

5th May 2010  
COMPANY ANNOUNCEMENT



## SIMBA ANNOUNCES CHANGE OF OWNERSHIP

Some months ago Simba International Limited entered into discussions with Great Plains Mfg., Inc., of Salina, Kansas, USA with a view to entering into a reciprocal trade agreement. It was envisaged that such an agreement would open up sales opportunities for the Simba products throughout North America through Great Plains' extensive dealer network, whilst also providing Simba with a broad range of seeding and planting equipment for its Central and Eastern European distribution network.

As more detailed discussions between the two Companies took place it became apparent that the best way for both Companies to achieve these objectives would be for Great Plains to acquire 100% of the shares of Simba International Ltd. Great Plains made an offer that was accepted by the Simba Board of Directors and the deal was completed on the 30th April 2010.

Great Plains is the largest non-tractor, privately owned agricultural implement manufacturing company in the United States. It manufactures a broad line of products including tillage equipment, grain drills, air seeders, planters, trailed sprayers, compact tractor implements and zero-turn self-propelled mowers.

Great Plains' factories are located on 8 separate central Kansas sites. The Company employs approximately 1,000 people, has 116,000 square metres of modern manufacturing facilities, its own finance division, and a fleet of 60 articulated lorries. Great Plains has a very strong dealer network across North America and has enjoyed growing success overseas. In recent years, Eastern Europe has become a strong market. Great Plains has sales and service locations in UK, France, Southern Russia and Bulgaria.

A detailed description of the company can be viewed by visiting [www.greatplainsmfg.com](http://www.greatplainsmfg.com).

While Simba adds many world-class products to the Great Plains line, it also gives Great Plains a team of people that are experienced in the design, marketing and selling of cultivation and seeding equipment throughout Western Europe. The acquisition also brings with it a production facility in Lincolnshire that will provide a good manufacturing and marketing location from which to base its growing European presence.

Great Plains is a 34 year old family owned business. Roy Applequist, Founder and Owner, is the company's President. Roy's son-in-law, Daniel Rauchholz, is the President of Great Plains International and a key driver in making this acquisition happen. Rod Daffern, the current Chairman of Simba, will be retiring as he had planned to do with Guy Leversha stepping up to become Managing Director. Dorothy Lyth, Simon Revell and Colin Adams will remain as Directors of the Company to be joined on the Board by Daniel.

It is the intention of the combined companies to offer all of Europe a broad range of tillage, seeding and planting equipment. Both Companies are also active in other Countries worldwide.

The current agreement that Simba has in place with Horsch GmbH will ensure that UK dealers have a proven range of cultivator drills and tined cultivators available exclusively throughout 2010 and the early part of 2011 when Simba's current marketing agreement with Horsch expires. Discussions are ongoing between Simba and Horsch to ensure that there is a smooth transition to a new distribution arrangement after March 2011.

Great Plains greatly values the support that dealers and customers alike have given Simba over the years and are keen to maintain and indeed strengthen these relationships in the years to come.

The synergies between the newly combined Companies and the knowledge, skills, technical expertise and experience they provide will open up exciting new business opportunities going forward that will be of real benefit to dealers and farmers in markets throughout the UK, Europe and further afield.

**Guy Leversha**  
Managing Director