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Herdwatch

25/0225



herdwatch
No.1 Livestock
Management App

About Us

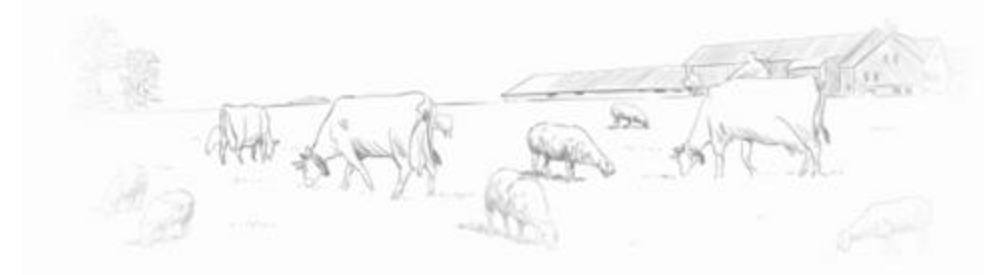
Herdwatch is a Software-as-a-Service platform designed for the Livestock Industry. It provides an easy-to-use solution to minimise farm paperwork, support financial challenges.



We digitalize & automate
livestock farming



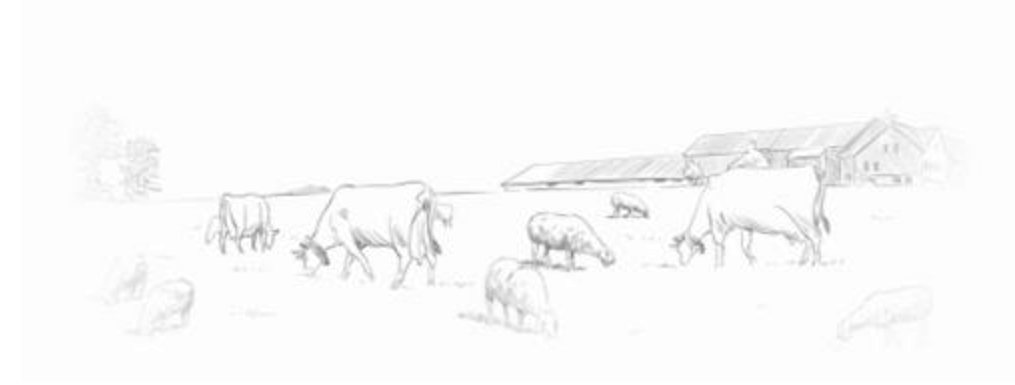
Our Mission & Vision



Our mission is to **digitally enable** livestock farming, and help producers **across the world** grow their income sustainably through

- Animal & Asset Management
- Pasture, Soil & Environmental Management
- Farm Finance & Trading Management
- IoT enablement & integrations
- Supporting Industry

Overview



Herdwatch is the world's leading livestock technology platform enabling our farm and enterprise customers to transform their operations from pen and paper, to data driven digital workflows and insights.

