

5th H&N
DISTRIBUTOR
CONFERENCE
CAIRO

20th to 24th
OCT
2025

Vision 2030

Business update

2025



Once upon a time in 2020

- We started a new era.
- New team working on a unique goal.
- Re-think the brand and the business.

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Looking towards 2030

- We have a bigger team to give you the value.
- Great birds, great teams in the field.
- H&N distributors a 30% of the market share!

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Your profit, centre of our business

- PS delivery: first impression, last forever.
- Day old pullet production: your profit by 6 x 5 program.
- Marketing: brand and birds' awareness to support the success of the business.

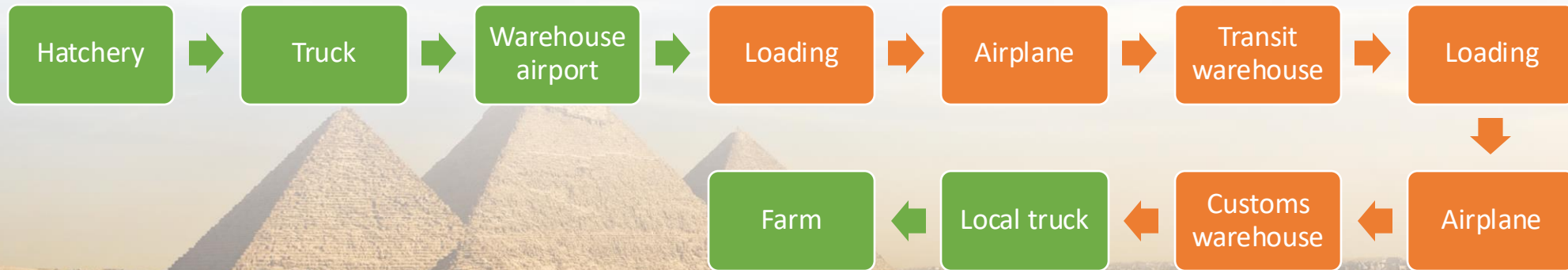


Parent stock delivery 2025

- Pre-meetings: we discuss that all is ready.
 - 4 weeks before hatching
 - 1 week before hatching
- Nanny service.
- Arrivals: we attend, and you do the FSP on time.



Delivery process



What the experience says (250 deliveries)

- DOA < 0.25% - the mortality at day 7 < 4%
- DOA 0.25-0.5 - farm management needs to be good.
- DOA > 0.5% - special care will be needed, and we should expect trouble.

Beyond our imagination

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Parent stock delivery 2030

- Avian Influenza is spreading worldwide:
 - Brazil had the first reported case.
 - USA and Europe are “endemic”.
- Airlines less eager to load chicks.
- Political instability affecting trading.

Did you
place
your
orders?



Business in 2030 - longevity

- Expected cull age: 100 weeks
- Orders of day-old pullets: -10/15%, unless egg consumption increases
- Orders of parent stocks: same or -5%
- Eggs hen housed?

Extending the production - impact

Customer	Today	Tomorrow	Additional eggs	Additional income
A	80	85	25	?
B	85	90	25	
C	90	95	23	
D	95	100	21	



Marketing 2025

- Market Value Proposition program
 - Adapt the message to the local market.
 - Learn to position the birds based on your customers' needs
- Tech tips, videos, trouble shooting...
- Social media the way of communication

Survey of social media

KAHOOT

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Marketing 2030

- New web-site focused on your business, hen and egg production.
- More social media: Instagram and YouTube.
- Road shows: we bring the academy to you.
- International events for specialist.

EN | English

VIP access



LayersThe CompanyResourcesBecome a PartnerChickipedia

Order OnlineContact us

Reliable genetics
Personal support
Global reach

At H&N, we combine reliable performance, strong biosecurity, and human support to help you grow your business with confidence. From robust hens to real-time technical advice, we provide the tools, insights, and service to help every flock reach its full potential.

