



I'm Simon Eley and I wanted to introduce myself as the new owner of Agmaster. I am excited to have acquired such a well-established business that has an experienced team with a strong reputation for customer focus and responsiveness.

As Mike and Geoff mentioned in their letter, it is very much business as usual at Agmaster. We are very pleased that Renee Parker has stepped up to the General Manager role. Renee has been with Agmaster for almost a decade and thoroughly knows the business, our product range and customers. She will now lead all of our operations and customer services nationally.

I'm also very pleased to let you know that Bruce Friend will remain as Production Manager. With almost two decades of employment at Agmaster, Bruce's knowledge and expertise are highly regarded within the business.

Renee and Bruce will ensure Agmaster continues to meet the requirements of our customers and remains an industry leader in no-till seeding systems and equipment.

My most recent work experience has been in the resources industry focusing on building projects in Australia and abroad. However, before embarking on this path, I was fortunate enough to work with some of the pioneers of minimum-till seeding equipment at a time when there was increased reliance on spraying.

To this day, being part of a large broadacre cropping operation is the most rewarding and satisfying job I have had. Since then, I had considered re-entering the agriculture industry, and when the opportunity arose to acquire Agmaster from Mike and Geoff, I did my best to secure the business.

Over 30 years, Mike and Geoff have built Agmaster into a trusted, efficient, no-nonsense supplier of seeding points, harrows and press wheels, and it is my intention, with the support and assistance of Renee and Bruce, to keep it this way. For a period of time, we will be supported by Mike who has also agreed to consult to Agmaster on an as-required basis in relation to any product development and technical initiatives.

I'm very grateful for Mike and Geoff's continued support and look forward to meeting you in the weeks and months ahead.

Please feel welcome to contact me directly on either +61 439 993 146 or email at simon@agmaster.com.au or, you can contact Renee on (08) 9358 1555 or renee@agmaster.com.au.

Yours sincerely

Simon Eley

Renee Parker