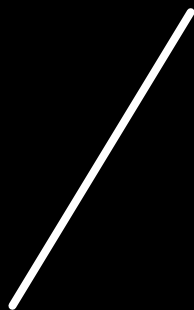


ZOOMLION



 **KEROUŠ**
AGRO

A NEW DIVISION FOR THE NEXT CHAPTER



FOUNDATION

Built.

What we already have. The network, the locations,
the people — operational today.



A Proven Foundation

EXCLUSIVE CZECH DISTRIBUTOR · DECADES OF EXPERIENCE

Kerouš has been building a heavy machinery business in the Czech Republic and Slovakia for decades. Today, **Zoomlion is the #1 brand in our fleet** — a partnership that has scaled to hundreds of machines and a fully owned service network.



14

BRANCHES
CZ + SK coverage

100s

MACHINES
delivered

#1

FLEET BRAND
Zoomlion leads

A track record, not a plan — every metric on this page is operational reality, not roadmap.

Two New Locations

PURPOSE-BUILT FOR THE AGRICULTURAL DIVISION

To launch the agricultural division, Kerouš is opening two new dedicated facilities — adding to the existing branch network.

NEW LOCATION · 01

CR PARK

10 km from Pelhřimov HQ

SCALE 220,000 m² total · 8,600 m² operational

ROLE European hub: receiving, PDI, EU configuration, assembly

ACCESS D1 motorway · 15+ countries within reach

Operational backbone for the agricultural line at European scale.



NEW LOCATION · 02

Prague Jesenice

Capital city · commercial gateway

SCALE Commercial showroom · client-facing presence

ROLE Bohemia farms · Central European clients

ACCESS Sales meetings, demonstrations, dealer events

High-visibility location for executive engagement.





A Place to Test Drive

REAL CONDITIONS · REAL MACHINES · REAL DECISIONS

Close to CR PARK, Kerouš is building a dedicated testing ground — a purpose-built track surrounded by working agricultural land where customers can put Zoomlion machines through real-world conditions before they buy.

FACILITY · 01

Test Track

Purpose-built · adjacent to CR PARK

PURPOSE Hands-on machine evaluation under controlled conditions

USE Customer demos · dealer training · technical assessment

ACCESS On-site at CR PARK · year-round availability

Operational space for structured product evaluation and training.

FACILITY · 02

Demo Fields

Working agricultural land · adjacent to track

PURPOSE Real-world tractor testing on actual farmland

USE Customers test Zoomlion tractors in real conditions

ACCESS Directly connected to test track · seamless flow

Brochures don't sell tractors. Field hours do.

From showroom to soil — a complete customer journey on one site, no other Czech ag dealer can match.



A New Specialized Team

DEDICATED HUMAN INFRASTRUCTURE FOR ZOOMLION AGRICULTURE

Selling agricultural machinery requires a different team than construction equipment. Kerouš is building a **dedicated agricultural unit** — staffed from within and externally — combining decades of construction-machinery experience with new agricultural specialization.

The team is built around four functions, all operational from day one of the partnership.

Agricultural Sales

Specialists who speak the language of Czech and Slovak farmers — crop cycles, subsidies, financing.

Service & Field Support

Mobile service teams trained on Zoomlion ag machines — uptime guaranteed during harvest.

Parts & Logistics

CR PARK warehouse-backed parts distribution — same-day dispatch across Central Europe.

Subsidy & Financing

Specialists handling SZIF / PGRLF documentation, EU programs, and financing partnerships.

Continuity, not start-up — leveraging existing Kerouš expertise, not learning from zero.



GO-TO-MARKET

Ready.

How we will sell. The plan to win the Czech market — brand power and subsidy access.

Brand-Building Capability

A BRAND-BUILDING ENGINE READY TO LAUNCH ZOOMLION AG



PILLAR 01

Professional Content Production

Cinematic video, photography, drone, and 3D visualization — produced in-house at broadcast quality.



PILLAR 02

Multi-Channel Distribution

Active across Facebook, Instagram, YouTube, TikTok, and X — with paid amplification and dealer-facing events.



PILLAR 03

Proven Brand Results

Zoomlion is a recognized name in Czech construction today — the result of years of consistent storytelling.

The same engine that built Zoomlion's construction reputation is ready to launch the agricultural line — to farmers, dealers, and the trade press.



