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# Business review

Learning and creating the future together

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# Learning period

2 years of learning

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# Where have you been?



SINCE MARCH 2020 HOME-OFFICE WAS A MUST.



85% H&N TEAM WORKS HOME OFFICE.



CUSTOMER RELATIONSHIP HAD TO CHANGE.

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# New people

- Marketing: Saskia
- Nutrition team:
  - Ahmet
  - Pablo
- Key Account Manager: Fuichong



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# New people – Logistic H&N

- Logistic: Silvia
- Americas:
  - Raquel
- Rest of the world:
  - Aneta
  - Pedro
  - Jose



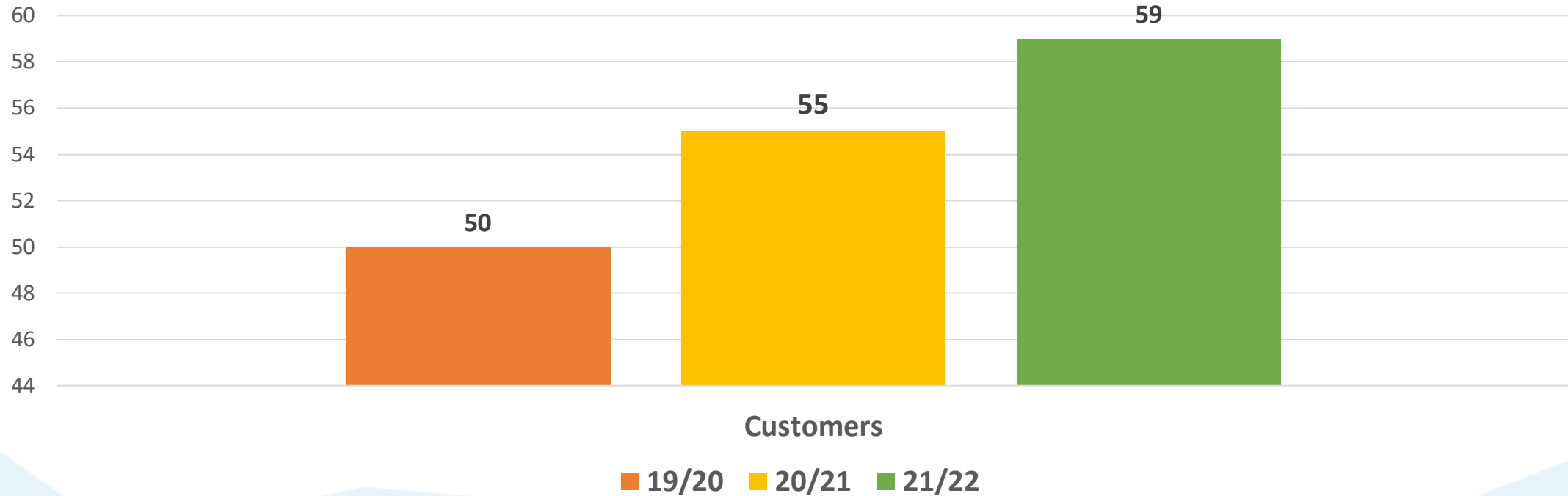
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# New customers



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# New countries

○ Bolivia



○ Italy



○ Yemen



○ Malawi

○ Lebanon

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# New ways of support

- Meeting before the shipments
- Performance improvement projects
- Online Academy
- KAI
- Economic posters



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# Meeting before shipments

- All ready to start the success.
- Review of order: papers / vaccines...
- Farm ready: pre-heating / feeders / water...
- **Future**: it will continue and back to be on site.



# Performance improvement projects

- Farmers have challenge to achieve the standards
- Team up
  - Distributor selects the target.
  - H&N team full deep analysis and solutions.
- Monthly online follow up
- **Future:**
  - KAI for data follow up.
  - Visits to have better analysis.



