



INTERNATIONAL

The key to your profit!



H&N International reloaded:

Genetics & More

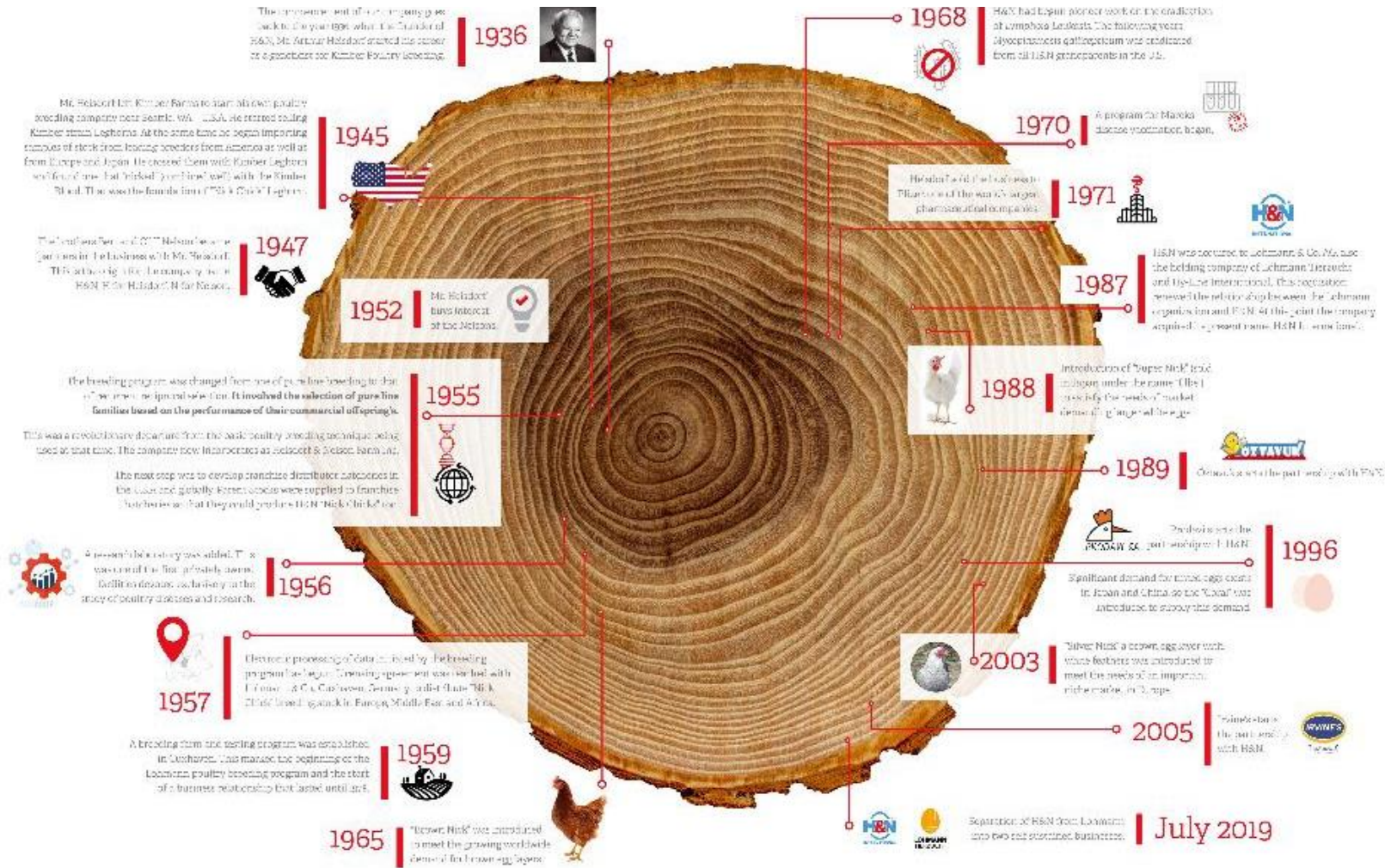
Kira Döhring, Saskia Riedel, Global Marketing and Communications

Agenda

- 1. Business Update:**
Where we came from and where we are heading to
- 2. Status Quo:**
What we already have today
- 3. Future Outlook:**
Upcoming activities, resources, tools, services



Leadership power stems from within



Leadership Power is



- power to innovate
- genetical ingenuity to orchestrate traits wisely and create birds of lasting value
- courage to be different

**Future Perspective:
Where we want to go **with** you**

**Good relationship
is important.**

**But partnership
brings real
mutual value.**



Partnership: Profit from shared Perspectives



Source: H&N International, Foto by S. Riedel

Partnership: Profit from shared Perspectives



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Partnership: Profit from shared Perspectives



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Mutual Business Benefits

How **Partnership** creates Profit

Now that we know
how things look
from your viewpoint and have
data, we can solve the issue!

