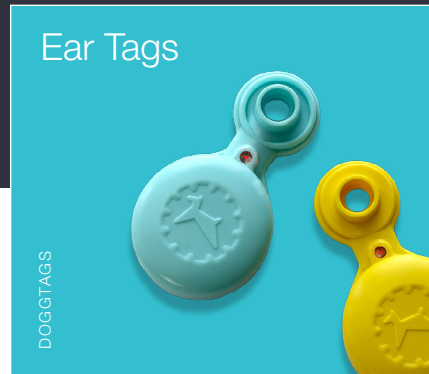


At the intersection of AgTech and the Internet of Things (IoT), HerdDogg is an early-stage company providing data collection hardware and software for animal traceability, including:



Ear Tags

Patented ear tag technology that collects animal identification, location, movement, and health data.



Readers

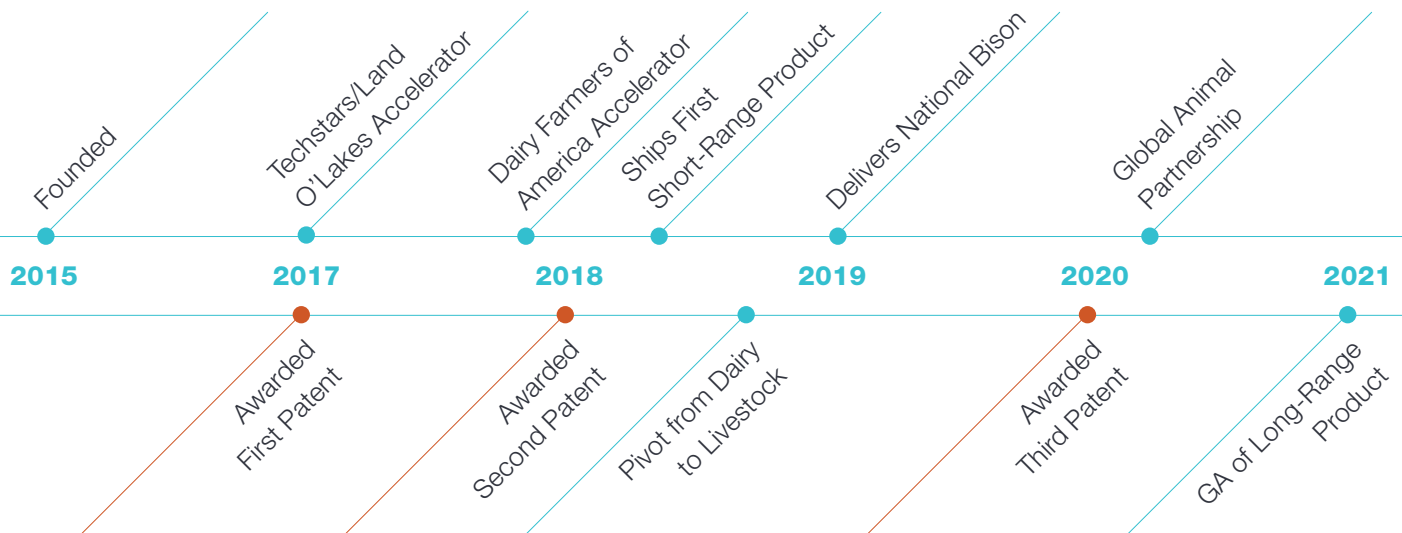
Proprietary readers that collect the data in real time from a range of 300 feet and transmit the data to a multi-tenant cloud application that analyzes the data.



Mobile App

A mobile application that delivers real-time alerts and analysis to ranchers.

History & Milestones



The Opportunity

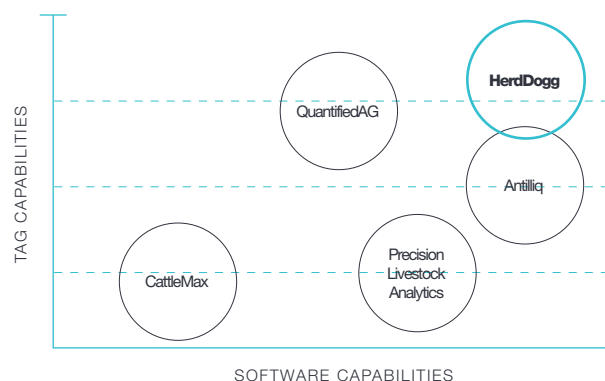
There are more than 150,000 small farmers/ranchers in the top 10 beef-producing states in the US. HerdDogg targets these beef producers, selling primarily through strategic partners that certify beef for programs for restaurants and retailers such as Whole Foods, which inform consumers where and how its animals are raised and treated. HerdDogg is a strategic partner of the Global Animal Partnership (the Whole Foods program) and the National Bison Association, and has 5 other partnerships in advanced stages of development. Beyond the US market, HerdDogg is appropriate for any beef-producing country, and has a presence in Brazil and Australia.

There is growing momentum for traceability in the US beef supply chain, but no federal mandate yet. Ranchers have historically resisted traceability programs, but are increasingly willing to adopt such technology when convinced it will make them more money per animal. HerdDogg marries the demand for traceability with low-cost, highly-usable technology that helps producers increase profitability by qualifying animals for premium prices, reducing labor costs and animal loss, and improving breeding efficiency.

The Market

There is no clear leader in the fragmented animal ID and traceability market. Although other intelligent tags exist, HerdDogg's tags are smaller, cheaper, more durable, and more capable than any others currently available. Its readers are very flexible and affordable. Today, its software provides greater functionality and higher usability, and is the foundation for other value-added applications and services such as beef supply chain management, a rancher-first digital marketplace, and other data-as-a-service applications.

HerdDogg Competitive Position



Acquisition activity in the animal traceability market segment has been high, starting with the purchase by Merck of traceability hardware and software provider Antelliq in late 2018 for \$2.4 billion. More recent transactions in the space include the acquisition of Precision Livestock Analytics by Zoetis in March 2020 for an estimated \$140 million and the purchase of Quantified Ag by Merck in June 2020 for an undisclosed amount.

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