+22K
FARMERS

- Over 22,000 active farmers across the UK, Ireland and North America

+4.2M
CATTLE

- 2.5 million active Cattle
- 50K in the supply chain

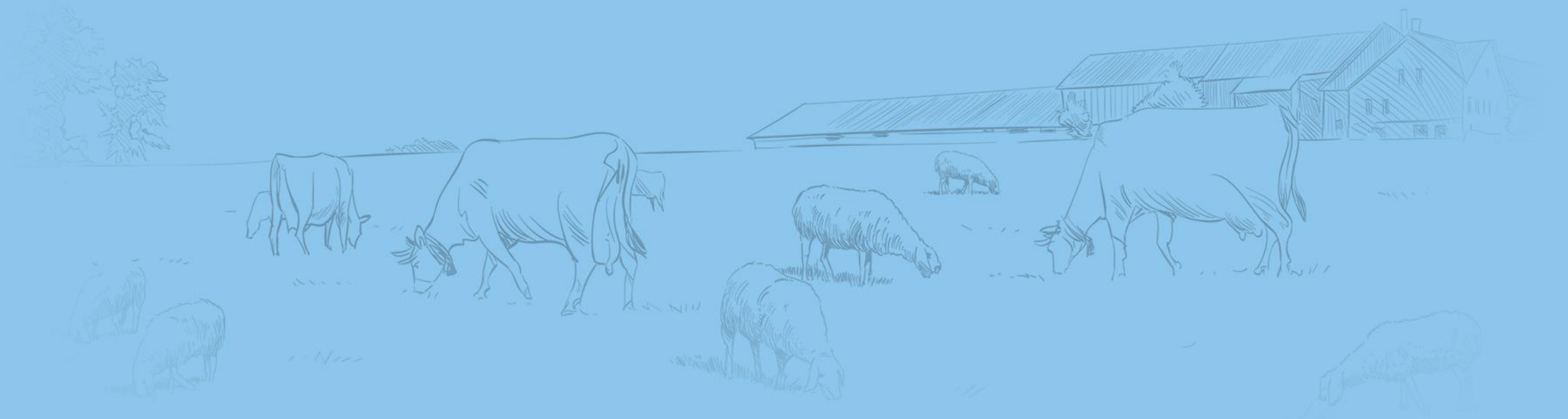
+90
TEAM

- Dedicated market experts based in each market
- Over 50% in software & product R&D



Product Offering

Solutions to every problem





Farm

Livestock Management Software, including Medicines & Regulatory, Pasture management, RFID integration and Sale & Processing Integration.



Enterprise

Enterprise Insights, including supply chain, sustainability, financial services, genetics and antibiotics insights.



Vets

TB Testing software expanding out to an integrated Vet/Herdwatch Solution.

Why farmers love Herdwatch

How did we get here?

Herdwatch's focus has always been on helping the farmer, with farmers being core to our business over the last 10 years. Whether that is in running their herds and flocks, or how they partner with enterprises in their supply chain.

How does it help?