Because you see more by shared Perspectives

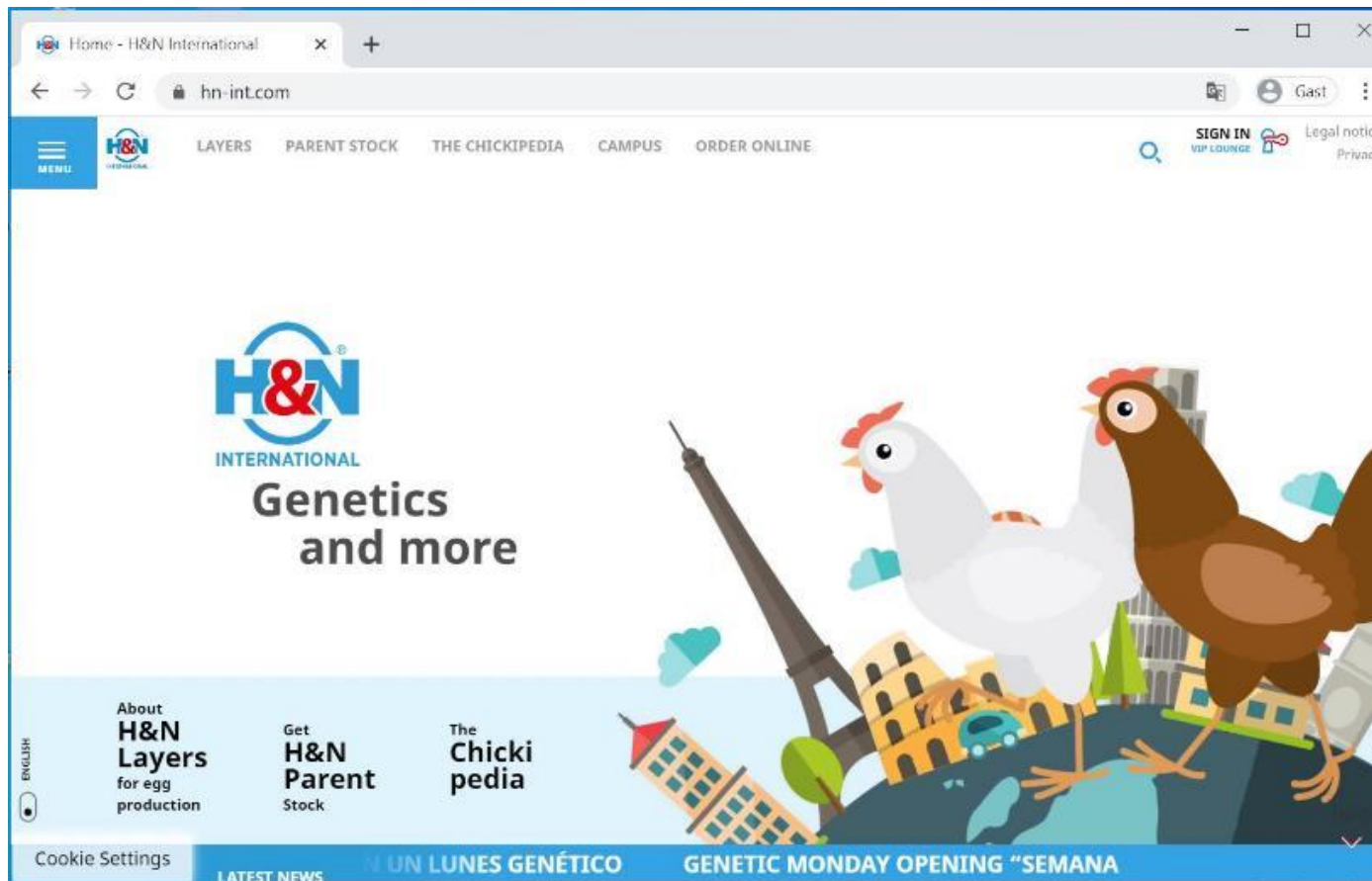


Source: H&N International, Fotos by S. Riedel



Our New Website

A Landing Page that's going to fly



Knowledge fast and even faster: The Chickipedia

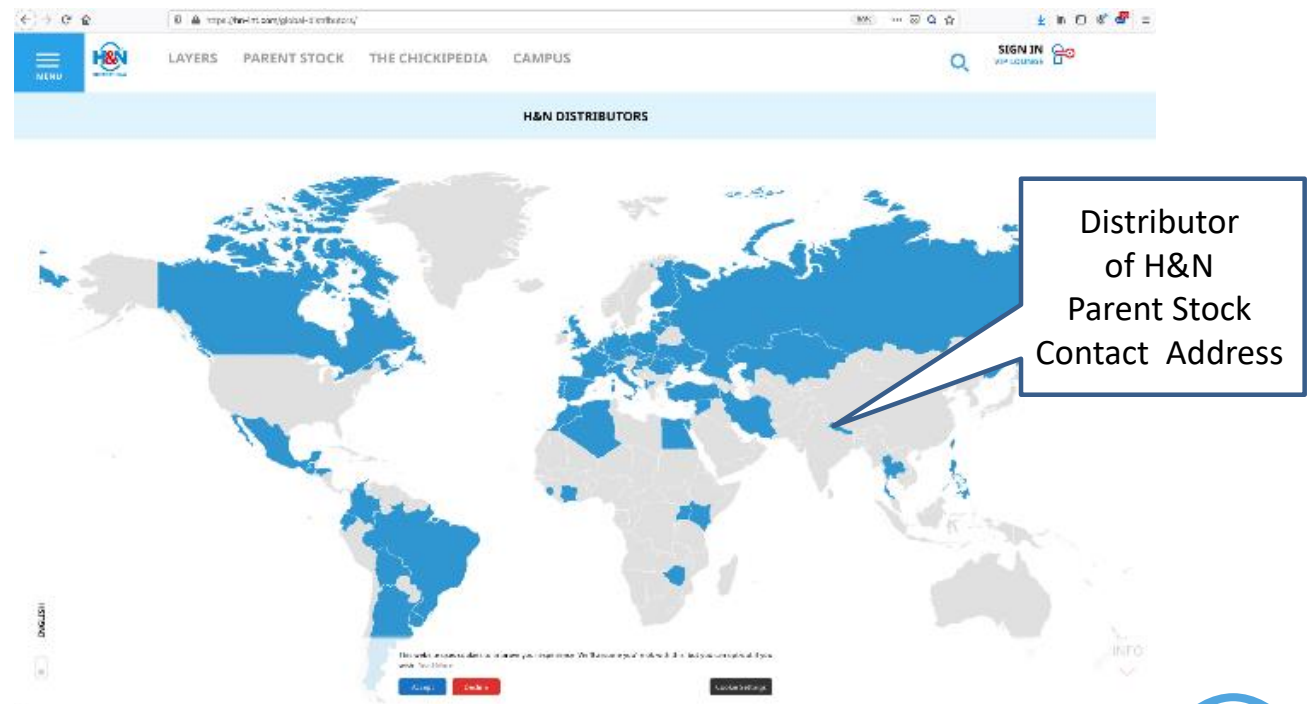


- A Wikipedia inspired web encyclopedia containing all our knowledge in one place
- Optimized for mobile handheld devices (take it to the barn or wherever else you like)
- Ongoingly updated
- all information cross referenced and indexed
- Access topics of your interest easy and fast
- Share knowledge with our customers and the market

