

# A Brief Overview of PIC

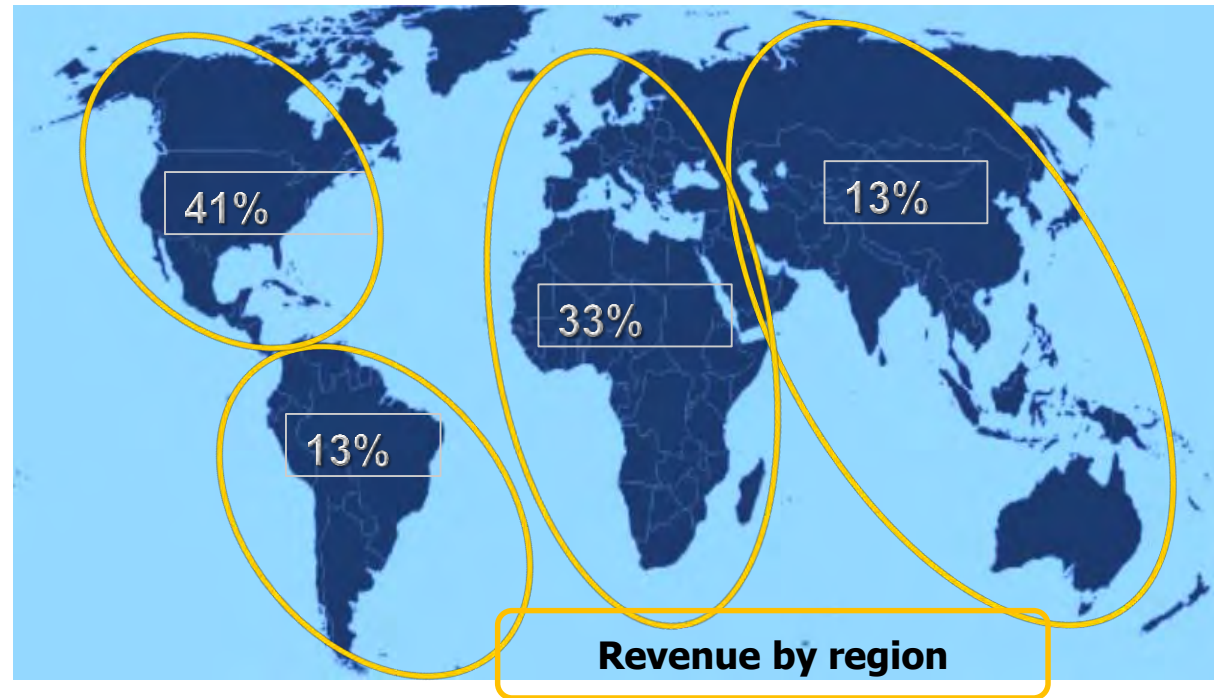
PIC<sup>®</sup>

NEVER STOP IMPROVING



# PIC: A subsidiary of Genus plc

- > Genus is headquartered in Basingstoke, UK
- > 2014 revenue of 372.2 £ or M\$614.2
- > Global presence