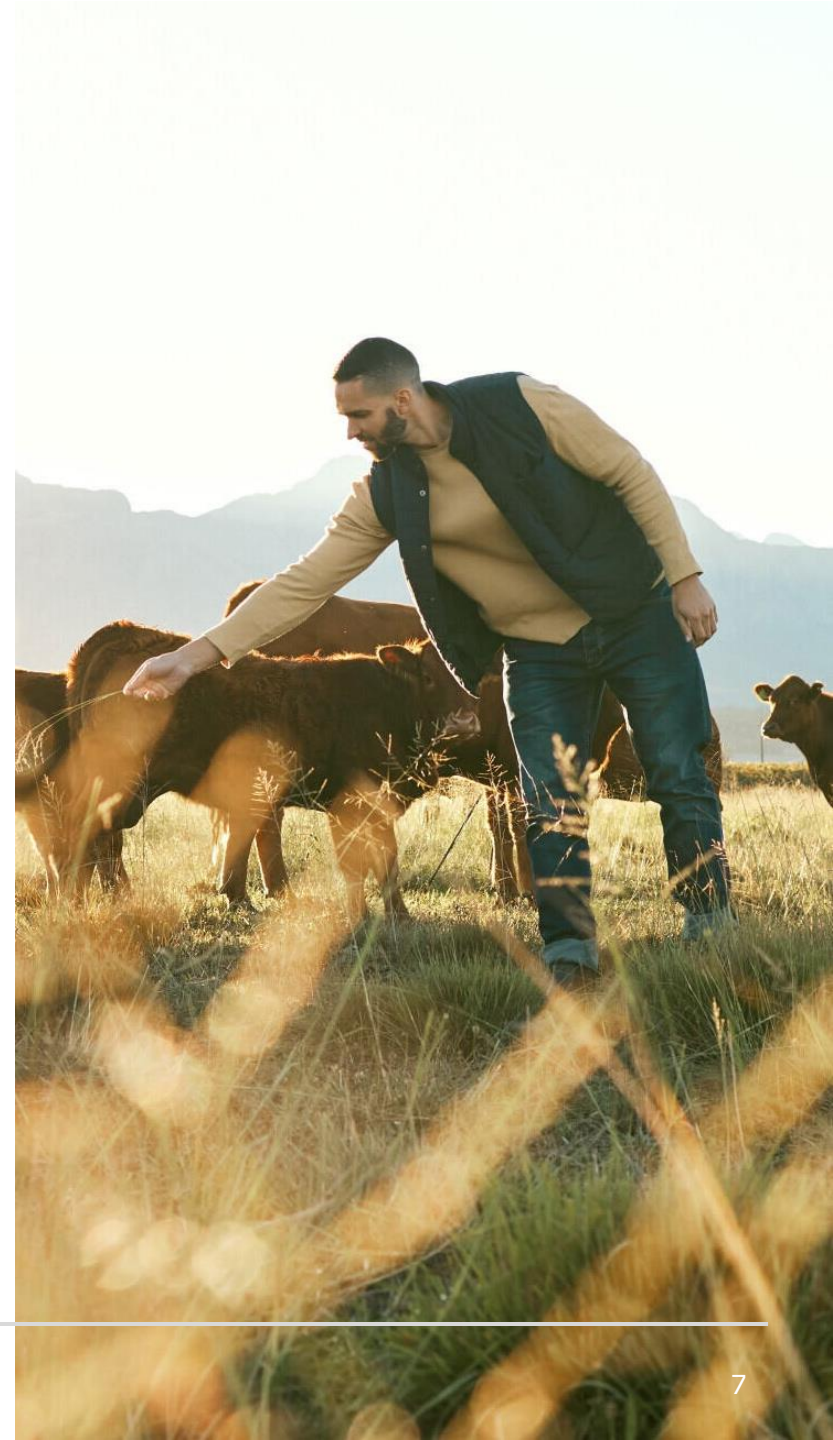
The Herdwatch platform provides the farmer with animal, herd and pasture insights and ensures that they are compliant and integrated with all regulatory authorities. Empowering the farmer to focus on managing their livestock and driving insight derived performance.

What does it do?

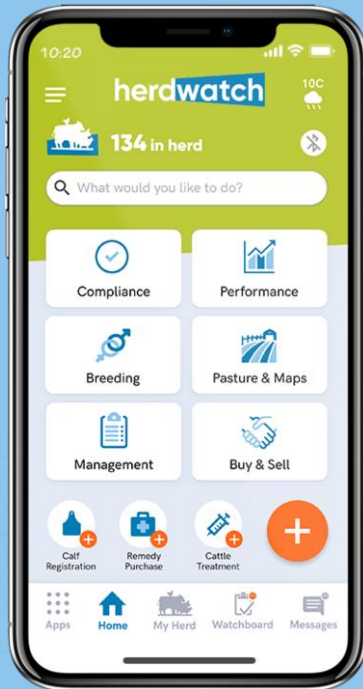
The core Herdwatch applications provide Beef, Dairy and Sheep farmers with everything they need to run their farm, including individual animal management, herd / flock management, health records, pasture management, performance insights and IoT integration.

And the Result...

Herdwatch has developed into the largest livestock management solution globally with an incredibly loyal farmer base and a product NPS of +65 and CSAT of 98.