Know How & Know Where

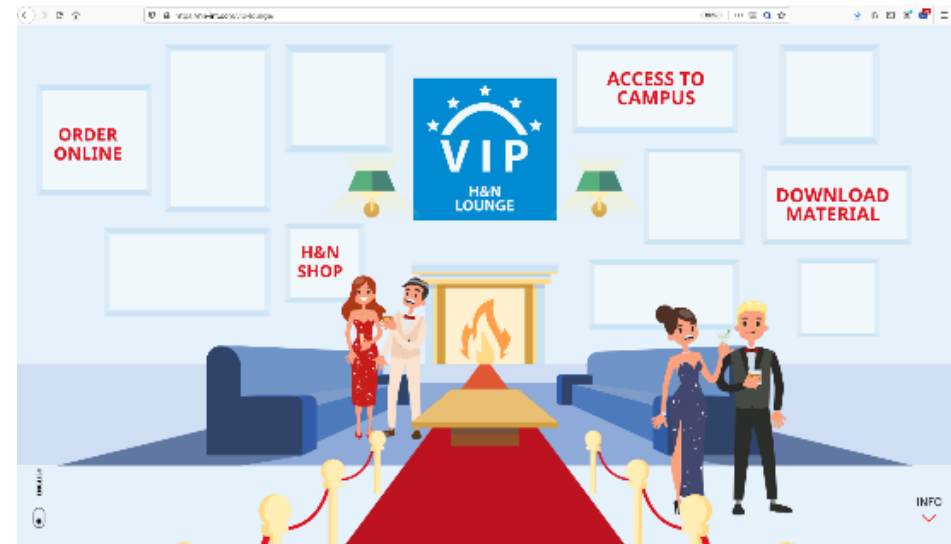
“Buy the layer” – always just 1 click away

- Putting breeders of H&N layers in touch with commercial egg producers seeking to buy layers
- We help you connect with new customers and get new business opportunities

