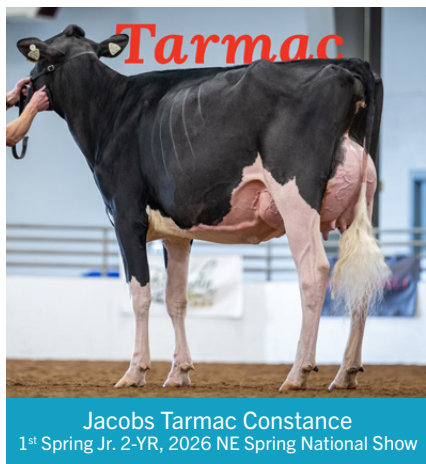


Ambrose *RC EX-94



This proof round brings big news for Holstein breeders, with highly reliable proven sires joining the lineup — including a couple of absolute game changers. Together, these sires add even more depth, reliability, and genetic excellence to our already power-packed lineup.

The highly anticipated debut of **Progenesis Ambrose *RC EX-94** has arrived and delivered exactly what breeders around the world expected. Exceptional field reports and impressive daughter images have been building momentum for months, and his first official proof now validates the excitement surrounding this elite standout sire. By Ranger-Red, **Ambrose's** dam is **Mystique Lambda Anis EX-93-2E 9*** from the matriarch, **2023 Holstein Canada Cow of the Year Mystique Extreme Abricot EX-94-6E 11***. **Ambrose** delivers the balanced combination of production and type that today's dairymen demand. Along with ample Milk (+1189 kg) and outstanding Conformation (+14), he excels for Dairy Strength (+13 Rib Structure, +11 Overall), mobility (+11 F&L's), ideal Rumps (+12 Overall, +14 Loin, 9L Rump Angle), and the kind of wide, well-attached, shallow udders (3S) that breeders value generation after generation. **Ambrose's buzz is real — and it's just beginning!**



Jacobs Tarmac Constance
1st Spring Jr. 2-YR, 2026 NE Spring National Show

Rib Structure (+10), creating powerful, productive cows built to last. Sired by the high-type Barolo and from a VG-87 King Doc dam, **Tarmac** is an obvious cross to use on today's many prevalent

Our second proven sire addition, **Westcoast Tarmac**, had already been making his mark with early fancy daughters in the show ring. **Tarmac** combines a solid profile for production with +462 Milk, +85 Fat (+.56%), +38 Protein (+.19%) and as expected, elite type with +12 for Conformation and Mammary System. His daughters will also impress with strong tops (+10 Loin) and exceptional

Lambda bloodlines, as an outcross source of added capacity.

Other Proven Sire Highlights: Our top GLPI proven sire, **Cook-iecutter Larson**, continued his climb up the charts with the addition of close to 600 more milking daughters. This highly reliable modern sire gained over 200 kg for Milk to +1636 Milk while jumping to +110 Fat (+.36%), and +66 Protein (+.07%), and holding on type at +8! **Larson** offers it all — **Calving Ease**, **Fertility First®**, **Robot+™**, and **A2A2** — making him a smart, profitable, well-balanced choice for breeders. **Larson** will be available both conventionally or **Day-To-Day Sexed**.

Kings-Ransom Dropbox continues to impress as more daughters strengthen his Canadian proof, climbing more than 200 points to +3652 GLPI while gaining for every production trait and reaching an outstanding +9 Conformation. **Dropbox** delivers the rare combination of elite profitability and eye-catching type, making him an ideal choice for breeders focused on long-term genetic progress. From 14 generations of VG and EX dams, **Dropbox** is backed by one of the breed's most respected maternal lines — the **Casp Daze EX-95-2E family at Kings-Ransom**. **A2A2** and **BB**, and now a proven settler (65 Semen Fertility), he consistently delivers daughters with exceptional udders (6S Udder Depth), long, open frames, ideal rump structure (3L Rump Angle), and added health and longevity through Mastitis Resistance (106) and Lactation Persistence (105). Quickly establishing himself as the **preferred cross on today's prevalent Lambda bloodlines**, **Dropbox** is creating the kind of balanced, high-quality daughters that become the foundation of great herds. **Dropbox** is the kind of bull that fits — **anywhere, and everywhere!**