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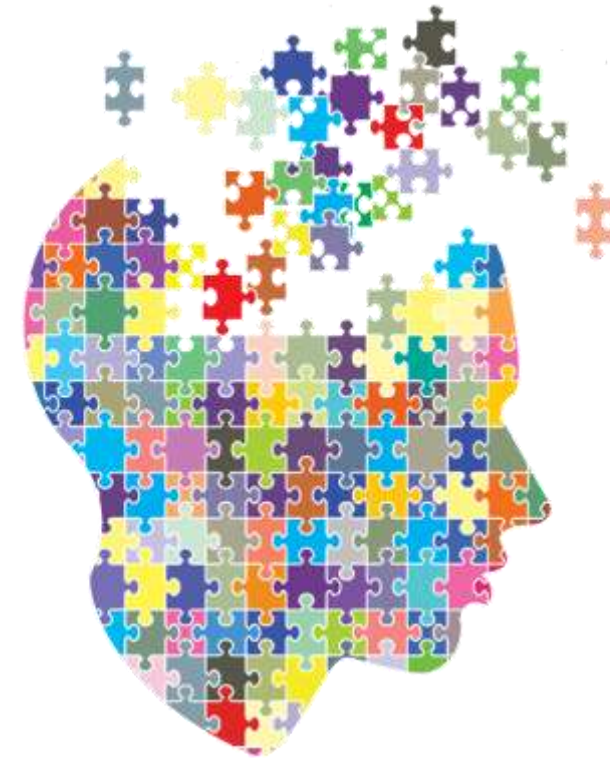
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# Online Academy

- It has been a learning experience.
- It helped to have focus Academy.
- Bigger impact in the regions.
- **Future:**
  - Cuxhaven academy is back in March 2023.
  - Regional academy: Middle East in November 2022.
  - Recorded partially and make it online available.



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# KAI – Unique tool

- Branding
- The value of the data
  - Show the value
  - Find solutions
- Fight against the “hen-commodity” strategy
- **Future:**
  - One to one presentations and key tool for performance improvement.



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Show the value based on facts



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# New ways of marketing

- Trouble shooting – Nick Rooster
- Capsules – Learning
- Nutricubes – it is layer nutrition
- Diamond

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# Nick rooster

- External impact:
  - Branding.
  - Solve some country issues.
- Internal impact:
  - Training tool.
  - Challenge your team.
- Future: it will continue.



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# Capsules

- Knowledge in little pieces.
- We go more visual, internal and external.
- **Future:** open to suggestions.



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# Nutrition principles - Nutricubes

- Easy learning of layer nutrition
- Monthly there will be 2 Nutricubes
- Right now 60 Nutricubes in the pipeline

**H&N NutriCubes**  
Make feed formulation your winning strategy



If layer hen nutrition feels like taking chances, play it safe!  
H&N NutriCubes give you all key points and principles for a successful production.

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# Diamond leaflets



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# Nick coins

- Get a discount: in place since July 2021.
  - Sharing data
  - Ordering early
  - Early payment
- Accounts: 14 / 59 customers
- Award: > 7,000 Nickcoins
- It is yours to take it!



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# Creating the future

Working together makes us stronger

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# We live uncertain times

- We have experienced a pandemic.
- We are in the process of moving forward from the pandemic.
- It feels like cold war times.
- Raw materials and AI are impacting poultry business.

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# What is concerning us?

- China strategy COVID zero in 2022.
- Cold war:
  - Ukraine.
  - EU energy policy winter 22/23.
- Different reactions to the inflation.

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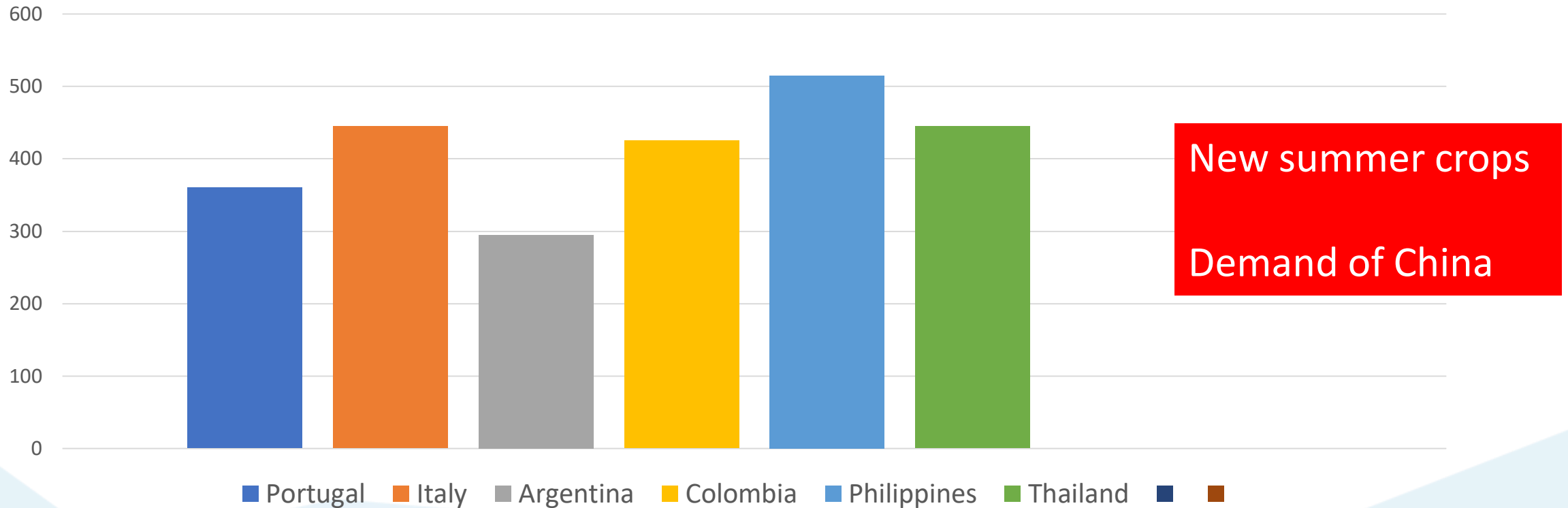
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# Feed prices are at the peak