Subsidy Support

UNLOCKING THE CZECH AGRICULTURAL MARKET

In the Czech Republic, most agricultural machine purchases are cofinanced by EU and national subsidies — primarily through **SZIF** and **PGRLF** programs. To qualify, a machine model must appear on the official eligibility list.

Western brands have been on these lists for years. **Without this access, Zoomlion's agricultural line would be effectively invisible to most Czech farmers** — regardless of price or quality.

KEROUŠ COMMITMENT

We will get Zoomlion onto the Czech subsidy eligibility list.

Kerouš handles certification, documentation, and direct engagement with SZIF / PGRLF — opening the door for every Czech farmer to purchase Zoomlion machines with subsidy financing.

THE PATH FORWARD

01

Certification

Submit Zoomlion ag models for SZIF / PGRLF technical review.



02

Listing

Approved models added to the official subsidy-eligible registry



03

Market Access

Czech farmers can finance Zoomlion machines with EU & national subsidies.



ECOSYSTEM

Connected.

Who builds with us. The partners and connections that turn a distributor into a market force.

Main Strategic Partner

A FACTORY NEXT DOOR · 10 KM FROM HEADQUARTERS



CONFIRMED · MAIN STRATEGIC PARTNER

Leading European OEM in agricultural machinery.

Agrostroj Pelhřimov supplies components to the world's leading agricultural machinery brands. Their factory sits 10 km from CR PARK and Kerouš HQ — a unique manufacturing ecosystem at our doorstep.

WHAT THIS UNLOCKS FOR ZOOMLION

OEM Components On-Site

Direct access to a tier-one ag components supply chain.

Local Supply Chain

Reduced lead times and lower logistics cost for EU-spec assembly.

Skilled Regional Workforce

Pelhřimov region trained in heavy ag machinery production.

Manufacturing Know-How

Decades of agricultural OEM expertise to draw on.

A Factory Next Door — proximity that no other European Zoomlion partner can offer.

Other Strategic Partners



A GROWING NETWORK ACROSS THE CZECH REPUBLIC

Beyond Agrostroj, Kerouš has secured partners across the Czech Republic — each contributing a different strategic capability to the agricultural division.

CORE PARTNERS

Daňhel Agro



One of the largest John Deere distributors in the Czech Republic. Three decades of farmer relationships and field-tested service.

ELVA PROFI



Sales, rental, and service of agricultural and forestry machinery — Multione, VENIERI, CARON dealer.

Forest Meri



Largest forestry-machinery dealer in the Czech Republic and Slovakia — extending Zoomlion's addressable market into the forestry segment.

Strategic Connections



REAL-WORLD ASSETS THAT SHORTEN THE PATH TO MARKET

Distribution alone is logistics. Distribution plus institutional credibility, trade media, and field-level visibility is market traction.

Czech Chamber of Agriculture

AGRÁRNÍ KOMORA ČR

Kerouš and Zoomlion flew to China together with the Chamber of Agriculture — institutional endorsement at the highest level of Czech ag policy. **No other Zoomlion partner in Europe carries this kind of relationship.**

TRADE MEDIA

Profipress

Publisher of the Czech ag industry's leading trade titles.

FIELD SHOW

Naše pole

The Czech Republic's premier field demonstration event — machines shown working in real conditions.

NATIONAL FAIR

Země živitelka

The Czech Republic's largest agricultural fair — opened annually by the President and Minister of Agriculture.

THE NEXT CHAPTER BEGINS

Built. Ready. Connected.

The foundation is in place. The plan is ready to execute. The ecosystem is connected. Now it's time to make Zoomlion the agricultural machinery brand of choice in Central Europe.

01 Establish Zoomlion as a credible alternative to established Western agricultural brands.

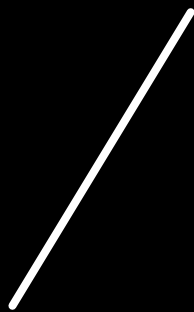
02 Build a specialized agricultural service team trained on Zoomlion equipment from day one.

03 Develop a sub-dealer network across Slovakia, Poland, Austria, Hungary.

04 Operate a CR PARK-based program for agricultural training and demonstration.

Let's open it together

ZOOMLION



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