Our layers

Know more about us

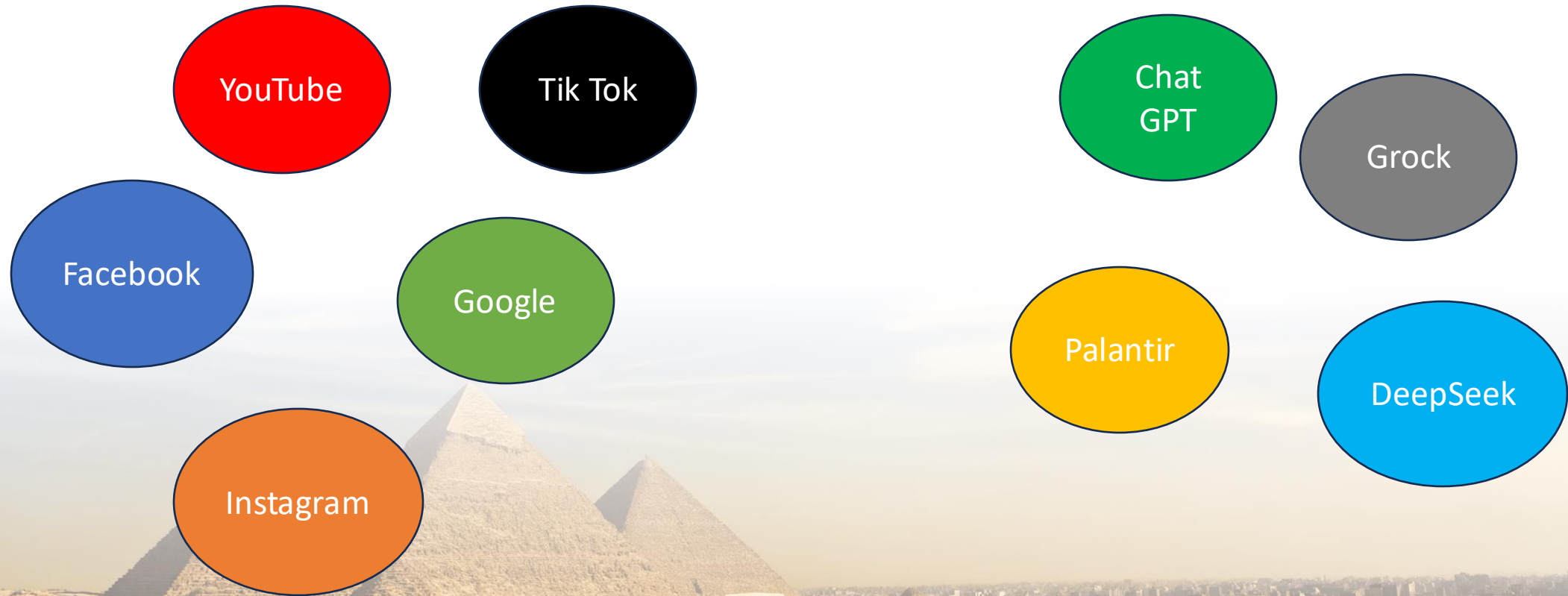


80+ years of Genetic Excellence

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Power of knowledge



Power of knowledge 2030

- There are 300 million of H&N birds sold every year.
- We must know what happens:
 - Genetics: Right path?
 - Distributor: How good or bad are doing?
 - Egg producer: What can I learn?



What about if...

- There would be data of 30 million layers yearly available for
 - David to improve the genetic selection
 - H&N Distributor to show the potential of the hen in the field
 - Egg producers to challenge your team to become better



Power of knowledge 2030 - KAI

- Unique technology
- Updates every year:
 - Maintenance role: incidences and task reminder
 - Veterinarian role: prescription and task reminder
 - Desktop option for data analysis and egg grading.
- Future:
 - AI reading pictures

Do you know who Jon is?

- We will keep promoting KAI, we aren't afraid of the competition.
 - Indirect
 - Direct
- Add value to the sales, bring the latest technology.

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Knowledge to reach the 120 weeks



- New practices?
- New additives? New recommendations?
- More vaccines? New diseases?
- Bones? Liver? Kidneys?

Knowledge to be developed

- Rooster persistency.
- Nutrient needs after 80 weeks in hens.
- Immunity in long lasting birds.
- Calcium metabolism in old hens.

Partners?



Look to the future

- We don't stop; we can't.
- Your success remains the centre of our brainstorming sessions.
- We need to develop new knowledge to become more leaders.

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Thank you very much

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