Mr Ernestanthony Havenofear is built for today's protein-focused marketplace, combining the production, type, and fertility traits that drive profitability. With solid Milk (+1209), **Havenofear** offers a unique advantage for Protein (+0.12%) over Fat (-0.28%) which aligns perfectly with the growing demand for protein production. Reaching an impressive +13 Conformation this proof round, he confirms what we've been hearing from breeders and witnessing firsthand — **Havenofear** daughters possess the kind of style, balance, and quality that consistently delivers where it counts. A **Calving Ease** specialist (104) and reliable stopper (Semen Fertility 66), expect **Havenofear** to offer exceptional udders (+11), problem-free feet (+14 Heel Depth), well-structured rumps (+7 Loin, 6L Rump Angle), and open, dairy frames (+10 Dairy Strength, +9 Rib). With production, type, and fertility working together, **Havenofear is built to leave a lasting impact.**

Claynook Cracker EX-91 (Mezzoforte x Renegade) continues to improve round after round with his high-ranking, profitable production profile. **Cracker**, who improved for both official national indexes, every production trait, and Conformation this round, is a true production powerhouse at +3765 GLPI, with +864 Milk, +130 Fat (+0.78%), and +64 Protein (+0.26%), with a solid type at +6 Conformation. **Cracker** will deliver daughters with exceptional F&L's (+12) and the **Calving Ease**, and **Fertility First®** designations that today's breeders demand.

NEW



More Turns. More Milk. More Profit.

Genetics That Keep Robots Turning.

NEW — A Semex-exclusive, **Robot+™** is your best way to identify genetics built for automation — increase your turns, put more milk in your tank, and increase your profits.

The **Robot+** index is built on four profit-driven traits:



Milking Efficiency
45%



Robot Conformation
15%



Robot Behaviour
30%



Udder Health
10%

The Complete Index for Robotic Dairy Success

Robot+ is the easiest way to make genetic selection decisions by combining Milking Efficiency, Robot Behaviour, Robot Conformation, and Udder Health traits into one index. Producers can easily and confidently focus on one performance-based index, suited for automated systems. **Robot+** is based on more than 15 million robotic milking visits. This extensive dataset is growing and provides real-world insight into how cows perform in automated systems. With **Robot+**, decisions are made with information derived from real robot data rather than assumptions or indirect indicators, making it the best tool for genetic selection.

The **Robot+** Index is the only index featuring two proprietary traits developed by Semex in partnership with Dairy Data Warehouse (DDW).

- 1. Milking Efficiency:** This trait measures milking time, adjusted for milk volume, from the moment the first cup is attached to the moment the last cup is detached (also referred to as Residual Milking Time).
- 2. Robot Behaviour:** This refers to a cow's actions throughout robotic milking, including willingness to visit, attachment performance, behaviour during milking, and efficiency entering and exiting the robot.

Robot+ evaluations are available for all Semex Holstein, Jersey and Ayrshire sires and all Elevate-tested females. By identifying these genetics sooner, dairies can make confident replacement and mating decisions. This gives herds the opportunity to improve

their herd performance generation after generation. Improvements in robot utilization, labour efficiency, cow flow, attachment success, and udder health all contribute to increased profitability. These genetic gains accumulate and compound over future generations. This provides dairies with a long-term strategy to maximize robotic investments.

All Holstein, Jersey, and Ayrshire females tested through **Elevate®** since the service's launch will be assigned a **Robot+** Index evaluation. This will also be expressed on a 100-point Relative Breeding Value (RBV) scale. A score of 100 represents the breed average, and every point above 100 indicates increased genetic merit. Along with the overall **Robot+** Index, animals will receive individual Relative Breeding Values (RBVs) for the two proprietary robotic milking sub-traits, **Robot Behaviour** and **Robot Efficiency**.

Robot+ also integrates with Semex's **myStrategy**. Producers can incorporate robot performance into a customized **myIndex™** and optimizations tailored to their herd goals. Rather than using a one-size-fits-all approach, producers can balance **Robot+** with other important traits such as production, fertility, longevity, health, and profitability. This flexibility ensures genetic progress in robotic efficiency aligns with the unique needs of each operation.



Build the next generation of robot-ready cows with **Robot+™ and Elevate®.**



Robot+ delivers.