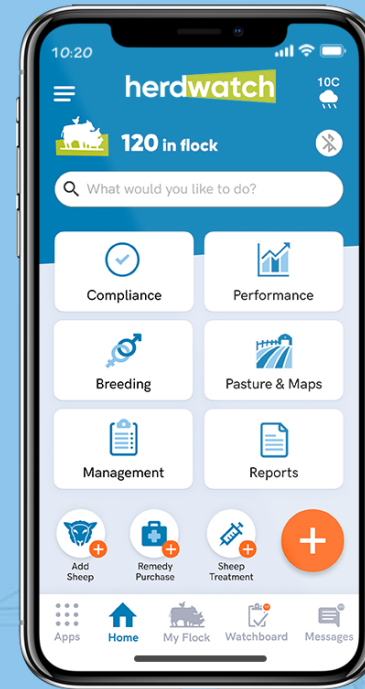
Farm Core Products



Beef/Dairy



Pasture



Sheep



Web/Farm



Farm

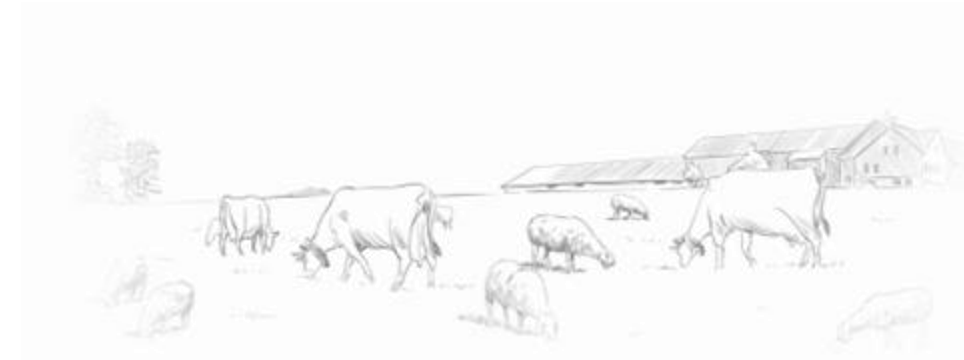
Our Core Products

Livestock Management

- Real-time data collection and monitoring.
- Animal Health
- Breeding cycle
- Weight, Movement & Feed Monitoring
- RFID & Weighing – fully integrated services

Pasture Management

- Manage pasture, crops & grazing schedule
- Track cultivations, seeding events, soil health & yields
- Generate pasture records
- Create field jobs and reminders
- Manage costs and track application history by field
- Track rotational grazing by animal, mob and herd



Inventory Management

Feed, medicines, and other supplies. Automated alerts for reordering and inventory optimisation.

Compliance & reporting

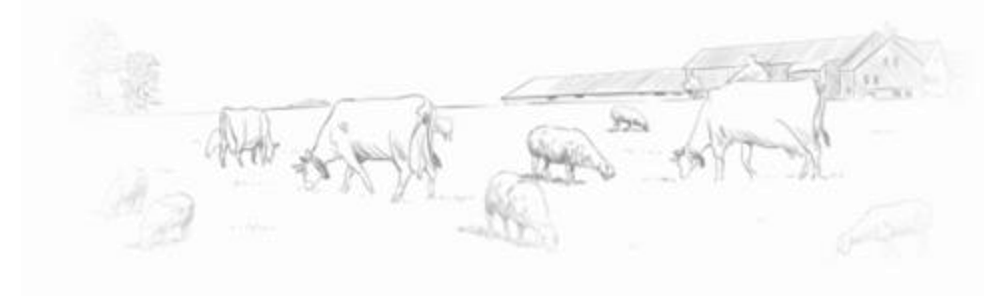
Automated compliance tracking for local, national, and international regulations, including health and safety, animal welfare, and carbon & environmental standards. Customisable reporting tools for audits and inspections.

Financial Management

Tools for tracking profit and loss through weight and sales insights enable more informed and data-driven management decisions.



