

4th H&N
DISTRIBUTOR
CONFERENCE
ISTANBUL

23rd to 26th
OCT
2023

Business review

Past, present and future

ISTANBUL
TURKEY
2023



Agenda

1. New Business model review
2. Avian influenza came to stay
3. Nick coins updates
4. MVP program
5. Short notes.



New business model

- Origin
- Your choice
- Three reasons for an upgrade

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INTERNATIONAL

Origin – I have news

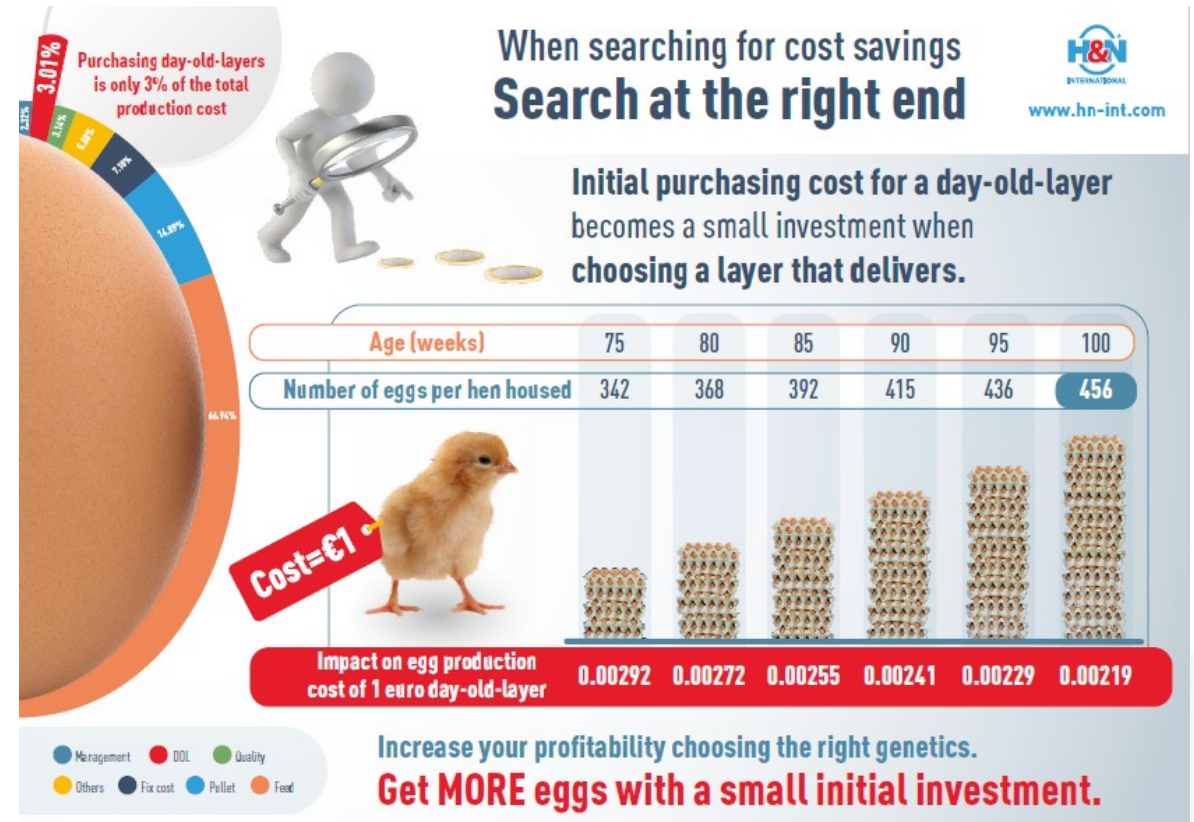
- Good news: David isn't taking vacations and now he has more help to keep improving the productivity.
- Bad news: you are going to sell fewer birds every year. In 5 years, you will be selling 5-10% birds less.

What are you going to do about it?



