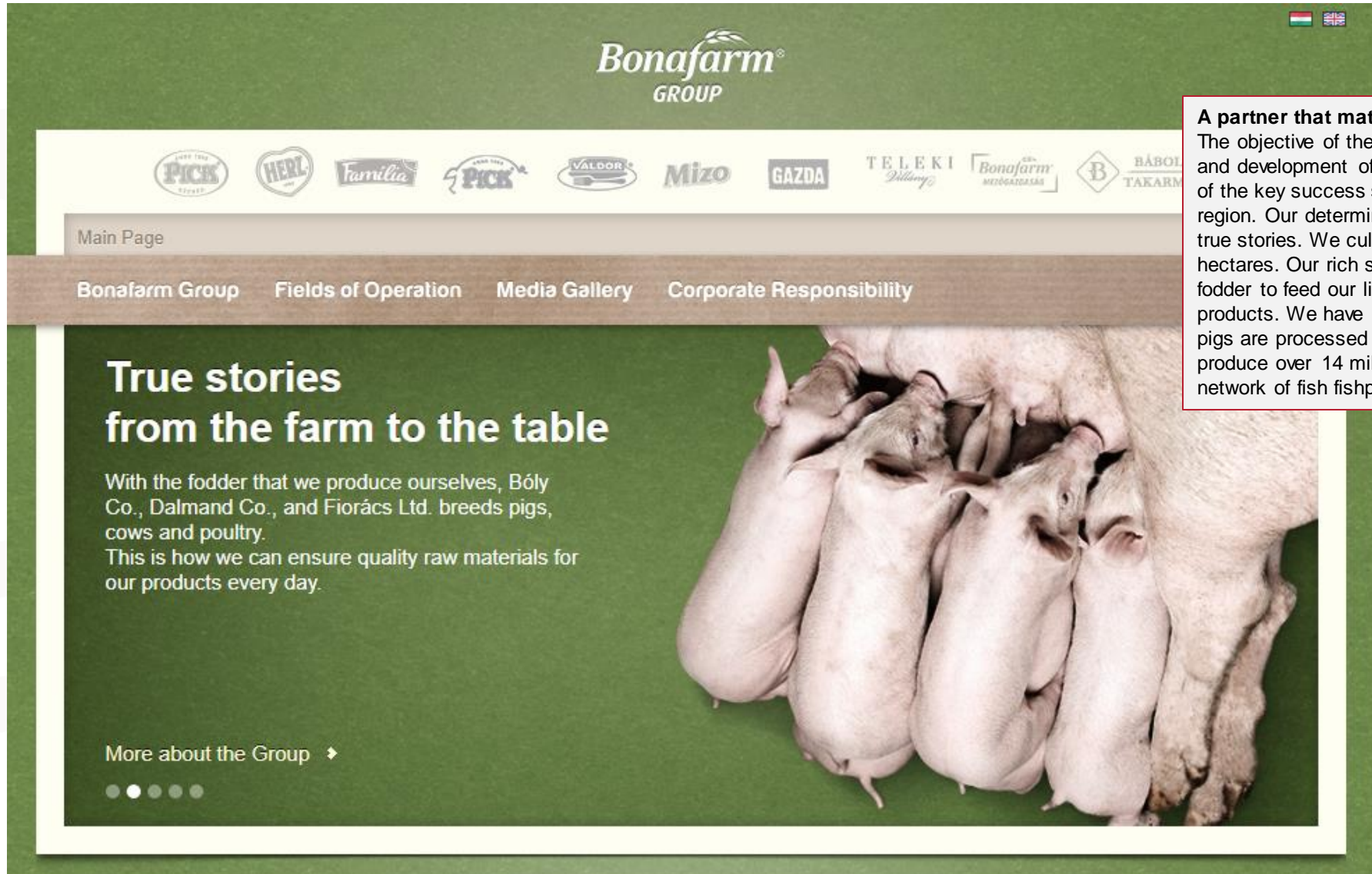




Bonafarm's DanBred-journey – from startup to market leader

A case study of the partnership





The screenshot shows the Bonafarm Group website. At the top, there is a green header with the Bonafarm Group logo and two flags (Hungary and UK). Below the header is a navigation bar with various member company logos: PICK, HERL, Familia, PICK, VALDOR, Mizo, GAZDA, TELEKI, Bonafarm, and BÁBOL TAKARM. A main navigation bar contains links for 'Main Page', 'Bonafarm Group', 'Fields of Operation', 'Media Gallery', and 'Corporate Responsibility'. The main content area features a large image of piglets and a text block titled 'True stories from the farm to the table'. The text describes the company's commitment to quality raw materials for its products.

A partner that matches DanBred:

The objective of the Bonafarm Group is to build on the cooperation and development of the various member companies to become one of the key success stories of the Central and Eastern European region. Our determination is proven by the numbers included in our true stories. We cultivate land with a total area of close to 35,000 hectares. Our rich soil yields top-quality crops that we use either as fodder to feed our livestock or as raw material directly for our food products. We have over 6,000 cattle, and close to 530,000 fattening pigs are processed each year by meat processing industry. We produce over 14 million broiler hatching eggs and our 220-hectare network of fish fishponds breeds carp and predatory fish.

Bonafarm Group

BUSINESS SETUP

- DanBred AI station with 300 boars (L, Y and D).
- 20.000 DanBred PS sows, both owned and with integrators
- Avg. farm size 1.500 sows
- Self-sufficient with DanBred Hybrid from 2.500 DanBred Landrace and Yorkshire sows in multiplication.
- Sale of surplus gilts to customers ~ 10-15.000 Danbred Hybrid
- Slaughterhouse capacity 500.000 in a year.



