## DATAMARS

## **Datamars Company Presentation**

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#### **Datamars: The Identification Company**

#### **Datamars Segments at a Glance**



players



Global #1
Only fully vertically
integrated player tag to
reunification database
services



#### **A Genuinely Global Business**



#### **Expansion through M&A**

Year	Company acquired	Location	Target Geographies	Rationale
2009	Rumitag	Spain	EU / LatAm	Entry into LID; assets acquired from bankruptcy estate of 3i-backed business
2011	demaplast	Italy	Europe / MENA	<ul> <li>In-house injection molding expertise and capacity; market presence in Europe and MENA; LID product portfolio</li> </ul>
2012	Temple Tag	US	North America	<ul> <li>#1 provider of ID solutions to US feedlot industry; US LID entry as meaningful player</li> </ul>
2013	QuickTag	UK	UK	Direct entry into UK (largest LID market in Europe)
2014	Tags	NZ / US / Europe	NZ / US / Europe	<ul> <li>#3 global player in LID with strong brand and product portfolio</li> </ul>
2014	Vethica 	France	France	<ul> <li>Leading French PID player, utilised in addition as platform to enter the French LID market</li> </ul>
2015	BENTLEY	Romania	Eastern Europe	<ul> <li>Market leader in third biggest sheep and goat (EID) market in Europe</li> </ul>
2016	ROXAN	UK	UK	■ Technological innovator and #3 in UK sheep and goat market
2016	FELIXCAN ANIMAL ID	Spain	EU	Leading PID player with material LID business (c.22% of revenue), enables significant capacity expansion
2016	PLANA ET	Germany	Germany	<ul> <li>Leading German PID platform, utilised as Datamars' platform to enter the German LID market</li> </ul>

### **Datamars' Portfolio of Brands**

Local brands long-established in individual countries or regions ensures that a broad portfolio of brands is required to be a global player

Brands		Geography	Main Products Sold	Examples of Products
LID	DATAMARS	■ Global	All AID products	
	Quicklag	• UK	Cattle and Sheep and Goat tags to Trade / Distribution	0434
	Tags	■ Global	<ul> <li>New Zealand legacy business – cattle and Sheep and Goat tags (Z tags line) and readers</li> </ul>	
	VTemple Tagʻ	North America	Feedlot tags (cattle)	101
	<b>Agri</b> ∏ SOATAMANS	<ul><li>Australia</li></ul>	Cattle and Sheep and Goat tags (Alpha tag line) and readers	
	ROXAN	<ul> <li>UK, Canada, France</li> </ul>	Mainly Sheep and Goat tags direct	
	CADER TAGE HA VAGE.	• UK	Cattle and Sheep and Goat tags direct	* * *
	FELIXCAN ANIMAL ID	■ Global	All AID products	<b>** *** *** *** ***</b>
PID	DATAMARS	Global	All AID products	
	petl <sup>®</sup> nk.net	North America, France	Reunification services, accessories and pet tags	BUDDY & HOLDER
	<b>Vethica</b>	France	<ul><li>PID tags</li></ul>	Type W-west
	FELIXCAN ANIMAL ID	<ul> <li>Global</li> </ul>	All AID products	<b>\$ 191011 5</b>
	CANNET SE	<ul> <li>Global</li> </ul>	PID tags and readers	
TID	texfile D DATAMARS	<ul><li>Global</li></ul>	All TID products	DATAMARS •

#### **Datamars' Growth Story**

# Datamars: An RFID Company

1988-1998
Founding of
RFID
Specialist in
Pets and
Textile

- Established as a joint venture between barcode-specialist DATAlogic and watch-component manufacturer AudeMARS (hence the name DATAMARS)
- Inventor of the Laundry Tag<sup>™</sup>, the world's first RFID tag for textile identification
- Products produced inhouse in Bedano, Switzerland

1999 – 2005 Internationalis ation

- Establish presence in the US
- Sign up major pharma companies as OEM clients to develop the PID market
- Pioneering and creation of animal ID standard in ISO and subsequent promotion of the standard world wide

2006-2008 Vertical Integration / Margin Improvement

- Establish in-house production
  - Founding of DM Thailand as main (electronics) production site
  - In-source along value chain
  - Promotion of open ISO standards into the US
  - Settlement of US litigation resulting from introduction of ISO AID standard by DM

2007 – 2011 Add New Vertical Adjacent Business

- Preparation and entry into new / adjacent vertical LID
- Acquisition of Rumitag, established DM in Spain
- Founding of DM
  Australia, LatAm
  (Uruguay, Argentina)
  Establish US subsidiary i
- Establish US subsidiary in Boston to start direct business model in PID US
- Launch of PetLink reunification service as new brand in the US

Launch of livestock ID business through acquisitions of assets from Rumitag and Demaplast

 Demaplast acquisition injection moulding, creating the first fully integrated player in the livestock ID space 2012-2015 Platform Investments, LID Roll-out

- Acquisition of TempleTag to establish US LID business
- Acquisition of QuickTag to establish LID in the UK
- Acquisition of Zee Tags, global #3
- Add established brand and product portfolio
- In-source production
- Establish global footprint
- Concentrate production and manufacturing in new factory in Slovakia for all of EMEA
- Double production sites in the US and Thailand to accommodate expansion in LID

Datamars: The Identification Company

2015-16
Leverage
Platform with

Further expand market share through targeted acquisitions

**Further** 

**Expansion** 

- Move into untapped geographies (Africa, China, Asia)
- Expand product and service portfolio into adjacent and synergetic sectors

2017 Strengthen Investor Base

- Increased interest from investor side into DM
- DM looking to grow further and strengthen investor base with stable and long term financial investor to support growth
- Signed SHA with CDPQ, Canadian Pension Fund
- Some of existing investors rolled over and even increased
- Significant management participation

#### **Domande**

## Grazie!