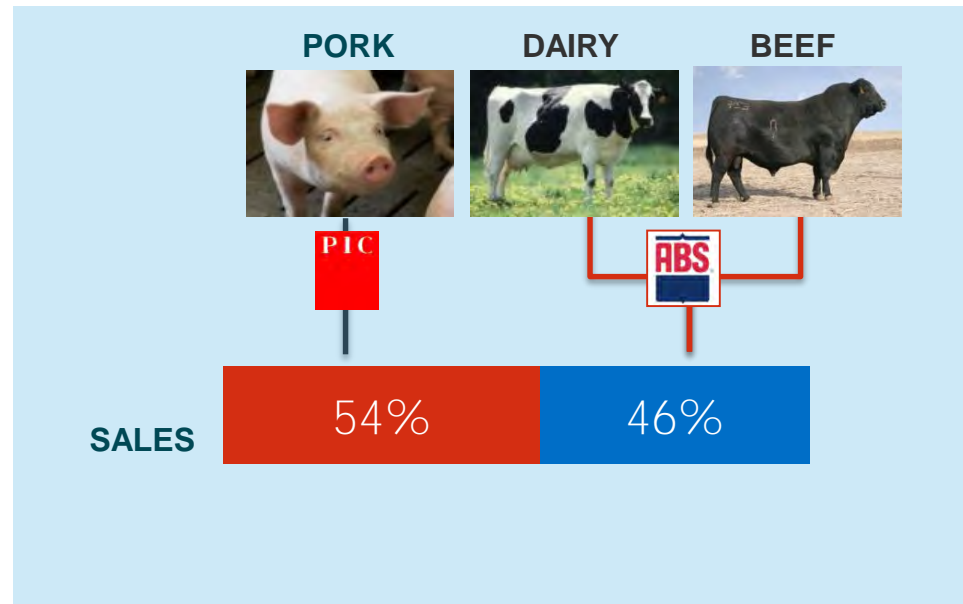
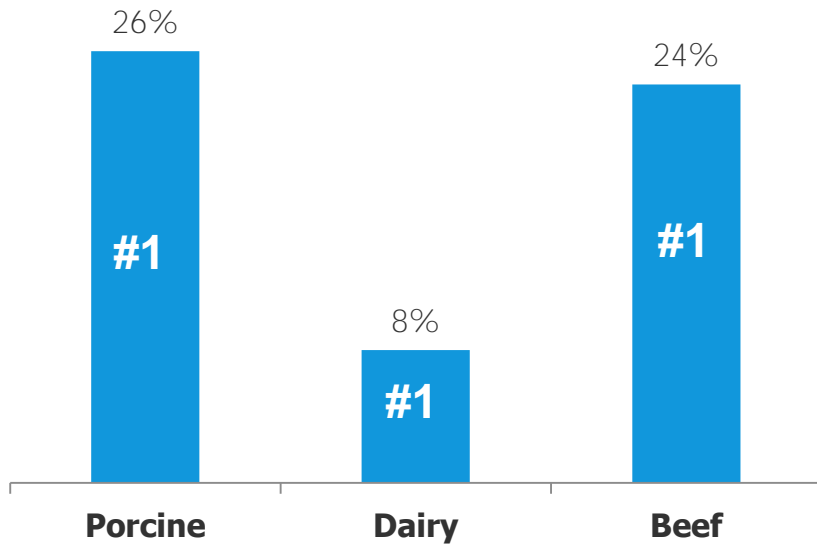




# A Snapshot of Genus plc

> World's leading pork, beef and dairy genetics company

Market share globally<sup>1</sup>



(1) [Excluding China] (Source: [ ])



# PIC's global reach and scale



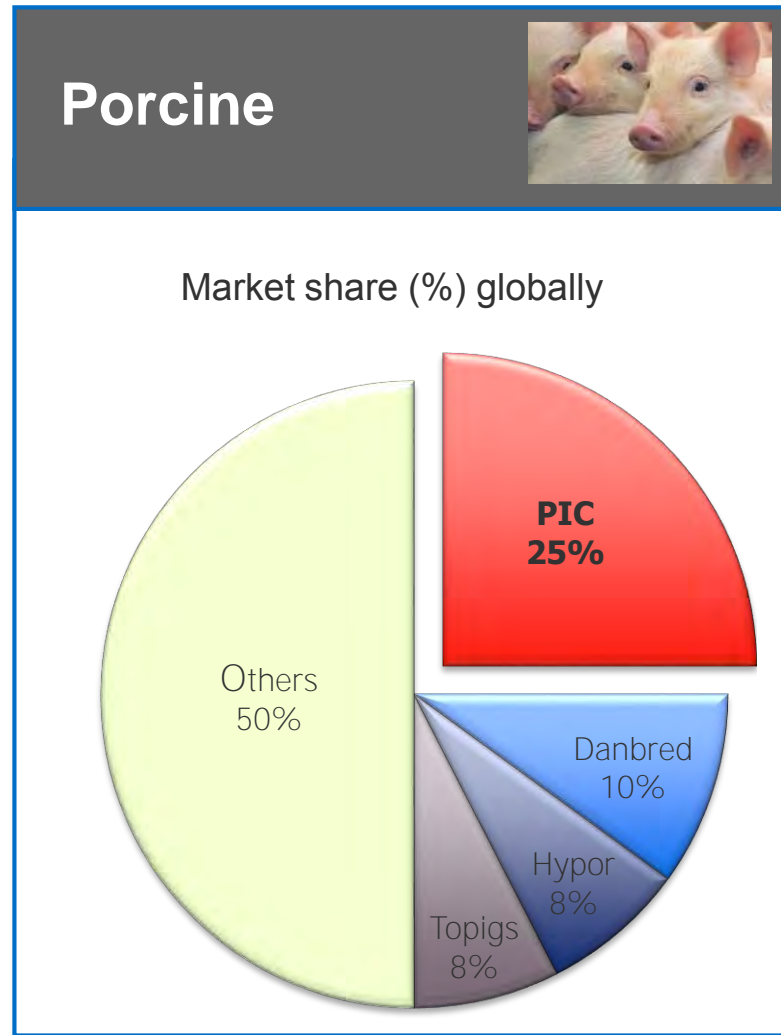
520 employees, selling in 53 countries, and over 122 million pigs with PIC genetics taken to market in 2014





