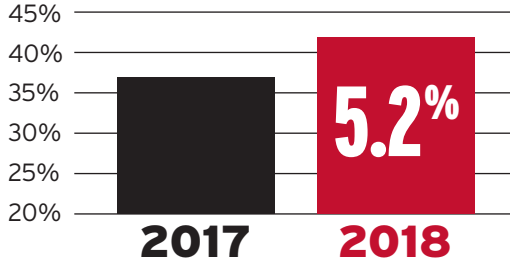


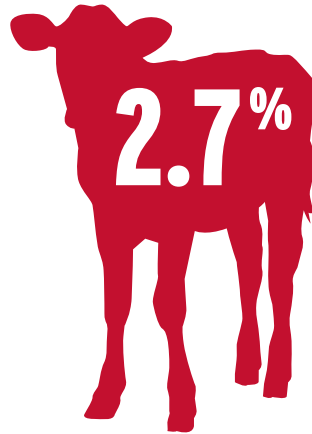


ONE YEAR FERTILITY INCREASE



Internal data shows 5.2% increase in fertility across all Semex bulls.

Fertility First™ sires have



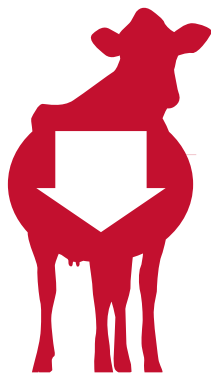
2.7% HIGHER CONCEPTION RATE

than other Semex sires based on Semex's internal database of over 500,000 breedings



From the barn, to the lab, to the tank and to the farm gate, we are Science Driven and Results Focused

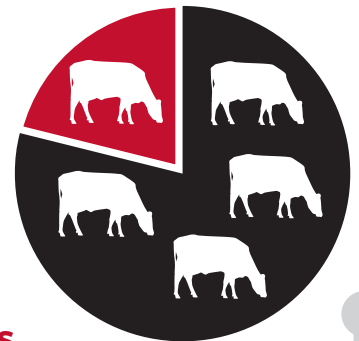
2% INCREASE in overall herd pregnancy rate using Fertility First semen



\$11 REDUCED COST PER PREGNANCY

DeVries v.Calculator14

21% of cows leave the herd due to fertility issues



NAHMS survey 2014



Fertility First™