

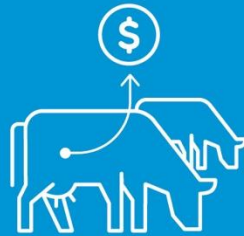
LIC Strategy

Building stronger herds, smarter tools and a more resilient future



The big question:

What's the herd of the future?



Highly efficient,
producing more
from less



Aligned with the
needs of processors
and global markets



Lower-emitting
and environmentally
fit-for-purpose

Our people are helping farmers breed for
that future herd now – using the best tools,
insights, and genetics

Herd improvement is still the answer

Herd improvement is one of the most powerful tools we have to address the challenges ahead

Farmers are at the heart and your herds are the engine

Better genetics, connected data, and early diagnostics lead to healthier herds and higher overall efficiency

This is not a new direction

**We're staying focused
on what we're good at –
making it easy for you to
get more from your herd**



What's changing is the
level of focus, speed and
simplicity in how we do it

Breeding better cows, faster

We're focused on the enablers of herd improvement:



Customer experience that makes LIC easy to deal with



Farm software to make herd and breeding decisions easier



Genetics that continue to deliver value on farm

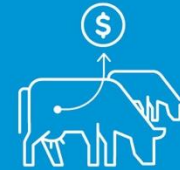


International markets to strengthen our breeding scheme



Testing to predict performance and health issues

The herd of the future



Highly efficient, producing more from less



Aligned with needs of processors and global markets



Lower-emitting and environmentally fit-for-purpose



1.

Customer experience that makes LIC easy to deal with

Our people are committed to delivering a seamless experience every time

- Putting farmer needs at the heart of our decision making through connection and collaboration
- Customer insights to make sure we're working on the right things
- Service that's consistent where it counts and flexible where it matters



2.

Genetics that continue to deliver value on farm

Better heifers every year

- ➔ Smarter breeding through connected mating programmes
- ➔ Purposeful breeding with conventional, sexed, beef, and short gestation semen that delivers value
- ➔ Better breeding decisions using technology that unlocks more options

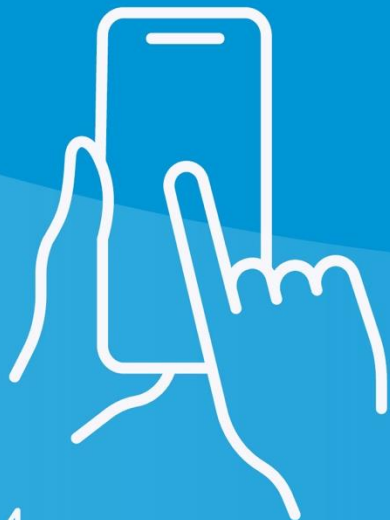


3.

Testing to predict performance and health issues

Turning every sample into a smarter decision

- ➔ Connect more test data with MINDA to inform decisions
- ➔ Create more data from every milk sample and ear punch
- ➔ Collaborate with dairy vets to minimise disease on-farm and lift overall herd performance



4.

Farm software to make herd and breeding decisions easier

Making your data work harder

- ➔ Easier on-farm data capture with MINDA
- ➔ A more connected herd improvement ecosystem through third party integration
- ➔ Scenario planning and comparisons to help guide your next move



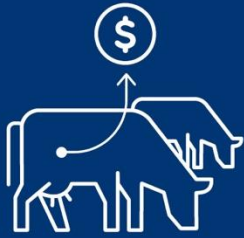
5.

International markets to strengthen our breeding scheme

The world's best pasture-based grazing genetics

- ➔ Focus on leading genetic improvement for pasture-based systems worldwide
- ➔ Use insights from international markets to accelerate genetic gain
- ➔ Provide scale to fund more innovation

Why this matters



High-performing herds
through world-class
breeding programmes



Smarter tools that
connect data, insights
and systems farmers use



**A generational
co-operative** that's
easy to work with

