



What are Wagyu worth?

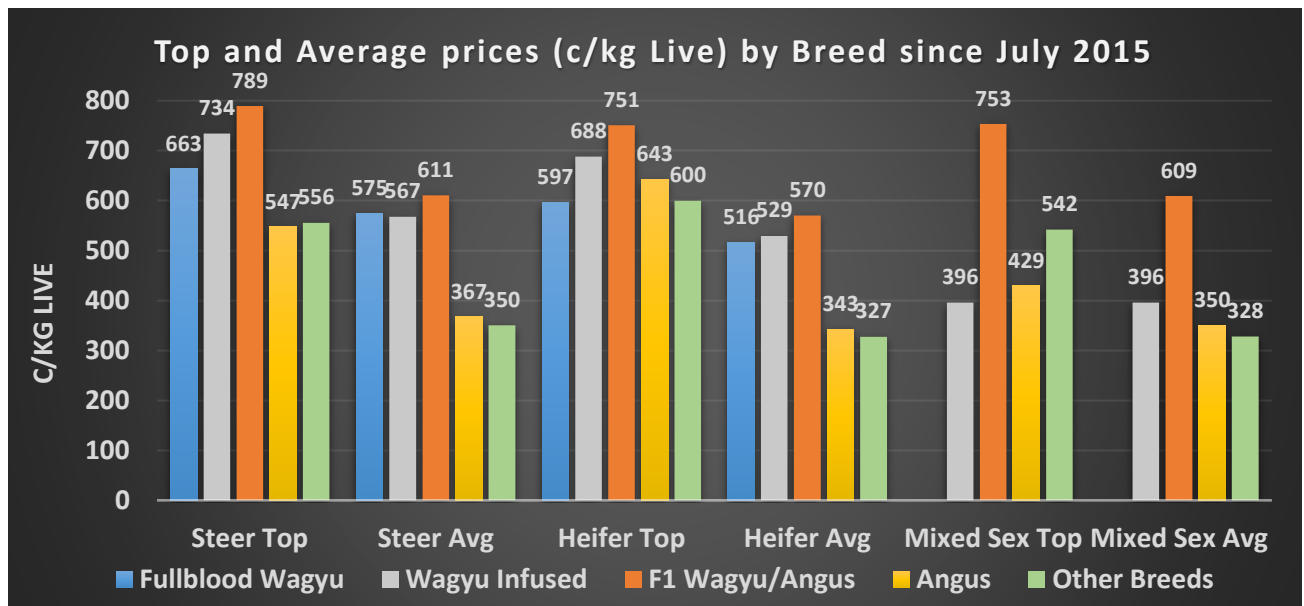
Wagyu producers Australia-wide are utilising the online marketplace to deliver a pricing indicator for their stock and ensure the premium product is marketed to the best of its ability.

Since the 'Wagyu Revolution' commenced in July 2015 when a producer utilised AuctionsPlus to offer F1 Wagyu/Angus Steers and Heifers, making 557c/kg live (market indicator at the time was 420c/kg live), the presence of Wagyu in the online marketplace has continued to grow in volume and price and is now seen as the primary marketplace for Wagyu cattle in Australia.

- Over 300 buyers Nationally in weekly Eastern States Sales
- Delivering a visible price indicator
- Opening new supply channels for all Wagyu operations
- Promoting Wagyu Brands to over 50,000 unique individuals per month

Buyers are utilising AuctionsPlus to secure cattle of known genetics with an assurance of specifications. New relationships have been developed and new supply channels have been opened.

All major feedlot buyers have engaged the platform to source Wagyu cattle.



"F1 Wagyu/Angus tends to achieve the highest price across all categories."

