



INTERNATIONAL

The key to your profit!



Review of the last year

We keep facing challenges

- COVID is still a challenge
 - Asia has been the most affected one.
 - Shipment flights haven't recover yet.
- Avian Influenza arrived strongly in Europe.
- Raw material cost is affecting the whole industry.
- Shipment cost is affecting the businesses.

News in H&N International

- We finalized the transition in July with the change of Managing Director.
- New team member: Fuichong Lai in Malaysia.
- Welcome to:
 - Iraq
 - Yemen
 - Nigeria
 - Philippines

Commitment with our costumers

- Customer satisfaction program
 - All ready before the birds arrive.
 - Close follow up of the first days and rearing.
- Project focus service
 - Management
 - Hatchery
 - Health...

...Get the profitability of H&N birds

What do you see?



Your work matters, more and more





Hy-Line



**LOHMANN
BREEDERS**



NOVOGEN
Caring for life



HENDRIX GENETICS



Your growth, our support

- We have a commitment to provide you a great genetics
- We are committed to support you to maximize:
 - Number of chicks per parent stock
 - Produce a premium quality chick
- What is next?

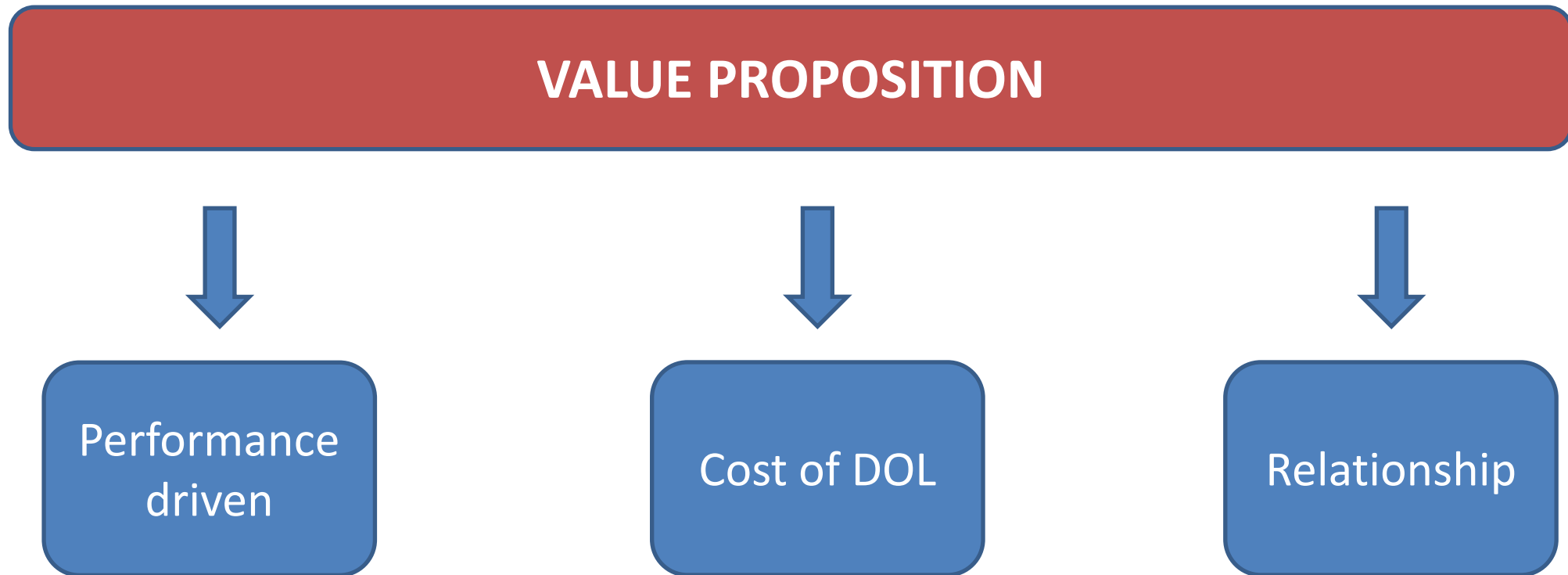


The sales and technical team need training

- Sales skills training
- Value proposition of H&N products
- Technical training
 - Lighting program – Tech tips
 - Trouble shooting – Nick Rooster