Integrations



TRU TEST

- S3
- Ezi Weigh range
- ID 3000
- XRP panel reader
- SRS, XRS, SRS I range



GALLAGHER

- TW Range
- TWR Range
- HR 4, HR5
- W0



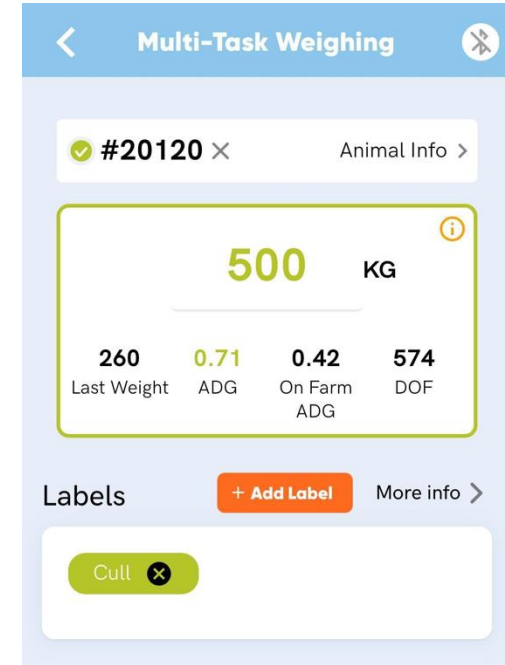
ALLFLEX & Agrident

- LPR
- AWR Range
- APR Range
- RS420



SHEARWELL DATA

- SDL 440
- SDL 440s



Dairy
Processors



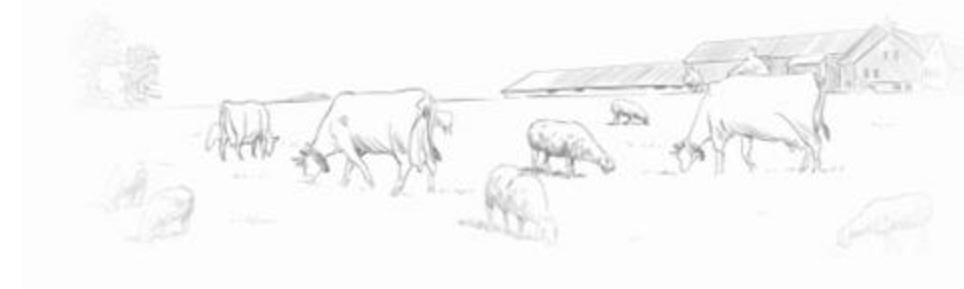
Milking
Parlours





Enterprise

Problems our enterprise products solve



Inventory & performance management

- Gain comprehensive visibility of animals within your supply chain, including detailed on-farm performance metrics such as health, growth rates, and production efficiency.
- Monitor the effectiveness and timeliness of farm activities to identify areas for improvement and streamline operations.

Market Intelligence

- Predict when animals will be ready for slaughter by analysing growth patterns and health data, enabling better supply chain planning and market readiness.
- Enhance insights into future supply through predictive analytics, ensuring consistent and reliable supply chain operations.

Sustainability

- Gain an understanding of the carbon footprint of your supply chain & understand where the opportunities lie to improve.
- Have a better understanding of Scope 3 emissions along the chain

Financial Services

- **Risk Assessment:** By providing real-time visibility into herd data—livestock numbers, health metrics, and trading activity—Herdwatch Enterprise enables financial institutions to underwrite loans more precisely, reduce uncertainty, and ultimately offer more competitive rates to farmers.
- **ESG Compliance & Green Financing:** Leveraging on-farm emissions data, the platform helps lenders track and reduce financed Scope 3 emissions.

Enterprise

New Enterprise Product Suite – Launching Q2 2025



herdwatch enterprise

Linda S

Animals in Herd 10,000 Animals

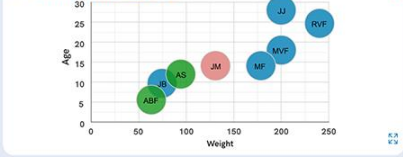
| | |
|-------------------|-----|
| Adam's Bull Farm | 200 |
| Alec Schmidt | 150 |
| Bella Rose Farm | 220 |
| Castle River Farm | 310 |
| Celtic Beef Farm | 190 |
| Jane Smith | 180 |



Movement Off No. of Animals Date

| | | |
|--------------------|----------------|------------|
| Adam's Bull Farm | 20 Animals | 02/12/2024 |
| Alec Schmidt | 30 Animals | 02/12/2024 |
| Meadows Farm | 10 Animals | 02/12/2024 |
| River View Farm | 5 Animals | 02/12/2024 |
| Mountain View Farm | UK015004050009 | 02/12/2024 |
| Jess Brown | UK015004050010 | 02/12/2024 |