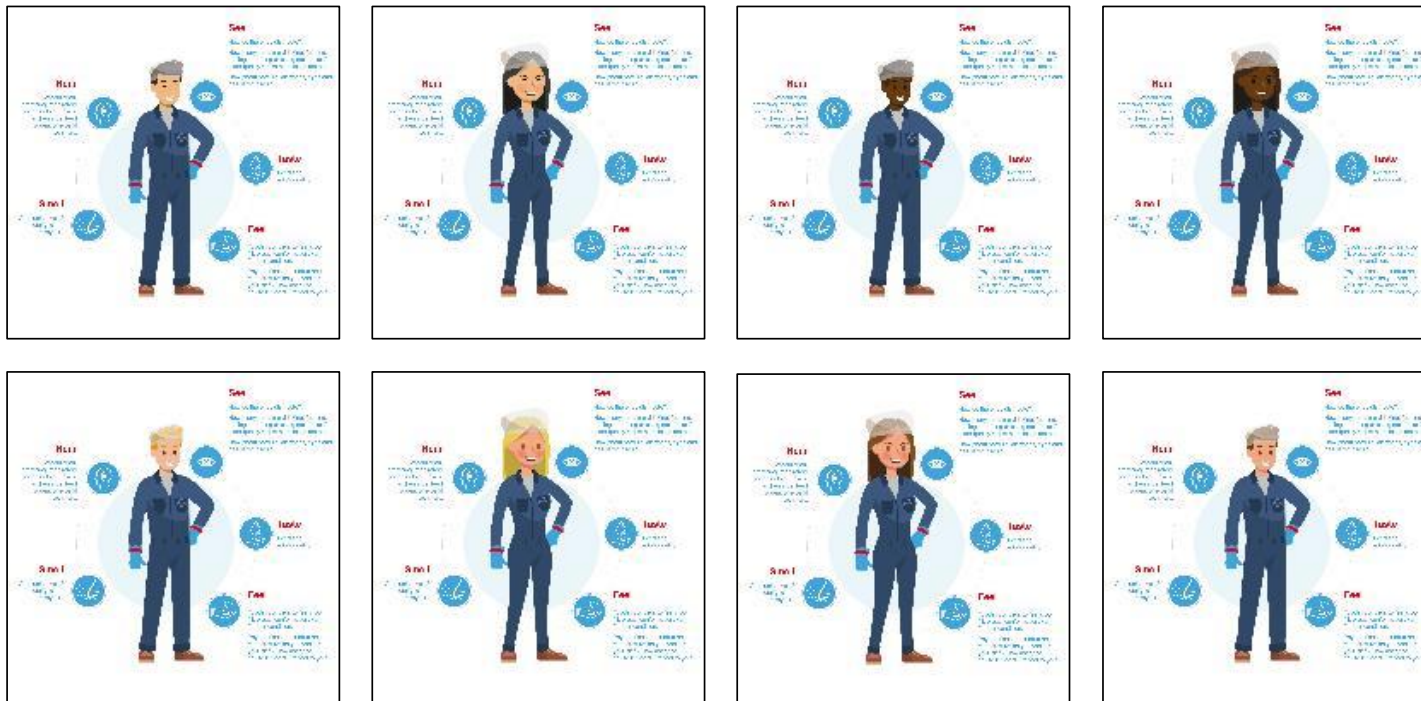


VIP Lounge: Advantages for you as a customer

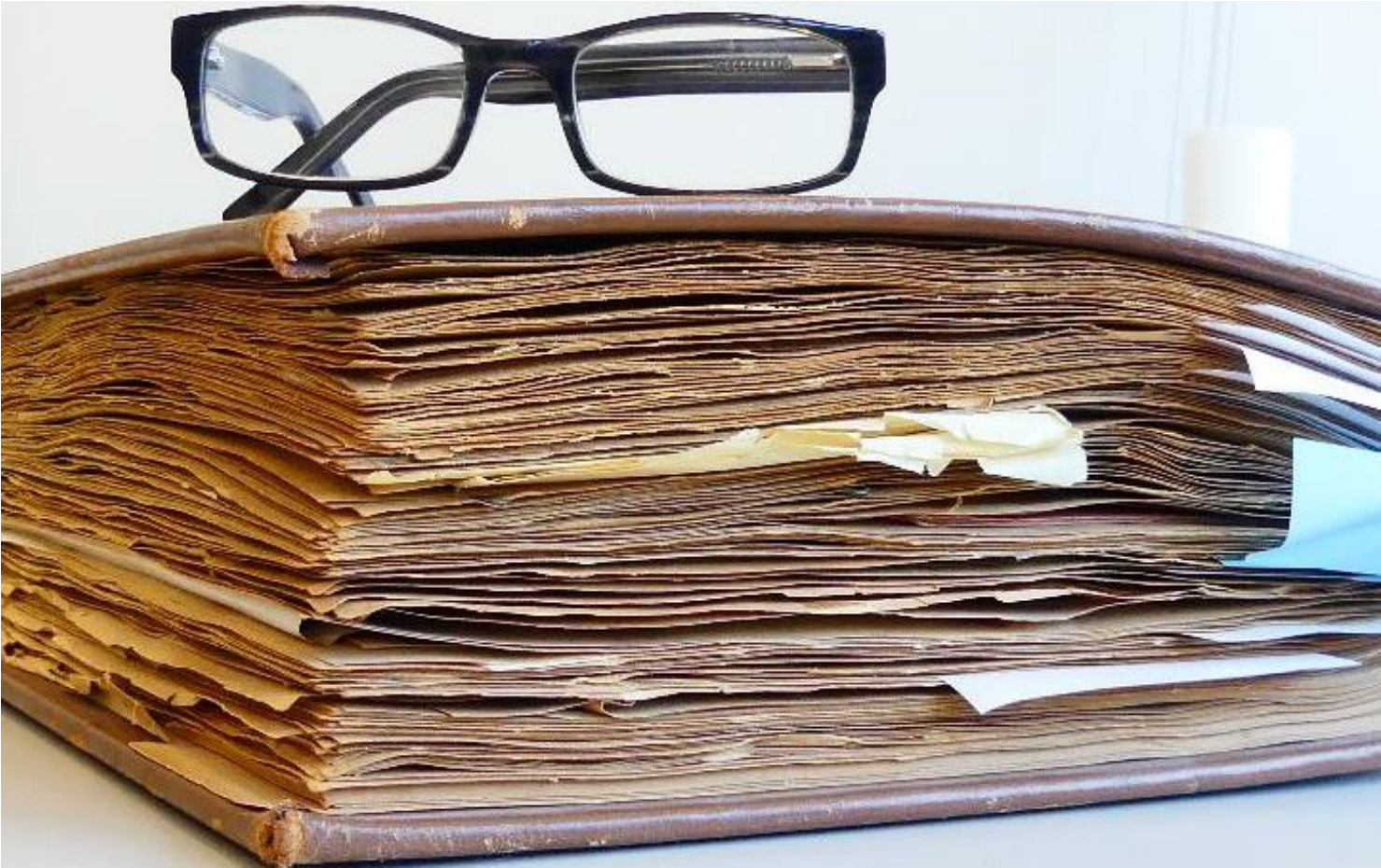
- Access to exclusive content, technical and veterinary services, and additional services, tools and training materials
 - Shop marketing and training materials such as localized posters, and other marketing services – and find freebies not everybody gets
 - Order your case study for free and find other freebies f.e. gifs or meeting-backgrounds
- **Be ahead of the competition**
- **Save costs for own marketing materials**