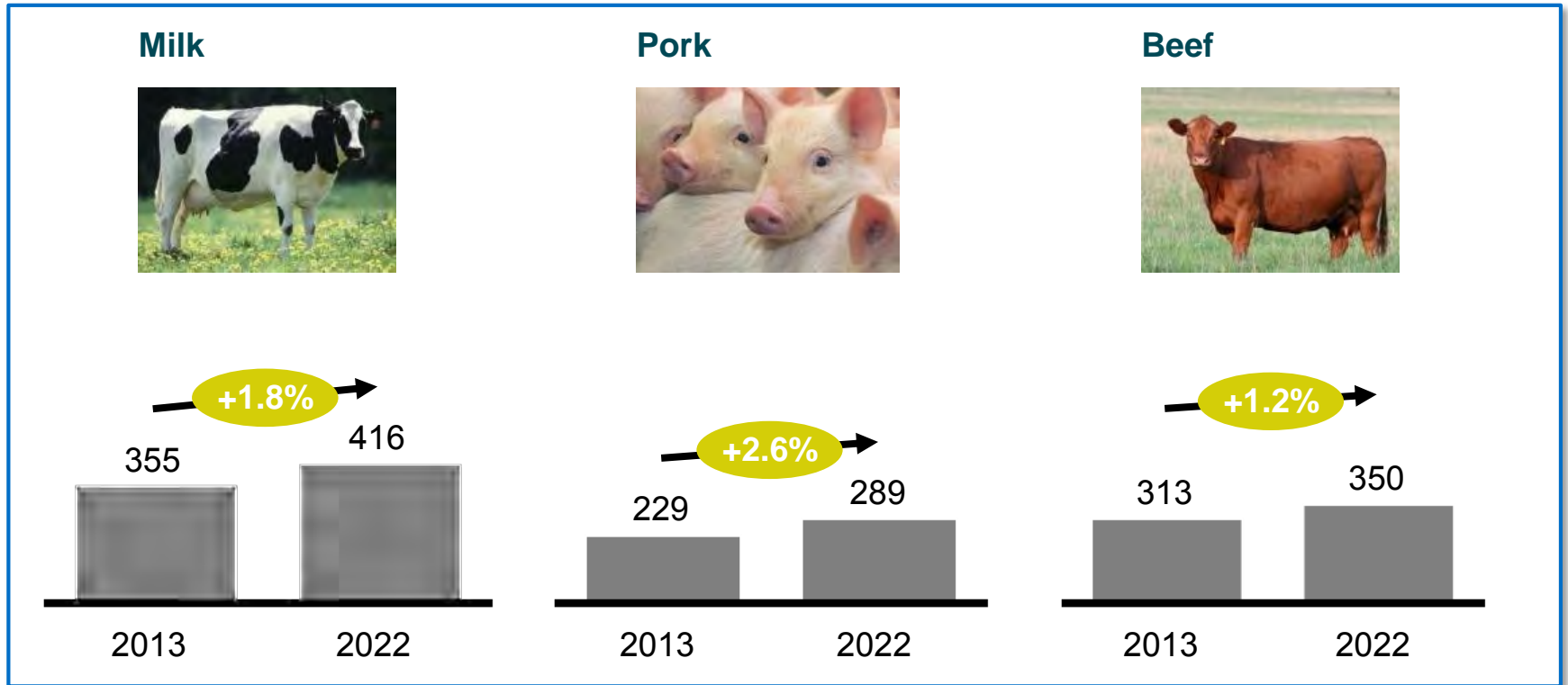
# A strong market position

- > PIC supplies 72 of the top 100 Pork Producers worldwide
- > In business over 50 years