Average Weight by Age



herdwatch enterprise

Linda S



| Farm Name | Holding Number | Tag | Sex | Breed | D.O.B |
|-----------------|----------------|----------------|-----|------------------|------------|
| John Jones | X1234567 | UK162042606709 | M | HEREFORD (HE) | 25/02/2024 |
| John Jones | X1234567 | UK162042606709 | M | HEREFORD (HE) | 25/02/2024 |
| John Jones | X1234567 | UK162042606709 | M | HEREFORD X (HEX) | 25/02/2024 |
| River View Farm | X1234577 | UK162042606710 | M | LONGHORN (LH) | 10/02/2024 |
| River View Farm | X1234577 | UK162042606710 | M | LONGHORN X (LHX) | 10/02/2024 |
| River View Farm | X1234577 | UK162042606710 | M | LONGHORN (LH) | 10/02/2024 |

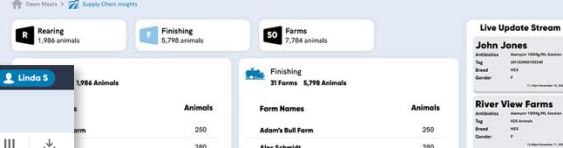
herdwatch enterprise

Linda S

| Farm Name | Holding Number | Tag | Sex | Breed | D.O.B | Age (mth) | Days since Last weight |
|--------------------|----------------|----------------|-----|---------------------|------------|-----------|------------------------|
| John Jones | X1234567 | UK162042606709 | M | HEREFORD (HE) | 25/02/2024 | 5 | 70 |
| John Jones | X1234567 | UK162042606709 | M | HEREFORD (HE) | 25/02/2024 | 5 | 70 |
| John Jones | X1234567 | UK162042606709 | M | HEREFORD X (HEX) | 25/02/2024 | 5 | 70 |
| John Jones | X1234567 | UK162042606709 | M | HEREFORD X (HEX) | 25/02/2024 | 5 | 70 |
| River View Farm | X1234577 | UK162042606710 | M | LONGHORN (LH) | 10/02/2024 | 4.5 | 55 |
| River View Farm | X1234577 | UK162042606710 | M | LONGHORN (LH) | 10/02/2024 | 4.5 | 55 |
| River View Farm | X1234577 | UK162042606710 | M | LONGHORN X (LHX) | 10/02/2024 | 4.5 | 55 |
| River View Farm | X1234577 | UK162042606710 | M | LONGHORN X (LHX) | 10/02/2024 | 4.5 | 55 |
| River View Farm | X1234577 | UK162042606710 | M | LONGHORN (LH) | 10/02/2024 | 4.5 | 55 |
| Mountain View Farm | X1234587 | UK162042606711 | M | ABERDEEN ANGUS (AA) | 06/02/2024 | 4.5 | 55 |
| Mountain View Farm | X1234587 | UK162042606711 | M | ABERDEEN ANGUS (AA) | 06/02/2024 | 4.5 | 55 |

herdwatch enterprise

Linda S



| Farm Name | Holding Number | Tag | Sex | Breed | D.O.B |
|-----------------|----------------|----------------|-----|------------------|------------|
| John Jones | X1234567 | UK162042606709 | M | HEREFORD (HE) | 25/02/2024 |
| John Jones | X1234567 | UK162042606709 | M | HEREFORD (HE) | 25/02/2024 |
| John Jones | X1234567 | UK162042606709 | M | HEREFORD X (HEX) | 25/02/2024 |
| River View Farm | X1234577 | UK162042606710 | M | LONGHORN (LH) | 10/02/2024 |
| River View Farm | X1234577 | UK162042606710 | M | LONGHORN X (LHX) | 10/02/2024 |
| River View Farm | X1234577 | UK162042606710 | M | LONGHORN (LH) | 10/02/2024 |

Thank You

Contact James@herdwatch.com for more information