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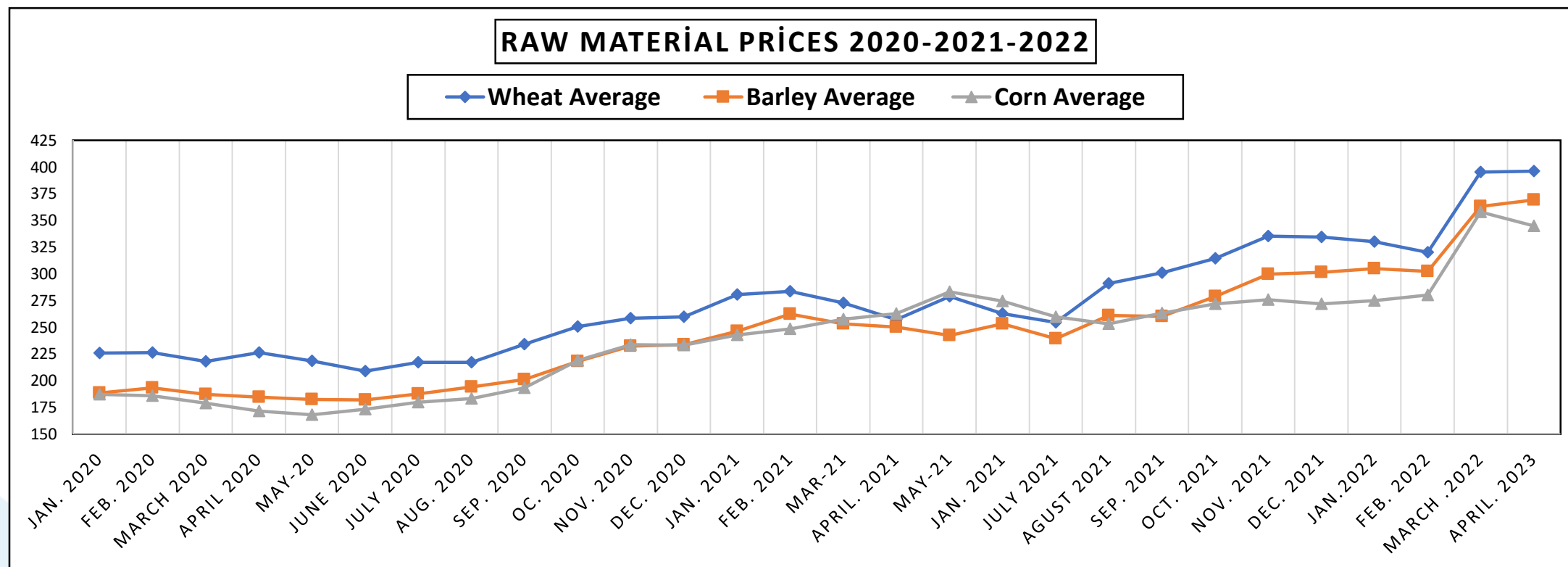
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# Raw materials affect all of us