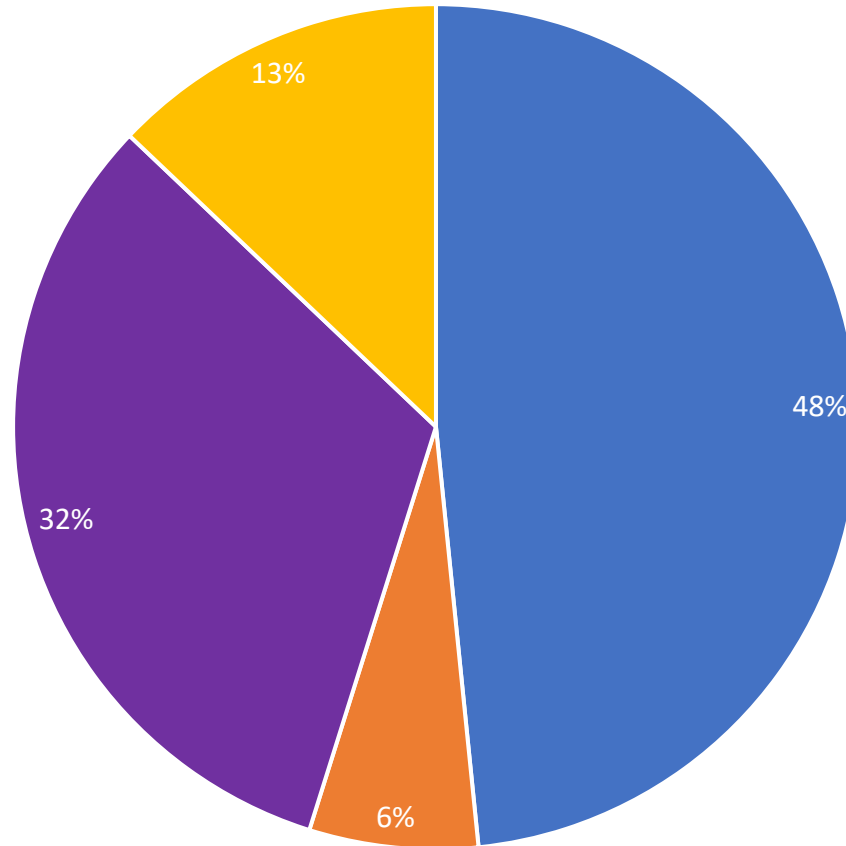
These facts don't disappear

- PS can producing at 119-120 chick / 75 weeks
- 1 euro in PS price is 0.009 euro in your cost of production
- Now at average price PS affects < 0.08 euro / chick



H&N focus

Investment



■ R&D genetics ■ R&D feed ■ Marketing ■ Travelling

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One year ago we started the change

