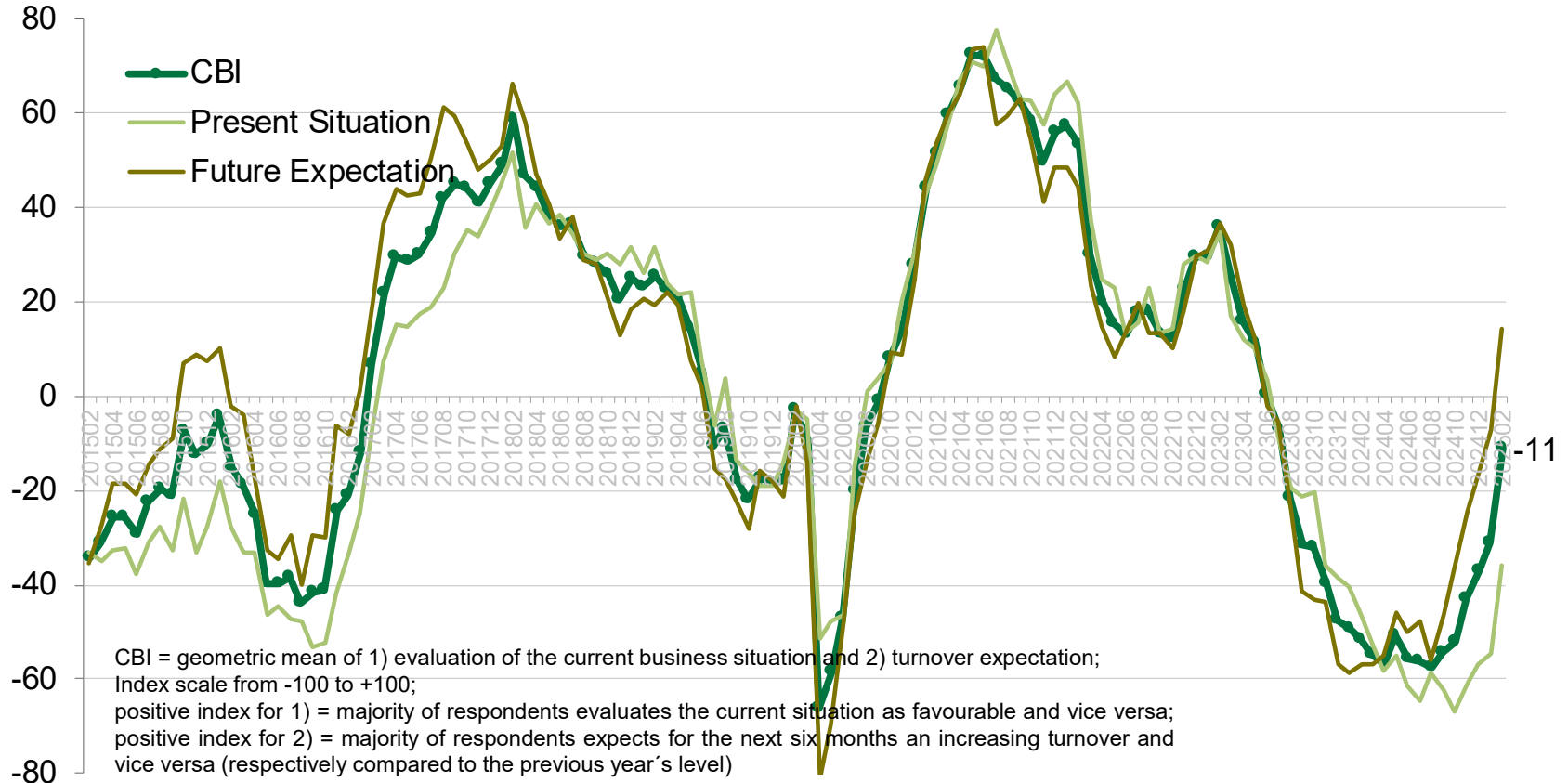
Once again, improving overall turnover expectations are driving the improvements in the general business climate, while the current overall business evaluations continue at very low levels. A further and significant improvement can especially be seen in expectations for the coming order intake (an indicator that is not included in the calculation of the overall barometer index).

After the volume of orders has been significantly reduced in 2023 and 2024, it now corresponds to a production period of 3.3 months, which is almost at the average level for the years 2017 to 2020 before the boom phase.

With a view to the market side, the confidence index has improved for all European markets without exception, with several countries back in or close to positive territory for the first time since the start of the recent recession period.