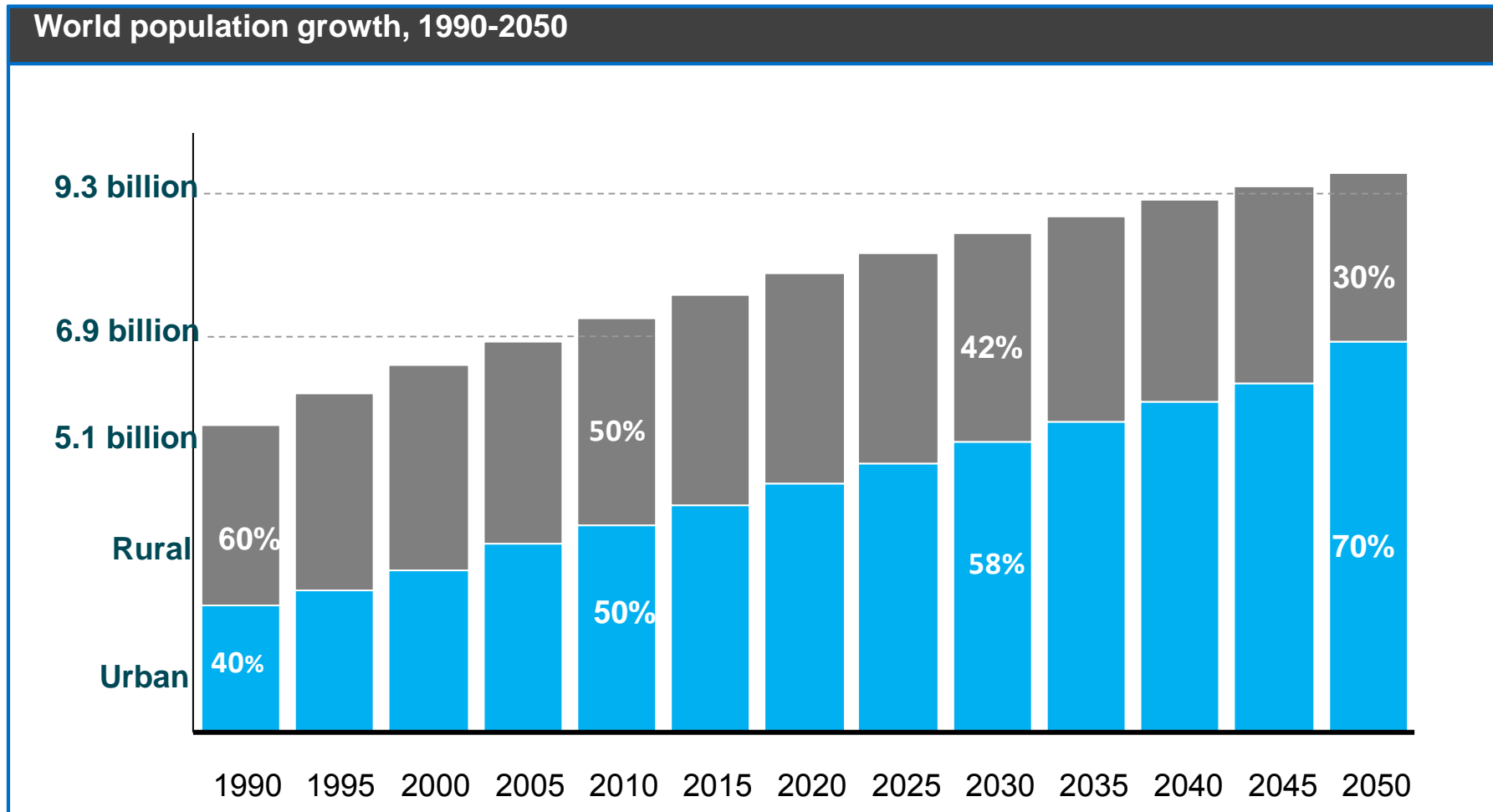
# Protein production is large and growing



