

## Press release

*Acigné, le 30 May 2024*

The independent, family-run M-extend group is launching the FARMANIP brand of agricultural handling equipment on the web.

FARMANIP offers a new online distribution concept for loaders and agricultural implements, based on a simplified product offering, sold exclusively via the web and with the support of the SCAR network.

### The origins of the FARMANIP brand

More than 50% of farmers are "agrinauts": they consider the internet to be essential for managing their farms. 80% of them buy online for reasons of price and availability, mainly spare parts and small consumables.



Given this trend, M-extend is convinced that the e-commerce market share will become increasingly significant, including for more technical products such as agricultural handling equipment.

M-extend has therefore decided to dedicate a brand name to it, FARMANIP.

« Always true to the Group's raison d'être, "making handling work easier for farmers", we have been reinventing ourselves every day for 70 years. Through the FARMANIP brand, we're rethinking the classic loader distribution model to offer farmers a new way of buying agricultural equipment. »

- Franck Mailleux, Chairman of the M-extend group-

## FARMANIP logo and brand promise

The logo has been designed to be read in two ways



Maintenant, à votre portée

### FAR-MANIP

A metaphor for taking Manip' further, into the future and into new territory. In fact, the Manip' story continues with FARMANIP, since the FARMANIP range of loaders is based on products previously offered by Manip', which are appreciated for their quality and robustness.

### FARM-ANIP

A metaphor for addressing farmers directly.

The name comes from these 'hooks', which evoke the two cylinders and the two arms of the loaders, as well as any claws fitted at the end of the product.

The brand's slogan is "Now, within your reach", to emphasise the autonomy we give farmers throughout their customer journey: from buying directly online to installing the frame and loader options themselves.

## FARMANIP products and services

### A purchasing path designed by and for farmers

The results of the studies we carried out with a panel of farmers and future farmers showed that the physical dimension remains essential in their eyes. They need to see and touch the product", as well as support in the field to reassure them after the act of purchase (assembly, after-sales service, etc.). So we're proposing a phygital model rather than a digital one.

### **Exclusive online shopping**

An online configurator has been developed so that farmers can easily choose the loader compatible with their tractor and the options they want, and place their order.

### **Personalised support**

Once the farmer has made a purchase, he will be systematically called back by an expert to confirm the technical feasibility of his request.

We also offer a delivery and assembly service through our partner SCAR. Farmers also have the option of having their order delivered directly to their farm and assembling it themselves. We have developed a number of tutorials to help them to do this.



### **A simplified product offering**

FARMANIP's product offering is built around a range of three standard loaders for tractors from 50 to 180 hp.

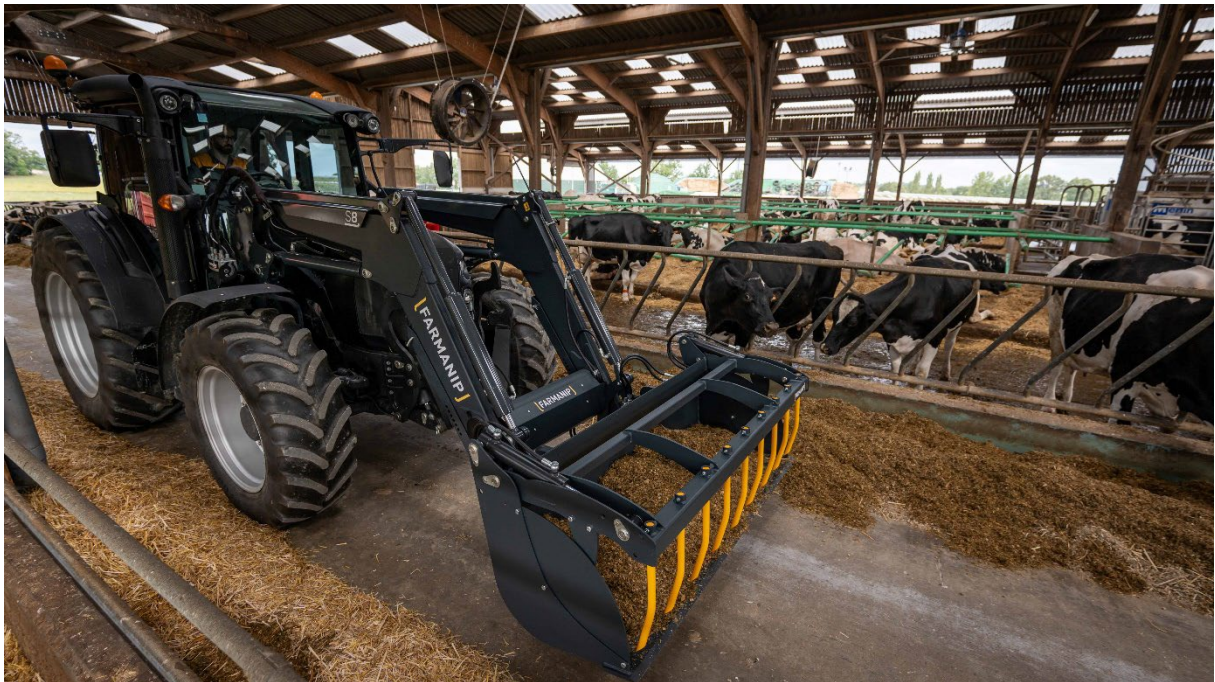
Option kits complete the range, enabling farmers to tailor their loader to their specific needs and uses:

- The MACH system kit, for easier connection of the loader's hydraulics and electrics
- The 3rd function kit, to drive the hydraulics on a loader attachment
- The suspension kit, for greater comfort when using the loader



- The MX hitch kit, for using MX tools with a FARMANIP loader
- The Farmanip'Pic for keeping a boot picker handy on the loader
- The lifting safety kit to ensure the safety of people when working with lifted loads

Farmers will have the choice of installing these options themselves or having them installed via the SCAR network.



To manufacture its products, the FARMANIP brand relies on the industrial expertise of the M-extend group and its two French factories: Loudun, which produces FARMANIP loaders, and Acigné in Britain, which manufactures brackets.

## The strength of a national partner network: SCAR

To offer high-performance e-commerce logistics and ensure that farmers are close to home, the M-extend group has set up with a trusted partner, SCAR.

With its experience in the distribution of agricultural equipment, its 440 sales outlets across France and its 24,000m<sup>2</sup> logistics platform (including 12,000m<sup>2</sup> of indoor storage) for its future e-commerce site, the SCAR cooperative has all the qualities required to support M-extend in this exciting adventure.



*«We are delighted to be implementing this project with M-extend and the FARMANIP brand.*

*The aim is to offer exclusive loaders to farmers buying online.*

*SCAR members will be able to offer assembly services to their agri-food customers.*

*This online marketing of chargers complements sales through the SCAR network. »*

*- Thierry Souchaud, Chariman SCAR –*

## Upcoming events

**FARMANIP will be present at several events:**

Terres en Fête, Arras, 7 to 9 June 2024

Space, Rennes, 17 to 19 September 2024

Sommet de l'élevage, Clermond-Ferrand, 1er to 4 October 2024

Come and see us on the SCAR stand to find out more about our products and services and discuss your requirements.



## About us

**M-extend** is an independent, family-run group with its origins in 1951. With our history, our raison d'être, our values and our culture of innovation, we build on our commercial brands (MX, FARMANIP, Mach Connectors) to offer farmers solutions that make their handling work easier.

From our 2 sites in France and our international sites, where we employ more than 1,200 people, we control all the stages involved in creating a product: from design to production and marketing.

Our strength lies in this strategy of integration, in our knowledge of the tractors that power our handling solutions, and in our relationship with the users of our products and services.

With a long-term, respectful commitment to our employees, our customers and all our partners, together we are building harmonious international growth.

**SCAR** (Société Coopérative des Artisans Ruraux) is a distributor of agricultural equipment, parts and green spaces.

Founded in 1976, it is the largest network in France in terms of the number of outlets, with 370 members and 440 outlets in France today.

The cooperative achieved sales of €221 million in 2023.

SCAR members generated total sales of 900 million euros.

## Contact

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To find out more, visit <https://farmanip.com/>

To order, visit <https://magasin.scar.fr/>