Business Climate Index Development

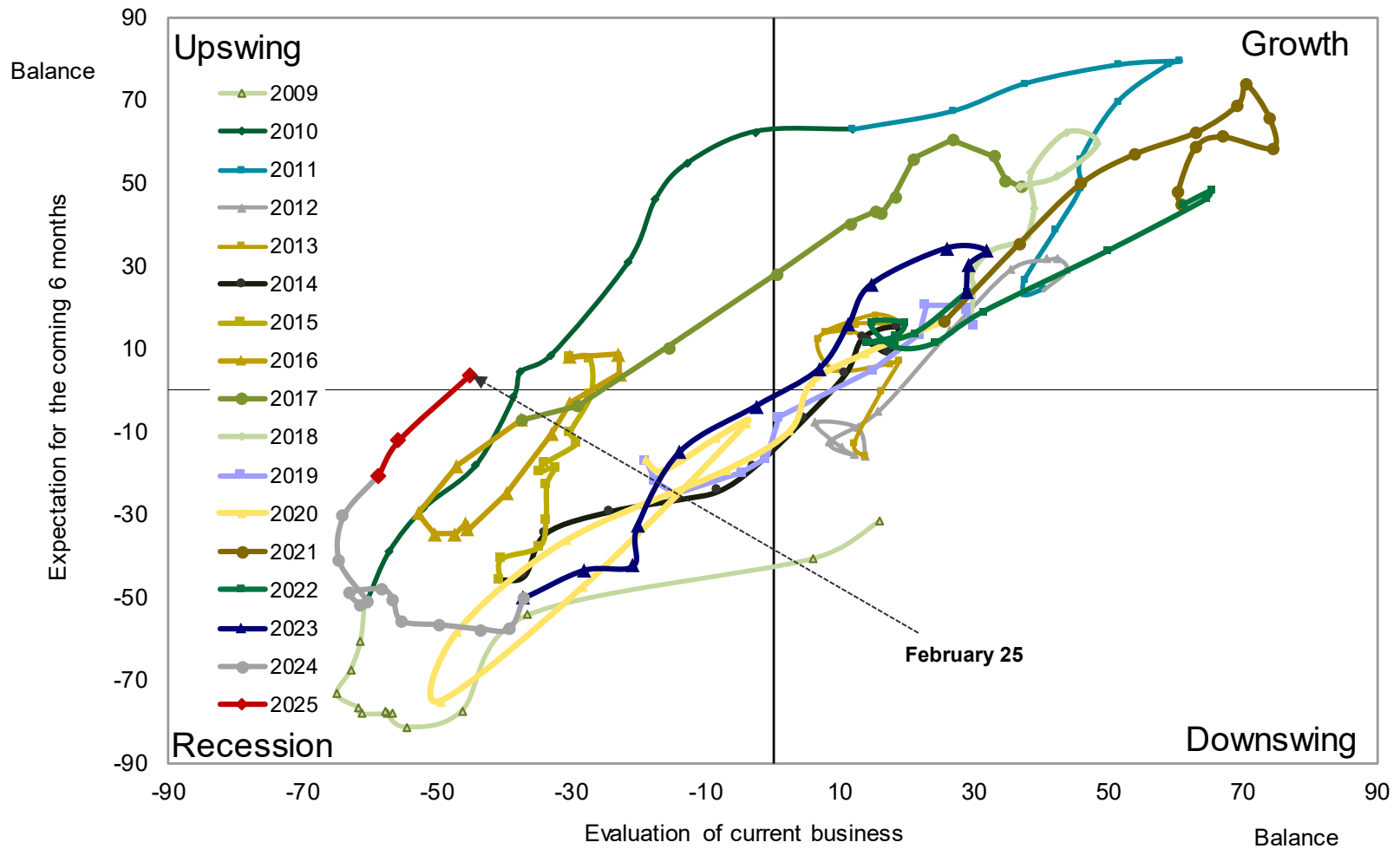
CEMA Business Climate Index (CBI) -Total



