



PRODUCE GENETICALLY SUPERIOR BREEDING ANIMALS



DELIVER IMPROVED BREEDING ANIMALS TO FARMERS



PRICE ACCORDING TO THE VALUE DELIVERED

OUR STRENGTHS AND RESOURCES

GLOBAL POSITION

Genus is uniquely placed as a global player, with leading market positions and brands

ELITE ANIMALS

We own elite livestock with traits farmers want

PROPRIETARY TECHNOLOGY

We own and license leading genomic and breeding technology, developed in-house and through strategic partnerships

CUSTOMER RELATIONSHIPS

We serve over 50,000 customers globally, including world-leading meat and milk producers

EXPERT PEOPLE

We have over 90 PhD qualified employees and relationships with leading research institutions

SUPPLY CHAIN AND DISTRIBUTION

We have production facilities in key locations worldwide, coupled with sales forces and agents in over 75 countries

FINANCIAL STRENGTH

Our cash generative businesses and strong financial position allow us to invest for the future

SHARED PROPRIETARY TECHNOLOGY PLATFORM

GENOMIC SELECTION

We breed successive generations of animals by scientifically selecting superior parents through DNA analysis

BIOSYSTEMS ENGINEERING

We use technology to interrogate and manipulate cells, such as our sexed semen technology

GENE EDITING

We make precise, controllable changes directly to animals' genes in our research and development programmes

IN VITRO BIOLOGY

We perform matings using IVF technology

GENOME SCIENCE

We understand the links between DNA and animals' observable characteristics, and how we can influence them

DELIVERING FOR OUR STAKEHOLDERS

CUSTOMERS

We help our customers to produce better meat and milk, more efficiently and sustainably

CONSUMERS

We increase consumers' access to safe, affordable and nutritious animal protein

COMMUNITIES AND ENVIRONMENT

We make farming more sustainable by reducing the use of feed, water and other resources

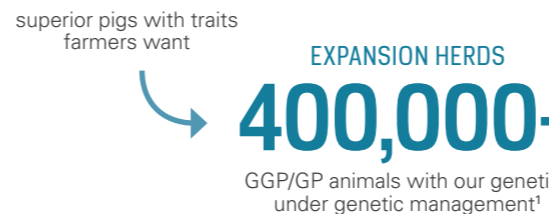
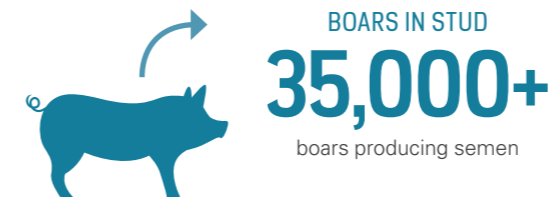
PEOPLE

We employ approximately 2,900 people globally, who all help to deliver our vision of nourishing the world

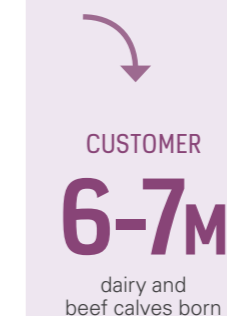
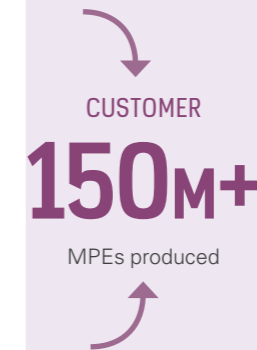
INVESTORS

By sharing in the value we deliver to customers, we generate returns for our investors

GENETICS PRIMARILY SOLD ON MULTI-YEAR ROYALTY AGREEMENTS



GENETICS PRICED ACCORDING TO INDICES OF GENETIC MERIT



¹ GGP/GP refers to great grandparent/grandparent.

