



Lewis Frost
Chief Operating Officer
Ceres Tag

CERES

TAG

Direct to Satellite Livestock Information Platform
& Smart Ear Tag

Animal Provenance and Welfare

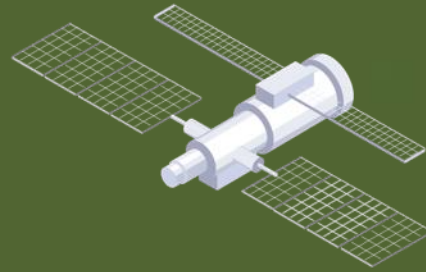
The Challenge

- Population growth
- Less land, more food
- Consumer driven demand
- Provenance Marketing
- Bio Security (BVD, FMD, M.Bovis)
- Challenging market global forces
- Rise in middle class in Asia seeking better protein diet
- Generational shift in industry
- More adept to technology and seeking data for better timely decisions



The Big Idea

The world's **ONLY DIRECT TO SATELLITE** ear tag, soon to be world's **ONLY ACCREDITED** smart tag







How does it work?

Economic, Social and Environmental benefits

Animal breakout alerts

- Theft
- Wandering

GPS Positioning

- Finance/Insurance
- Asset Register
- Land use
- Carbon Farming
- Mustering



Movement monitoring (Accelerometer)

- Behavioural traits
- Health / Biosecurity
- Reproduction
- Distress

Traceability & Provenance

- High retention
- No battery change
- Solar energy harvesting
- Algorithm Updateable
- RFID (for National Traceability)

Temperature

- Health/Biosecurity
- Heat tolerance

Satellite Communication

Bluetooth Communication

All Terrestrial Animals

- Initial focus Australia/New Zealand beef (30 million) closely followed by South America (500 million), North America (150 million), Southern & Eastern Africa (70 million) then Europe and the rest of the world.
- Global Beef herd 1.2 billion
- Sheep, goats to follow (Global Herd 2.5 billion)
- License to expand to Wildlife & Companion Animals
- Automated and Satellite capability for animal assets anywhere, anytime, no ground infrastructure, no maintenance, no subscription

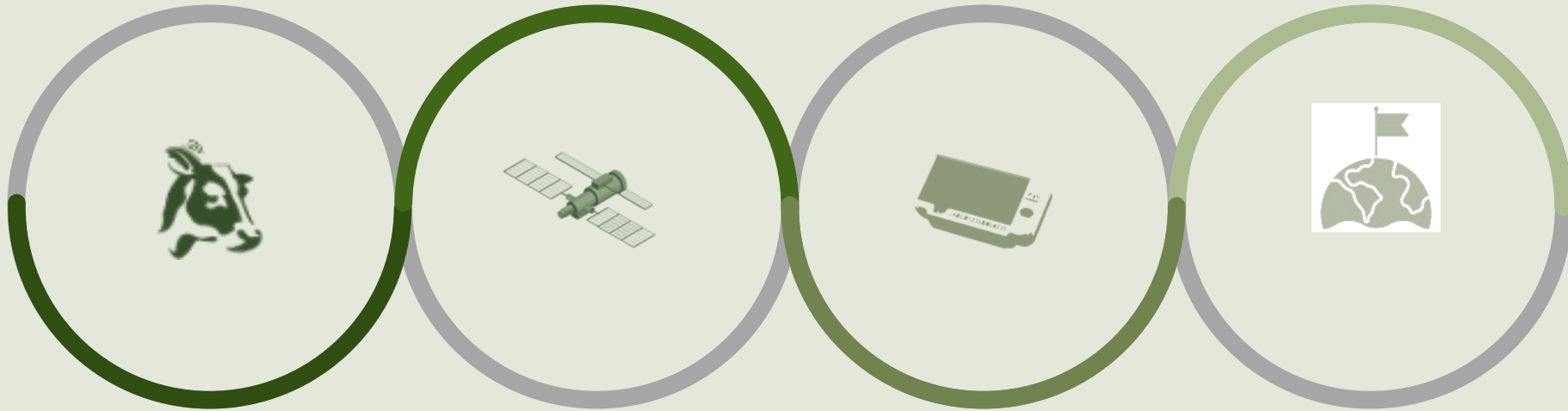


ONE TAG, ONE LIFE

Tags are recyclable,
not reusable



Currently



Tags on animals in
North Australia

Communicating direct
via satellite to Ceres
Cloud

Next step:
Manufacture 3000
tags

Deployments: Kenya,
South Africa,
Switzerland, Australia,
New Zealand, Brazil,
USA, Canada





CERES

TAG

A New Perspective



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