



# The Toro Company



# OUR COMPANY

Founded in 1914, The Toro Company was built on a tradition of quality and caring relationships. Today, the company is a leading worldwide provider of innovative solutions for the outdoor environment including turf maintenance, snow and ice management, landscape, rental and specialty construction equipment, and irrigation and outdoor lighting solutions.

Through a strong network of professional distributors, dealers and retailers in more than 125 countries, we proudly offer a wide range of products across a family of global brands to help golf courses, professional contractors, groundskeepers, agricultural growers, rental companies, government and educational institutions, and homeowners – in addition to many leading sports venues and historic sites around the world.

**OUR PURPOSE** - To help our customers enrich the beauty, productivity and sustainability of the land.

**OUR VISION** - To be the most trusted leader in solutions for the outdoor environment. Every day. Everywhere.

**OUR MISSION** - To deliver superior innovation and to deliver superior customer care.

World Headquarters  
 Founded  
 Global Reach  
 Employees  
 Revenues  
 Stock Exchange  
 Website

Bloomington, Minnesota, USA  
 July 10, 1914  
 More than 125 countries  
 6,800 worldwide (as of October 31, 2018)  
 \$2.6 billion (as of October 31, 2018)  
 New York Stock Exchange (TTC)  
[www.thetorocompany.com](http://www.thetorocompany.com)

# OUR RELATIONSHIPS

Core to our success has been a strong and enduring culture, with a deep commitment to serving customers. These relationships are the foundation on which we build market leadership with the best in innovative products and solutions to make outdoor environments beautiful, productive and sustainable.

We are honored to have our products used at such notable sites and events as St Andrews Links in Scotland, Royal Portrush Golf Club in Northern Ireland (host of the 2019 Open Championship), Bethpage Black in New York (host of the 2019 PGA Championship), Pinehurst Resort, Château de Versailles in France, Real Madrid Club de Fútbol in Spain, The Royal Melbourne Golf Club in Australia (host of the 2019 Presidents Cup), Walt Disney World® Resort and the Wimbledon Championships. We are proud to serve these and the many other venues around the world.



# SUSTAINABILITY



Throughout our history, we have thrived on innovation. This constant focus has fueled creative solutions to improve productivity, increase fuel and energy efficiency, and help customers better care for their outdoor environments. This includes products powered by propane, hybrid, advanced battery, electronic fuel injection and LED technologies – along with GPS-supported solutions and agronomic drone mapping technologies to apply resources and other inputs more precisely. In addition to developing many industry-leading irrigation solutions that help apply water more efficiently to turf, landscapes and agricultural crops, we were honored to be recognized by the U.S. Environmental Protection Agency with the 2018 WaterSense® Excellence Award for efforts in outdoor water efficiency education and outreach. This was the fourth consecutive year that we have received a prestigious WaterSense award.

Within our operations, we continually seek to improve energy efficiency and reduce the environmental footprint of our global manufacturing facilities. We also engage in periodic external audits to assure compliance with all national, regional and local environmental requirements – in addition to reducing the use of water, energy and hazardous waste where possible.

For information on our sustainability efforts, please visit [www.toro.com/corporateresponsibility](http://www.toro.com/corporateresponsibility).

# COMMUNITY

The Toro Company’s community engagement program enriches the lives, the land, the communities and the industries we serve. By sharing financial resources, donating equipment and irrigation products, and through employee volunteerism, we are making an impact around the world.

Globally, our employees volunteer their time and talents to local charitable organizations and civic projects that support beautifying and preserving outdoor environments, advancing water conservation efforts and promoting enjoyment through outdoor physical activities.

We also actively leverage the expertise and assets of our company and business partners around the world to further the interests of the industries and customers we serve. Specifically, we focus our efforts on education, the enrichment and enjoyment of outdoor landscapes, and the efficient use of water, as well as other sustainability issues and practices.

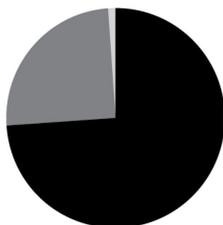
For more information on our community efforts, please visit [www.toro.com/community](http://www.toro.com/community).



## FOR FISCAL 2018:

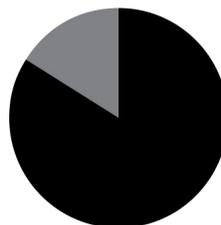
### NET SALES BY SEGMENT

- Professional 74%
- Residential 25%
- Other 1%



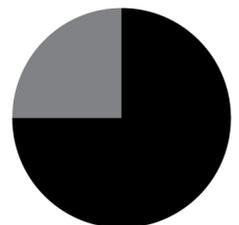
### NET SALES BY PRODUCT

- Equipment 84%
- Irrigation 16%



### NET SALES BY GEOGRAPHICAL LOCATION

- United States 75%
- International 25%



# OUR CUSTOMERS

**GOLF** Toro first entered the golf equipment business 100 years ago when we mounted five reel cutting units to a Toro tractor to maintain the fairways at The Minikahda Club in Minneapolis, Minnesota. Today, as a global brand reaching over 125 countries, we hold a leadership position in nearly every equipment and irrigation category in which we compete. Our ongoing investment in high-quality products, exemplary service and support, and our legacy of trusting relationships industry-wide have helped establish Toro as a global leader of turf management solutions for the golf industry.



**PROFESSIONAL CONTRACTOR** For mowing commercial and residential properties during the growing season and clearing snow during the winter, professional contractors rely on our trusted brands for productivity, durability and increased efficiency. For creating and maintaining landscapes, our line of compact utility loaders, trenchers, turf renovation and tree care products tackle heavy work while minimizing impact to the turf. And, for irrigation and lighting contractors, our offering of irrigation technologies helps apply water efficiently – while our professional-quality lighting solutions extend the enjoyment and security of outdoor environments.

**RENTAL & SPECIALTY CONSTRUCTION** Rental stores and professionals rely on Toro to deliver easy-to-operate machines that hold up to demands of heavy use, season after season. Toro's rental and specialty construction business is driven by products that install underground utilities, excavate and move materials, mix mortar and finish concrete for building structures, and compact the earth for secure foundations. Our products are also trusted by arborists for tree care management, and landscape professionals and homeowners for aerating, seeding and lawn care maintenance.



**SPORTS FIELDS & GROUNDS** Keeping sports fields healthy and safe for professional teams, college athletes and community recreational events can be challenging. This also holds true for tax-supported and other non-profit entities that maintain parks, college campuses, K-12 facilities and other green spaces. Turf professionals demand productive and reliable equipment to get the job done, as well as irrigation solutions that save and apply water more efficiently. Toro provides a broad suite of products and services to satisfy the demands of these customers.

**AGRICULTURE** With an expanding population, growers around the world are looking to technologies that help increase the productivity of existing land and maximize precious water resources. Toro's drip irrigation solutions help growers of permanent, field and row crops around the world realize substantial benefits in yield, quality and water savings from the precise application of water and nutrients.



**HOMEOWNER** When it comes to managing the yard, homeowners want tools that give them the confidence to master the task. That's why they look to our many turf and landscape maintenance brands for smarter ways to take charge of the outdoors year round. From walk mowers and zero-turn riders to irrigation technologies, snowblowers and yard tools – our products combine smart features with proven dependability.