Example: Localized Training Materials



H&N Publications



H&N Library: Management Guides



Layer*, Parent Stock, Hatchery
*7 Languages



Complementing performance data leaflets:
for Layers and Parent Stock (white & brown)

Parent Stock Management Guide



- New look and feel
- New production tables
- New recommendation tables

H&N Library: Tech Tips



To read online, download or print
Currently available 5 languages:
English, Spanish, French, Italian and Dutch

UPCOMING TECH TIPS:
Lighting Programs, Rearing for cage-free
More Languages: Turkish, Arabic

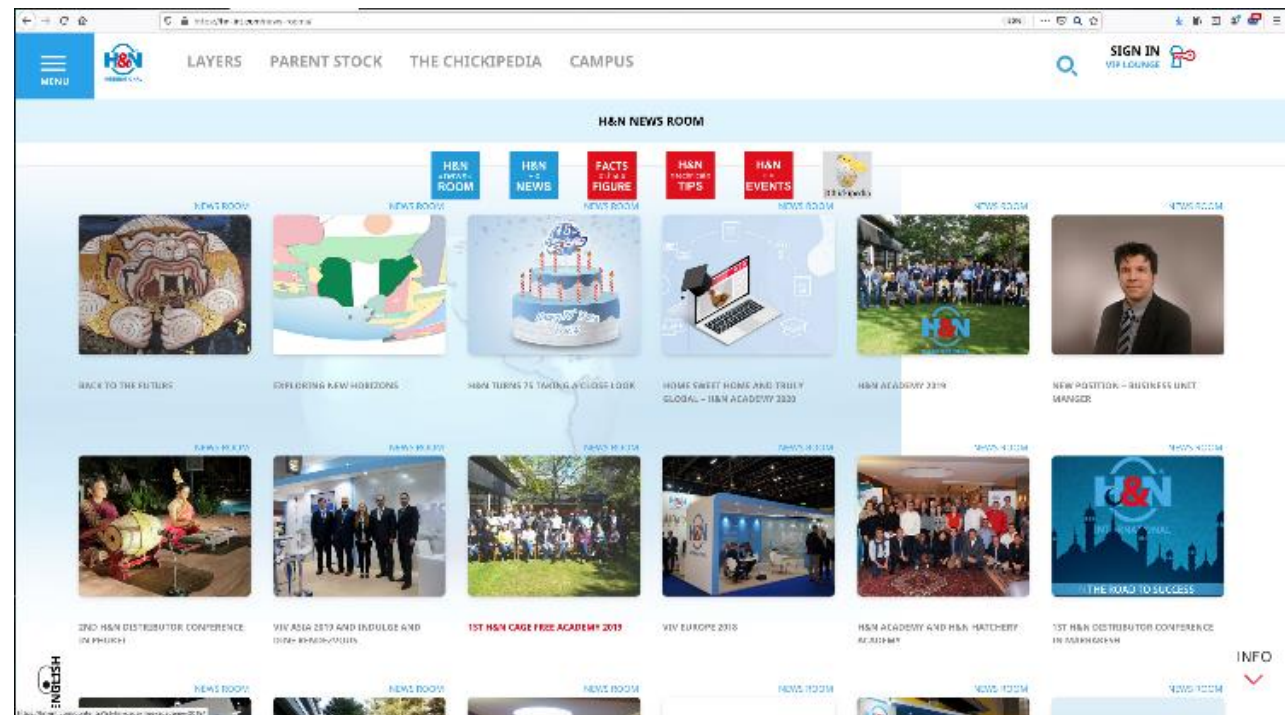
H&N Library: Facts that Figure



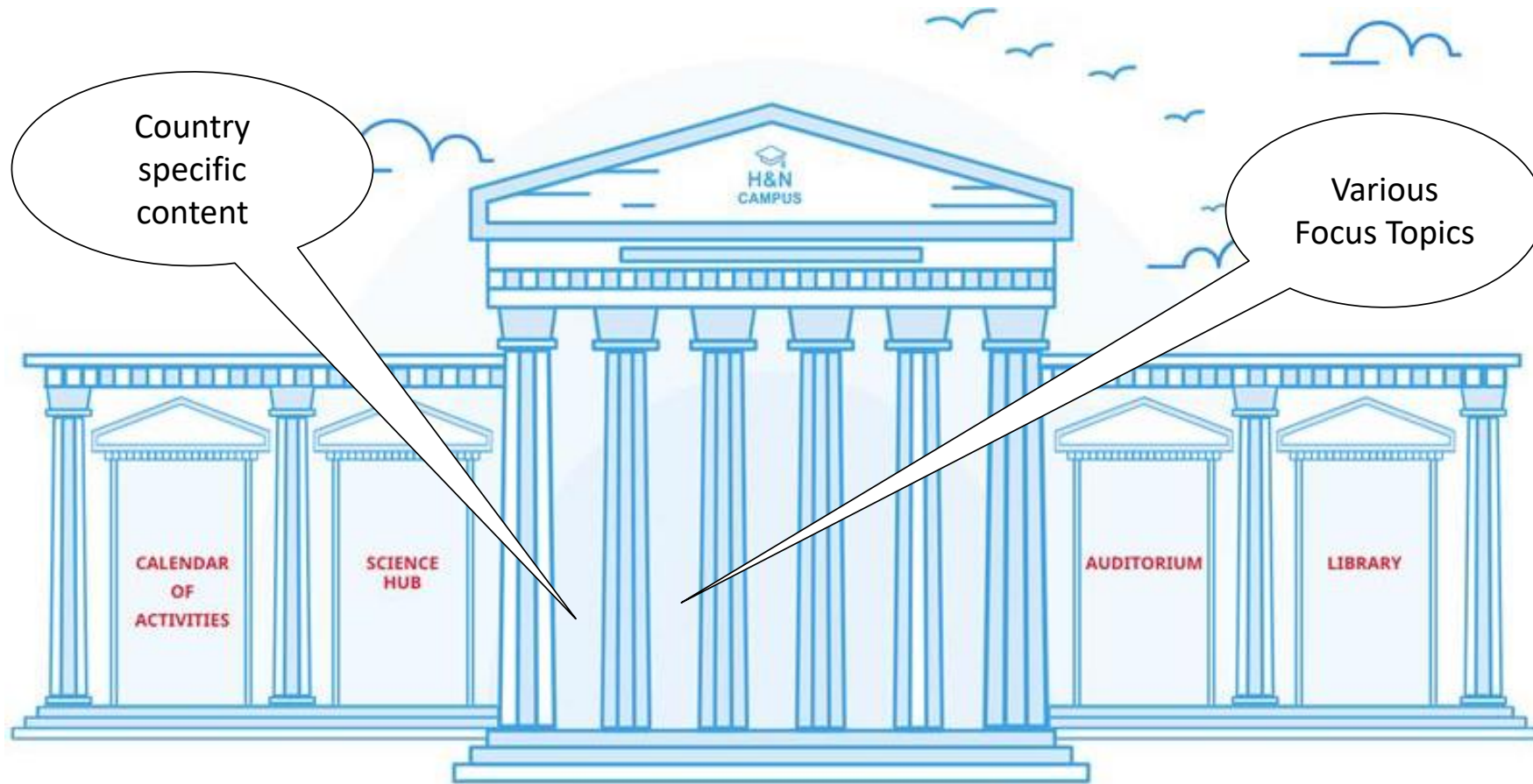
- New magazine style
- More business management topics
- Online edition linked to the H&N Newsroom for greater up-to-dateness

News Room

- Profit from H&Ns communication and reach a greater audience also with YOUR news (f.e. a case study)
- Link to your site



... and yet more: New H&N Online Campus



Open 24/7 - also in your home, at your barn and on your sofa

Thank you for being with us!
Now – please turn the key to your profit