World production value  
\$Billions



# Population growth will drive demand for protein

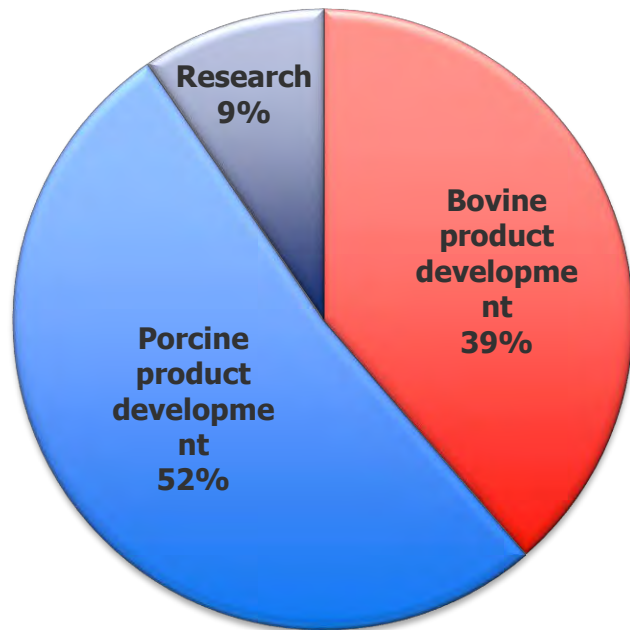


Source: United Nations





# Genus' Annual R&D Program: Critical to Success



£28m investment

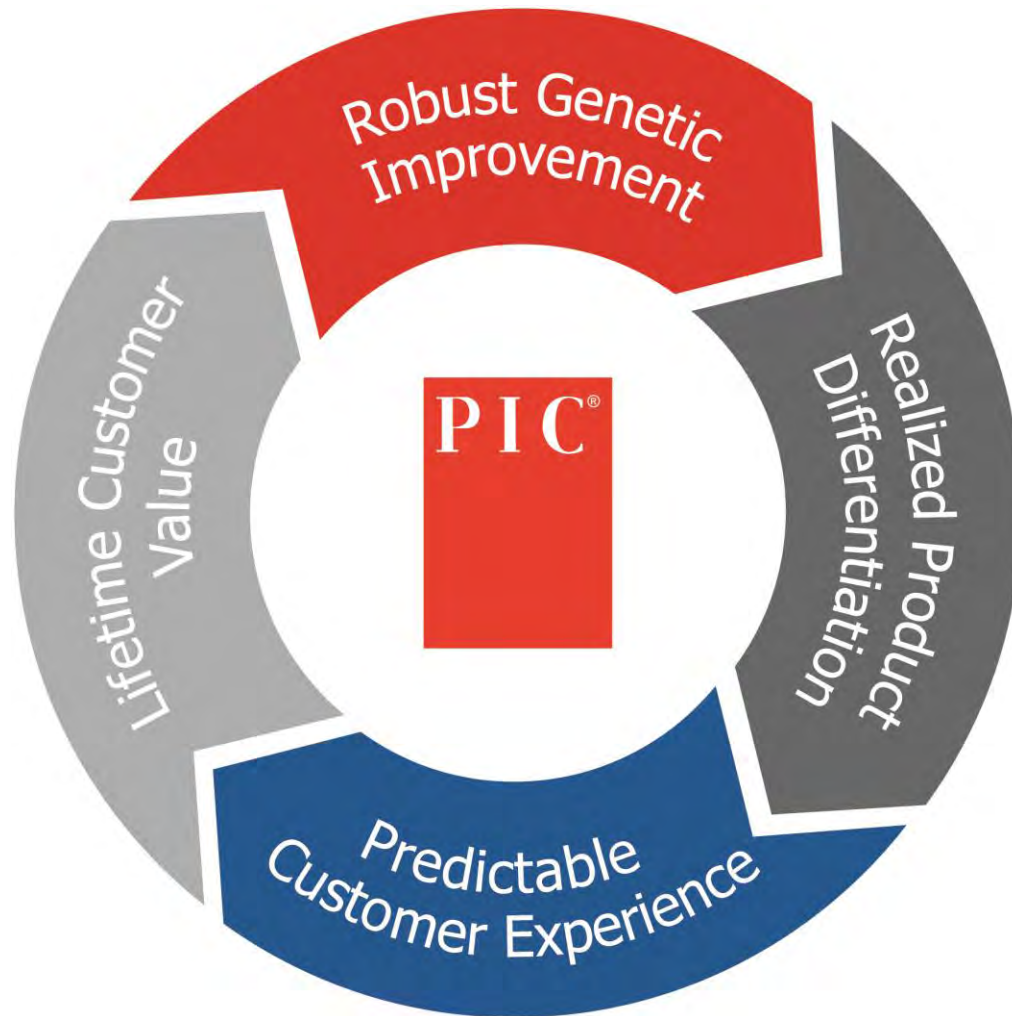
- > Research & Development focus:
  - > Disease resilience
  - > Gender skewing
  - > Genomic selection
- > With:
  - > 2 Porcine nucleus herds (US/Canada)
  - > 9 Dairy and Beef studs in 9 countries
  - > Research laboratories in Madison, Wisconsin







# PIC's business focus



- > This flywheel summarizes our business approach
  - > Robust Genetic Improvement
  - > Realized Product Differentiation
  - > Predictable Customer Experience
  - > Lifetime Customer Value