Source: CEMA Business Barometer

Business Climate

Illustration of Business Cycle



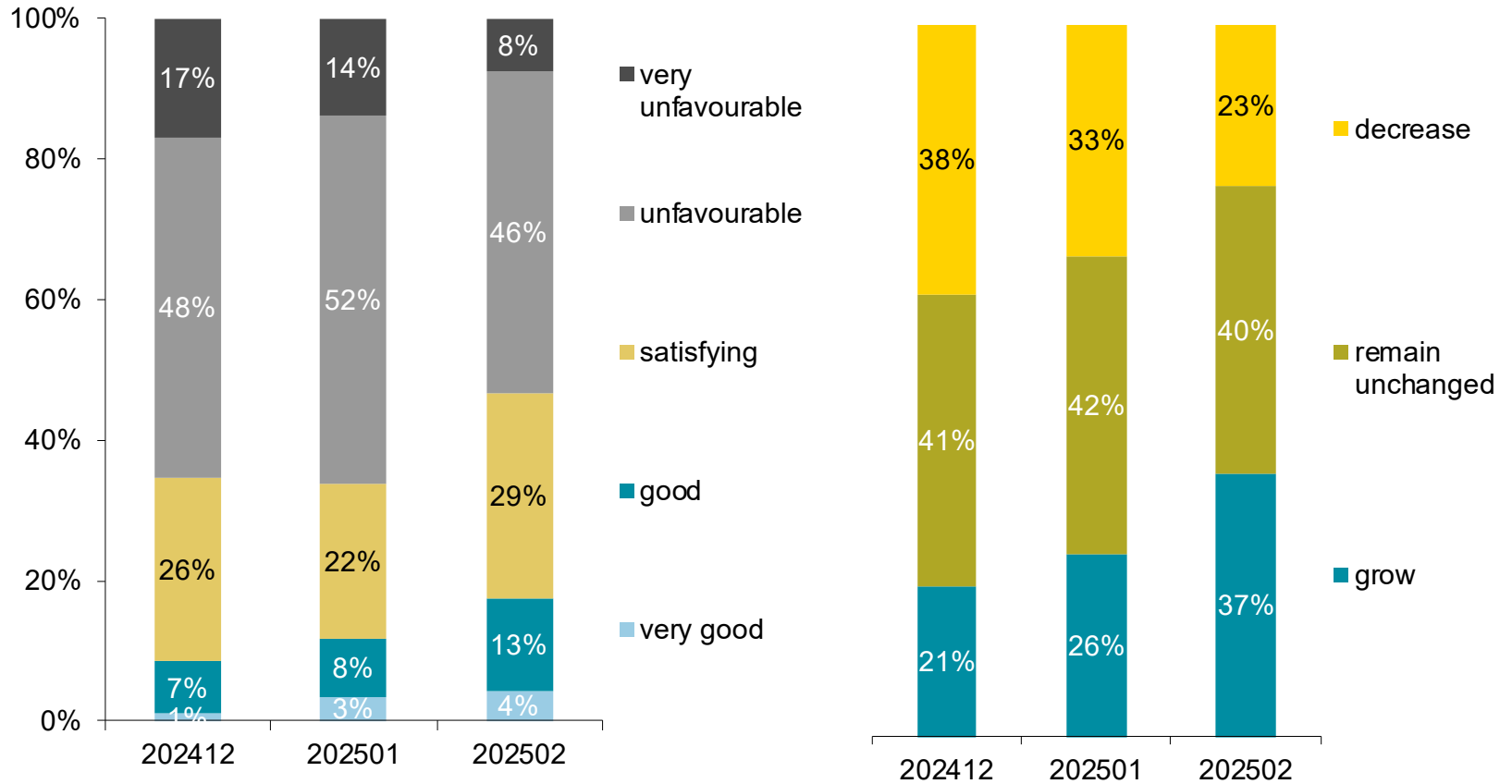
Source: CEMA Business Barometer, each value as an average of the last two months

Business Climate

Current Evaluation and Expectations

Question: We consider our current business to be

Question: We expect our overall turnover within the next 6 months to....

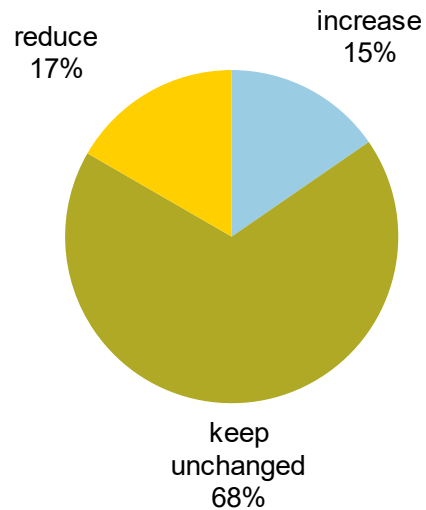


Source: CEMA Business Barometer

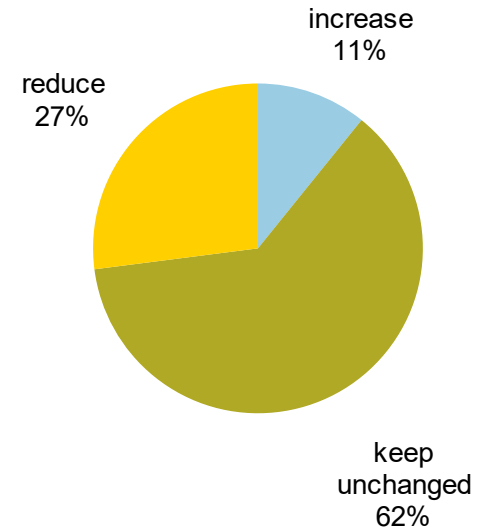
Employment

Question: Our plans regarding the workforce

Regular employees



Temporary employees



Source: CEMA Business Barometer February 2025