USD/tn

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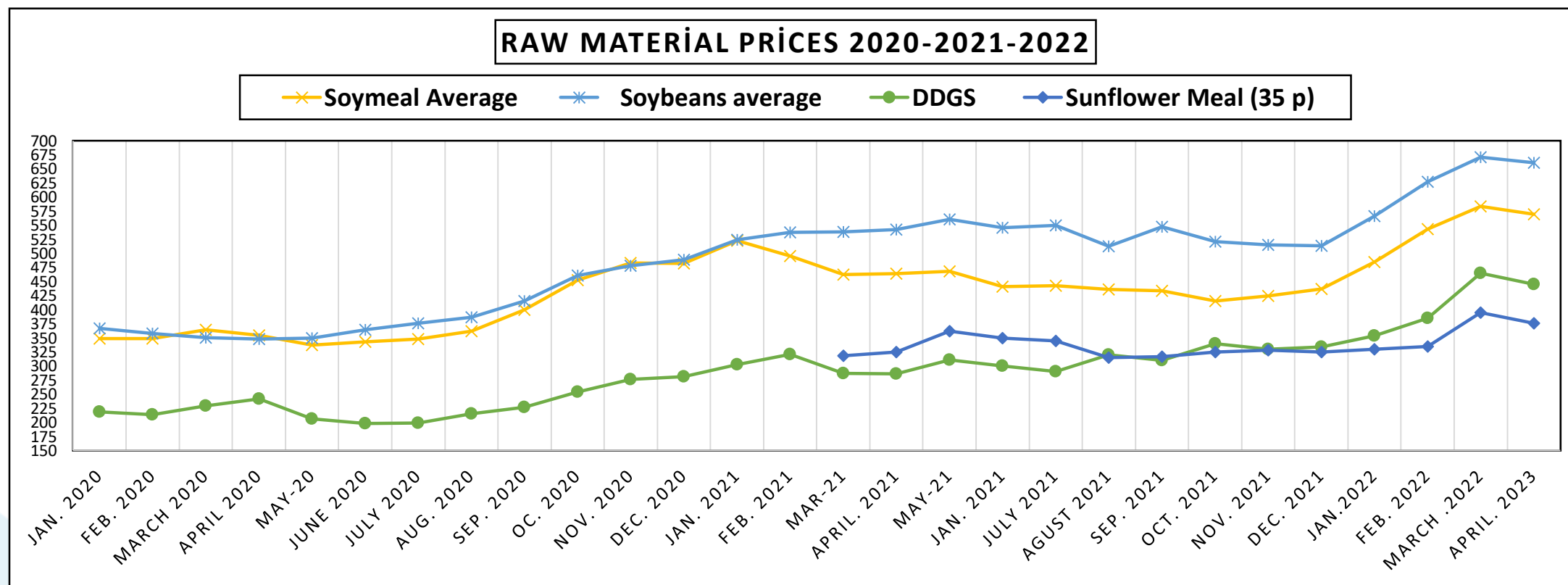
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# Raw materials affect all of us



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# AI is and will be a challenge

- Europe, Canada and USA have been affected.
- Australia and Brazil are overloaded.
- We need to keep opening new options and regionalization of the import permit.

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# Landscape has changed



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# What is the race?



**Make our distributors leaders!**

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# Leaders – many ways



**OFFER THE  
BEST  
Return Of  
Investment**

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# Target oriented working

- Set the goals, share them – we like ambition.
- H&N wants to listen from you.
  - YOU are our DISTRIBUTOR
  - Not a meaningless supplier, not a scapegoat...
- YOUR SUCCESS is the CENTER of OUR UNIVERSE

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# Summary

- We have gone through a learning experience.
- The new way of working is set up and it will evolve as the times change.
- We live in a new era, we are ready to support you.
- We believe in the partnership – fair, supportive, respectful and winner.

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# Creating future together

## Workshop

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# Future can't be stopped

- Good news:

- The layer hen is and will be improving the performance every year.

- Bad news:

- Your customers will buy 20% less from you.