○ Panama

○ PRO

○ Cairo

○ PREMIUM

○ Manila

○ ELITE

○ Amsterdam

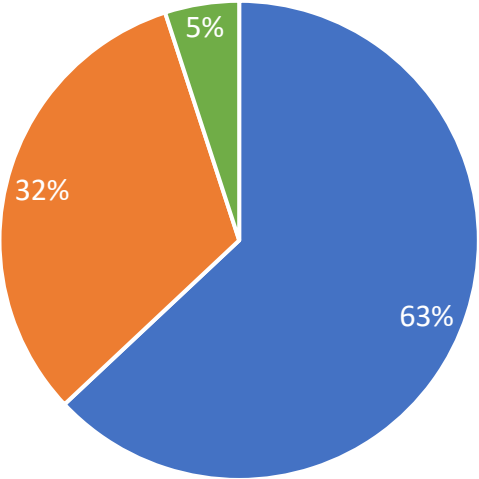
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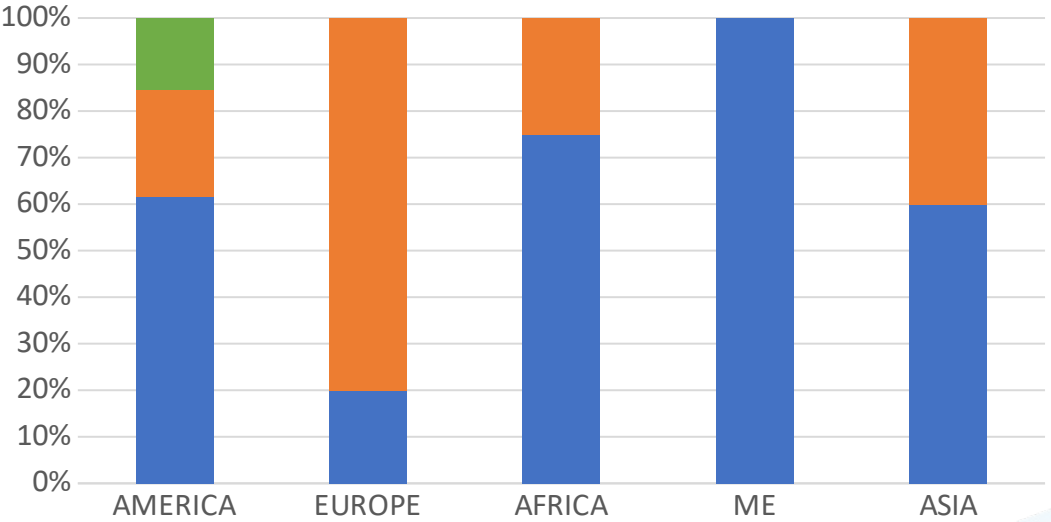
Your choice, we deliver

Distributors



■ PRO ■ PREMIUM ■ ELITE

Distribution by Region



■ PRO ■ PREMIUM ■ ELITE

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Reasons for an upgrade

1. Beyond a simple distribution
2. Economy of scale
3. Services we offer

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1. Beyond a simple distribution

- It is about partnership – hands off and focus your team.
- Beyond “I want a PS and good layer”.
- Level up your team and company.

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How you qualified a farmer of 40,000 layers for your business?

Big

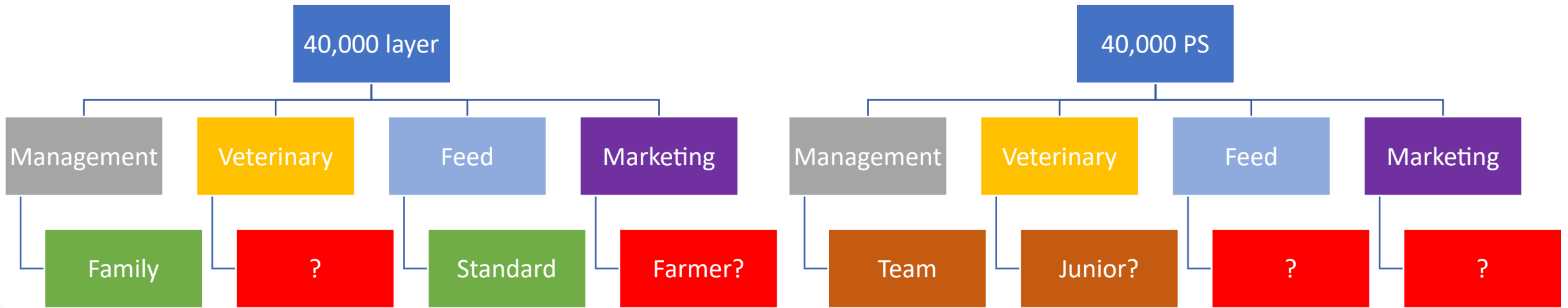
Medium

Small

Not interesting



2. Economy of scale



3. Service we offer – Adaptable to you

1. KAI: farming assistant, task notifications for management...
2. Veterinary: different levels of consultancy.
3. Nutritionist: review or making diets.
4. Marketing: customization of what you need.