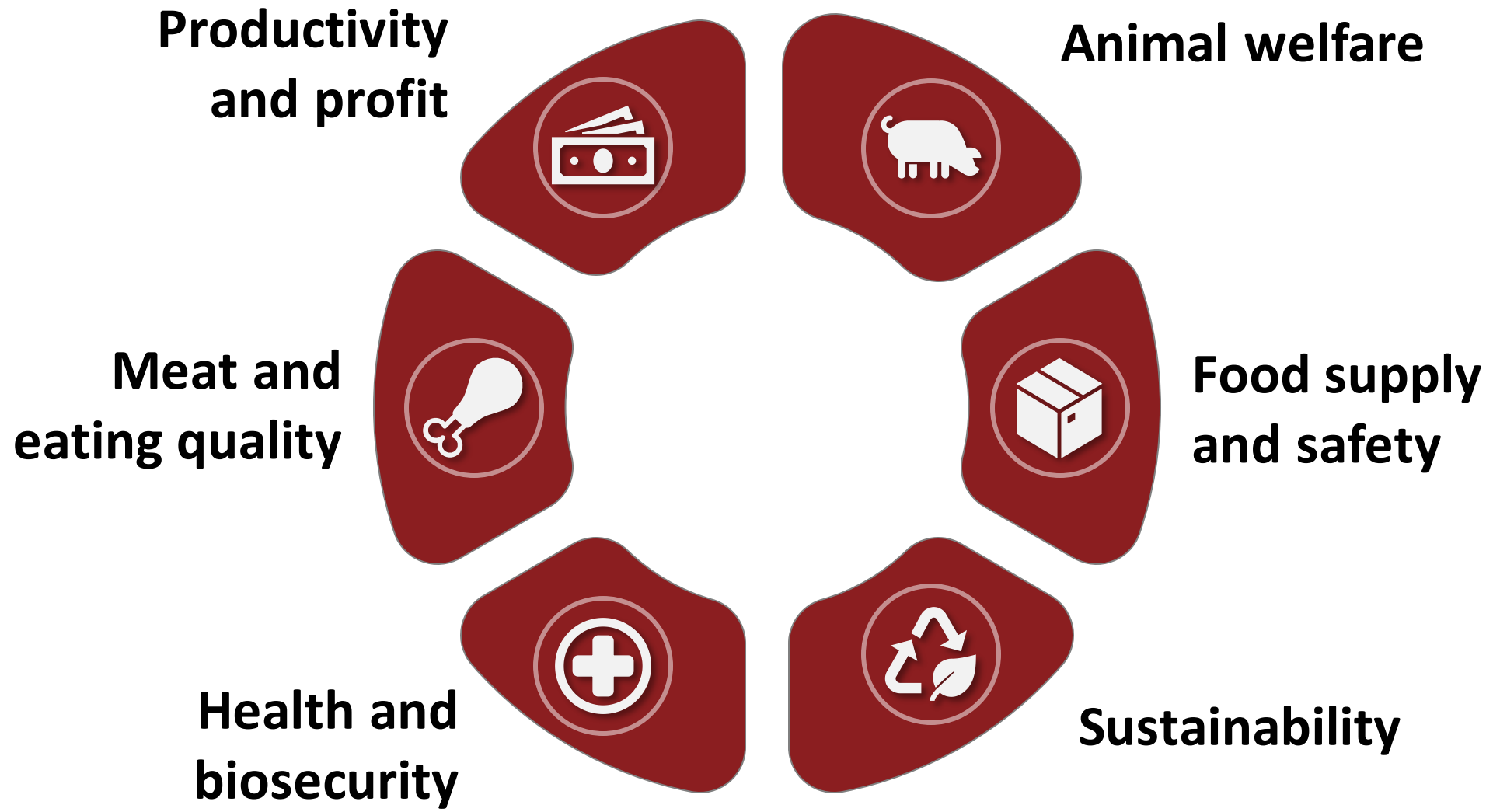
HISTORY OF CORPORATION WITH DANBRED

- Supply of F1 gilts starting 2012-2013.
- Converting all their supply chain to DanBred from 2012-16 from other genetics to now exclusive DanBred maternal and terminal lines.
- Startup first multiplication in 2014 with 1100 DanBred Landrace.
- Startup AI with 150 places.
- Startup second multiplication in 2016 with 1500 DanBred Landrace.
- Expand AI with 150 places.
- All breeding stock sold out every year 2015-2020.
- Well known for quality and customer care

