Datamars Company Presentation

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Datamars: The Identification Company

Datamars Segments at a Glance

LID

Global #2

One of only two fully vertically integrated players

PID

Global #1

Only fully vertically integrated player tag to reunification database services

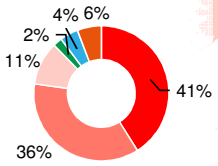
TID

Global #1

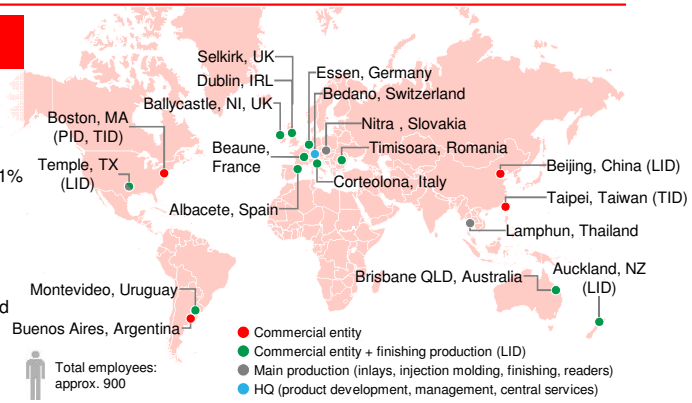
Industry pioneer – inventor of the laundry chip

A Genuinely Global Business

FY16E Revenue by Geography



- North America
- Europe
- Australia/New Zealand
- Latin America
- Africa
- Rest of the World



Expansion through M&A

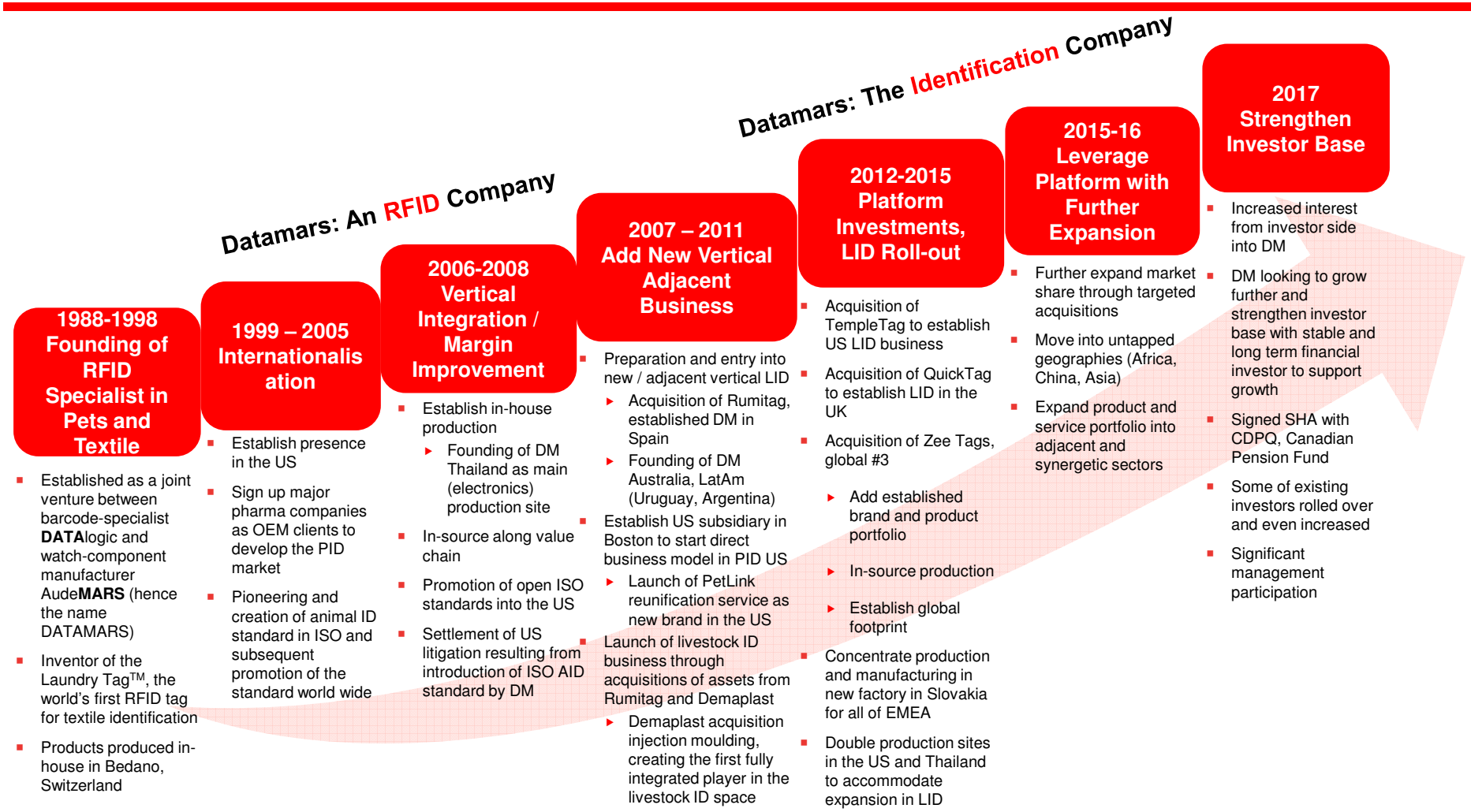
Year	Company acquired	Location	Target Geographies	Rationale
2009	Rumitag	Spain	EU / LatAm	▪ Entry into LID; assets acquired from bankruptcy estate of 3i-backed business
2011	demaplast	Italy	Europe / MENA	▪ In-house injection molding expertise and capacity; market presence in Europe and MENA; LID product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

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	
	QuickTag	▪ UK	▪ Cattle and Sheep and Goat tags to Trade / Distribution	
	Z Tags	▪ Global	▪ New Zealand legacy business – cattle and Sheep and Goat tags (Z tags line) and readers	
	Temple Tag	▪ North America	▪ Feedlot tags (cattle)	
	AgriID	▪ Australia	▪ Cattle and Sheep and Goat tags (Alpha tag line) and readers	
	ROXAN	▪ UK, Canada, France	▪ Mainly Sheep and Goat tags direct	
	EasyTag	▪ UK	▪ Cattle and Sheep and Goat tags direct	
	FELIXCAN ANIMAL ID	▪ Global	▪ All AID products	
PID	DATAMARS	▪ Global	▪ All AID products	
	petlink.net	▪ North America, France	▪ Reunification services, accessories and pet tags	
	Vethica	▪ France	▪ PID tags	
	FELIXCAN ANIMAL ID	▪ Global	▪ All AID products	
		▪ Global	▪ PID tags and readers	
TID	textileID DATAMARS	▪ Global	▪ All TID products	

Datamars' Growth Story



Domande

Grazie!