Know your customers



Support the value proposition

1. There are tools

1. Diamond platform
2. Marketing campaigns: egg shell pictures and movie
3. KAI

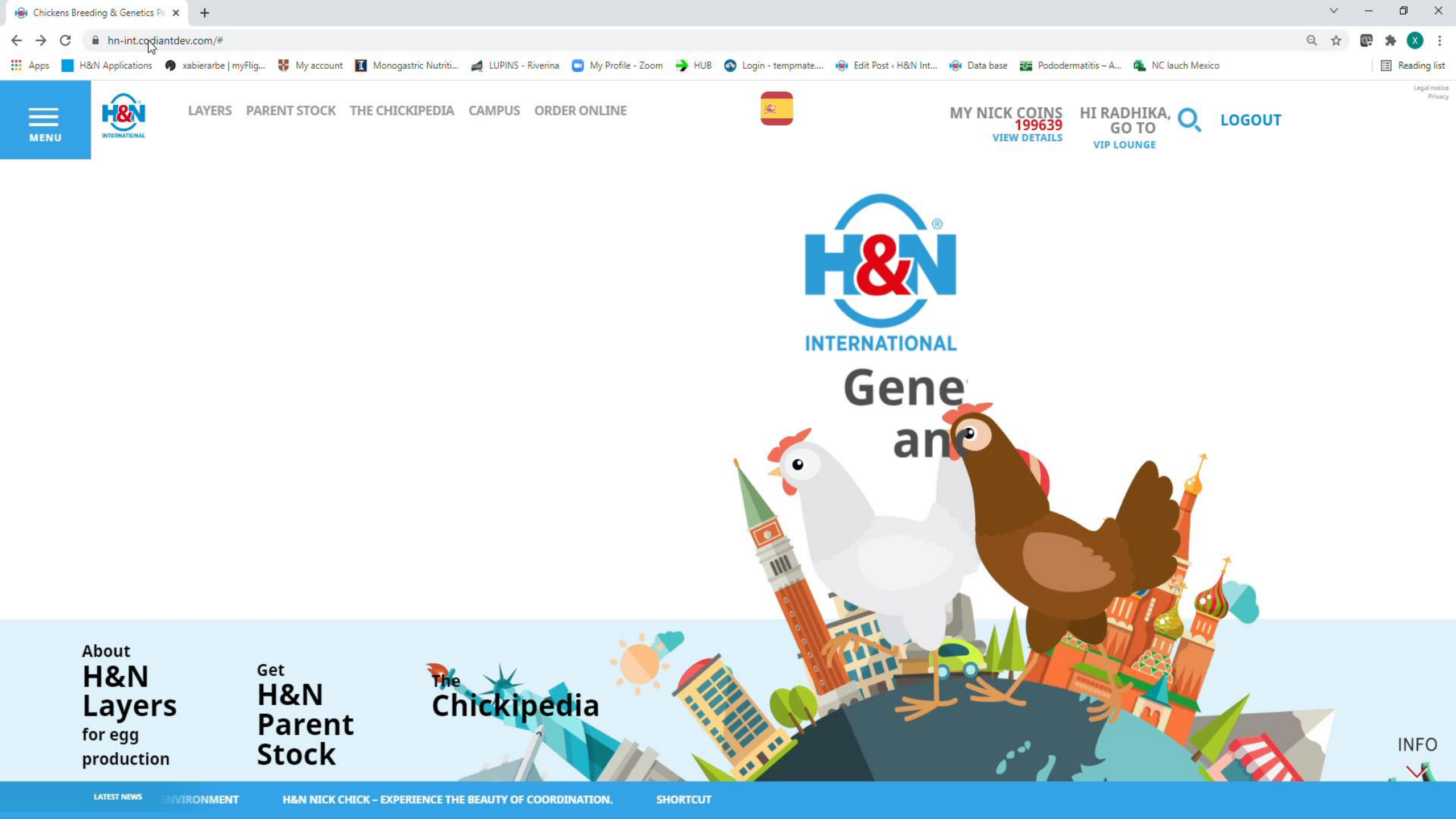
2. PROJECTS

1. At customer: Egg size / Number of eggs / Saleable eggs
2. Maximize cost of production: fertility / hatchability

Nick coins – Reward program



- How to get them:
 - Ordering in advance
 - Data sharing
 - Payment terms
- What you get in return:
 - Surplus for free
 - Airplane ticket to H&N events
 - Hotel nights during H&N events
- We have in the pipeline more than 20,000 Nick coins and more.



MY NICK COINS 199639 VIEW DETAILS

HI RADHIKA, GO TO VIP LOUNGE

LOGOUT

Legal notice Privacy



Gene and



About H&N Layers for egg production

Get H&N Parent Stock

The Chickipedia

INFO

Dates for 2022

- January - cage free management guide.
- Distributor meeting in May – Mallorca, Spain
- May - Red KAI



Summary

- It has been a year of challenges.
- We work on developing the key value for the market to make it right.
- The value proposition in your market will have full support from our side.
- Interesting times ahead...



**Thank you
for your
attention!**

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