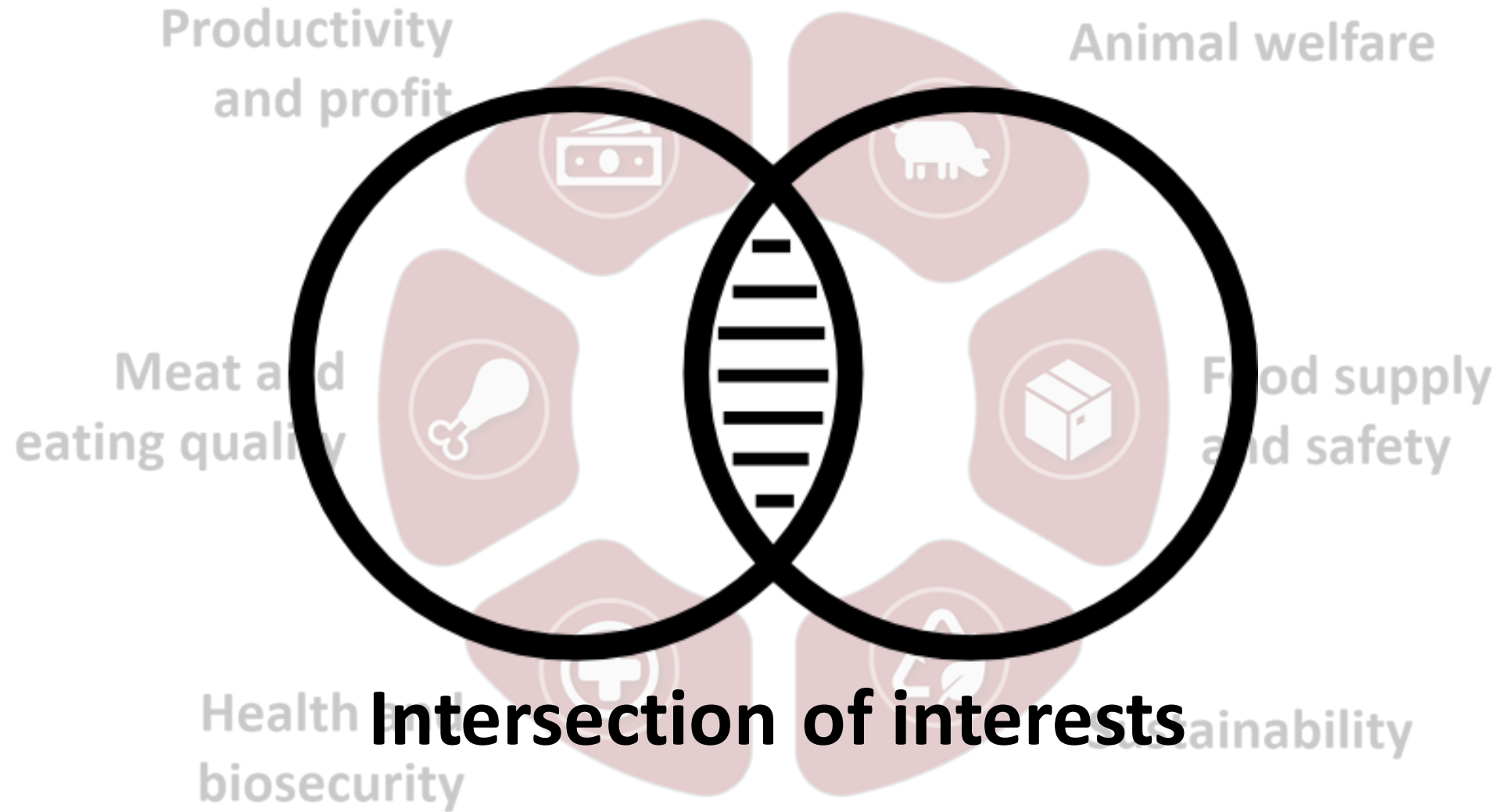
DanBred Technical Services and Sales are in contact on sales, inventory, technical issues and continuous planning of next steps!



WHY do we MATCH?



WHY do we MATCH?



Future development between Danbred and Bonafarm

HUNGARY – BREEDING STOCK AND SEMEN

- Continuous support of existing clients
- Plans of new 1500 sow multiplication to be able to grow in sales
- Grow in GenePro clients based on sale of DanBred Landrace and Yorkshire semen

NEW MARKETS

- Possible expansion in new markets with replicated setup from Hungary



- Continuous technical services with knowledge transfer to keep local staff up-to-date. Both online and in-farm/on the ground presence
- Sales forecasting to plan production
- Common strategy for market(s)

YOUR ACCESS TO OUR KNOWLEDGE

DanBred genetics offer world-class reproductivity. Now, you can also benefit from our vast knowledge on how to attain the full potential of DanBred.

Partnership Journey timeline

2012-13

Supply F1-gilts

Importing F1-gilts to use in existing farm structure. Transfer supply chain exclusively to DanBred.

2016

Second multiplication + expand AI

1500 DanBred Landrace/Yorkshire.

2020→

Current and future plans

Expand multiplication capacity.
Expand AI customers.
New markets.

2014

First multiplication + AI

1100 DanBred Landrace mainly for internal (own) use.

2020

Sold out!

The sale of breeding stock has been following the availability. DanBred Hybrid sold out from 2015 →