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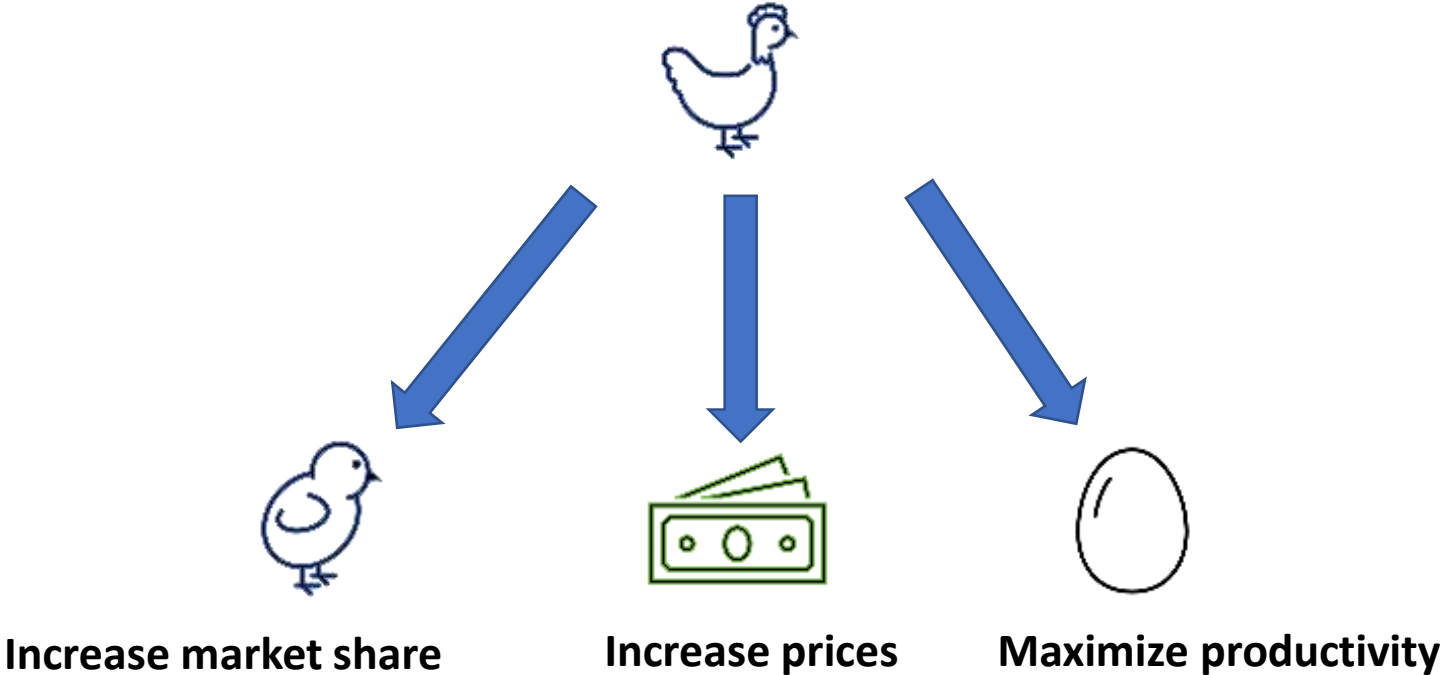
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# Strategy



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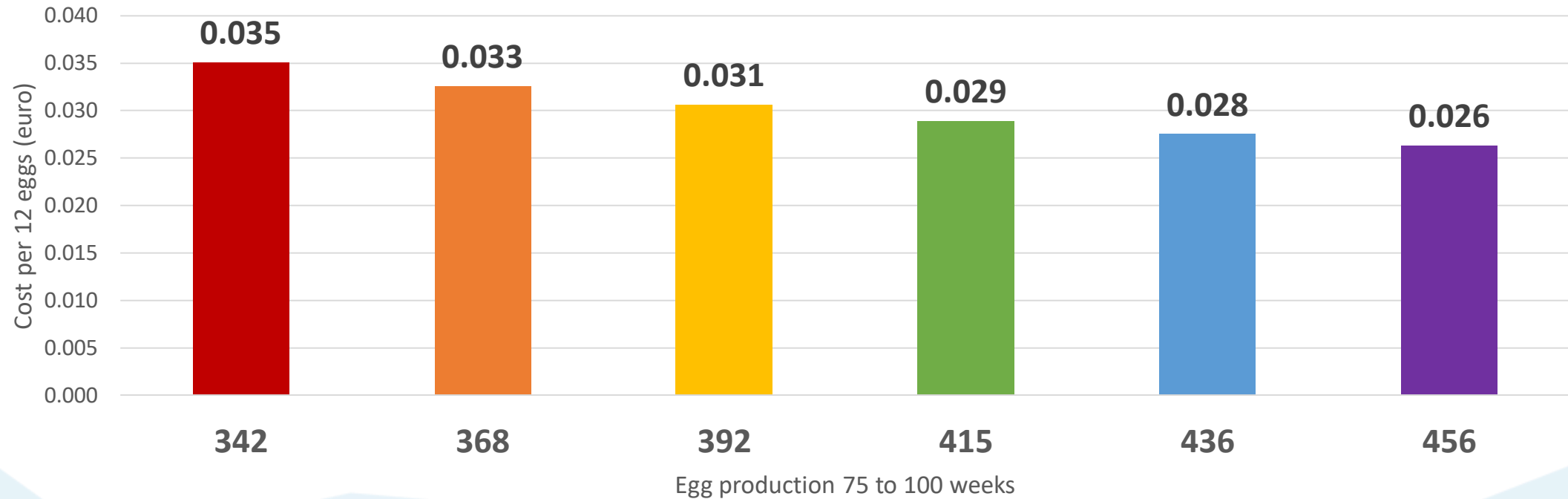


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# Price of DOL vs eggs production



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