Let's make practical

	Fee	Total cost
Data monitoring program	1,000	1,000
Consultancy vet	600 euro / month	7,200
Visit vet/nutritionist	2,000 euro	2,000
Nutritionist	600 / month	7,200
Marketing	2,000 euro / month	24,000
	Total	41,400
	Cost / PS	1.14 / PS

PREMIUM: +0.6 euro / PS

ELITE: +1.5 euro / PS



Avian Influenza came to stay

- As there are cases in summer, now there isn't a calm season.
- Strategy to keep getting PS: Hub + Regionalization.

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Hubs of H&N



GPs

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Regionalization

- A Health Certificate with the saying “*country free of AI*”, now is a trap.
- There is job to do: Do you know Mafalda?
 - Only one origin – we need to talk
 - Two origins – we need to review
 - Three origins – we need to review



Nick coins

- What is that?
- 1 nick coin is 1 parent stock
- Give: 11,700



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What you can get – 40,000 PS

	Nick coins
Ordering 2 years	720
PS data	256
Layers data (10%)	102
Total	1,078

FOC
2.7%



MVP program

Market Value Propostiom

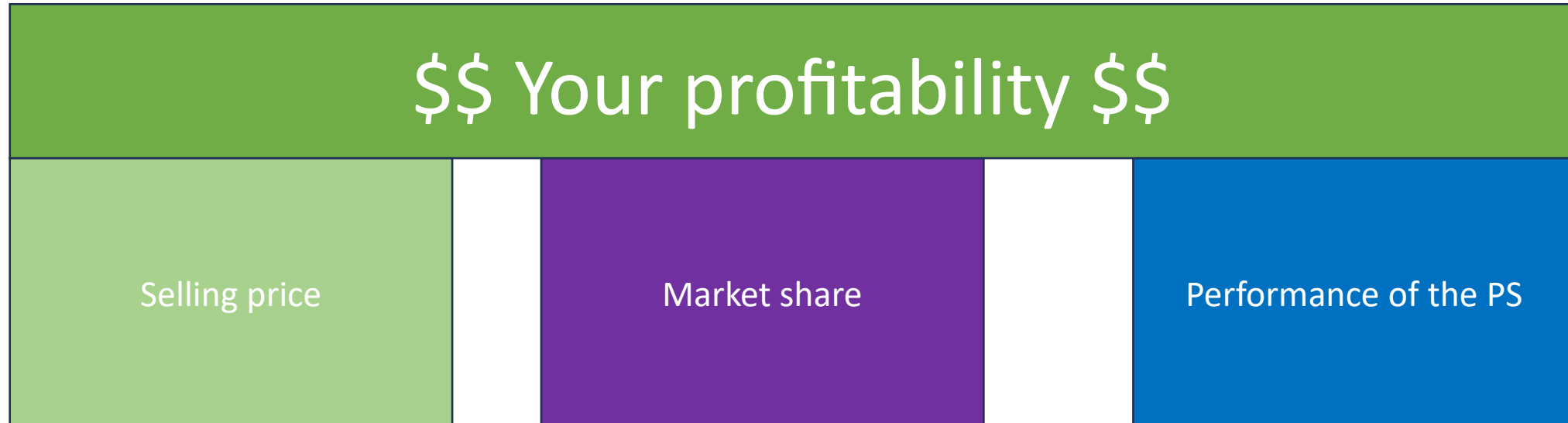
Let's work in the future of the business

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Bases of the future



Targets

1. Define in the market the value positioning of the bird.
2. Define the channels to communicate the positioning.
3. Make a marketing campaign.



Process

1. Discuss the value proposition with the KAM
2. Decide the channel of communication.
3. Make the campaign with the marketing team:
 1. Use the existing material; adapt it or make a new material.
 2. Schedule the material
 3. Budget
4. Deploy

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How is going on?

- Speedy Foods, H&N Peninsular, H&N North America, H&N UK...
- Who is next?

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Short notes

- KAI – Layer Farming assistant:
 - Off line input data
 - Benchmark world wide
 - Improved use
- 6 x 5 program for distributors and your customers



Short notes

- Nanny has become a service for Asian deliveries.
- New people:
 - Roberto
 - Emilio/Rocco
 - Mafalda
 - Amal



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Thank you very much for
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