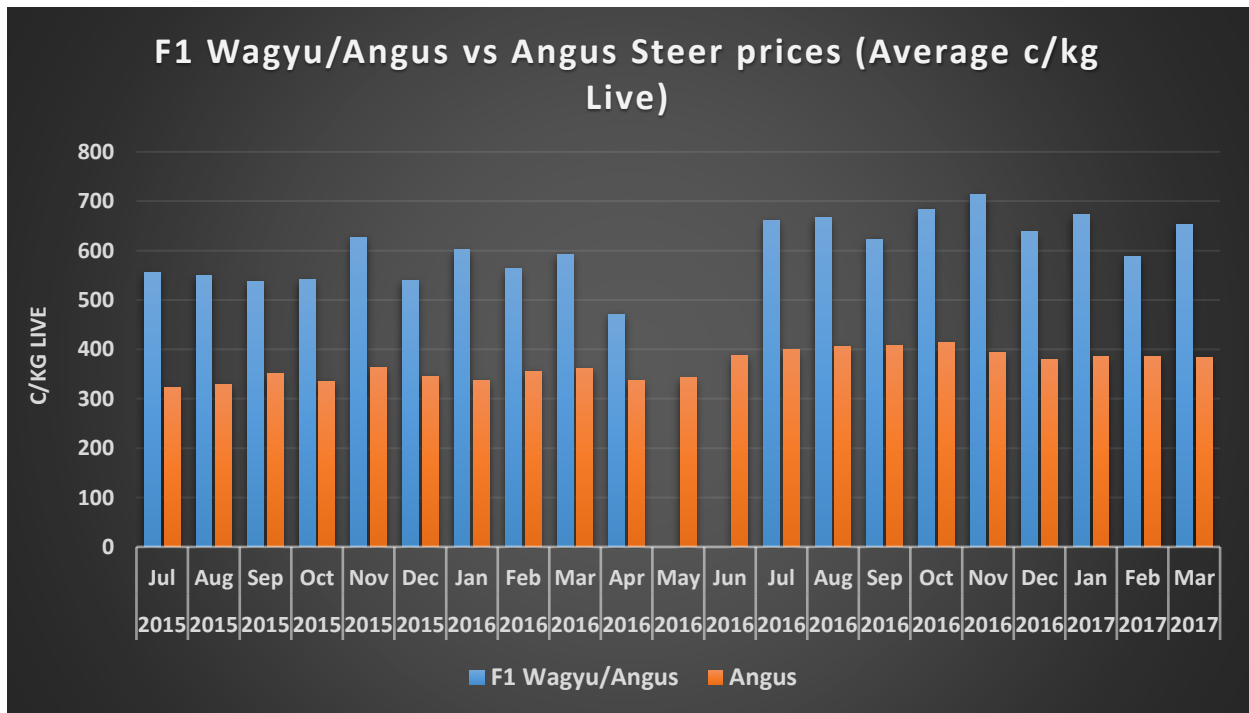
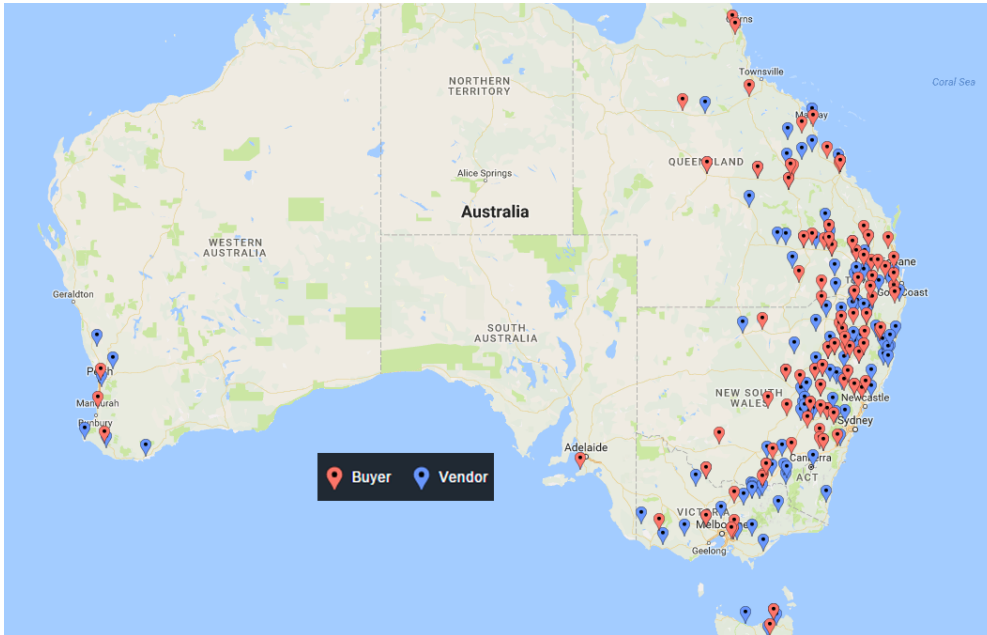
The Wagyu Footprint

The Wagyu footprint has continued to grow on AuctionsPlus with 137 unique vendors and 97 unique successful purchasers. This does include unsuccessful bidders. Stock have travelled as far as WA to the Eastern States and plenty of Wagyu are travelling from all States to Darling Downs Feedlotter. See the map on the next page for an overview of buyer and seller locations.



AuctionsPlus

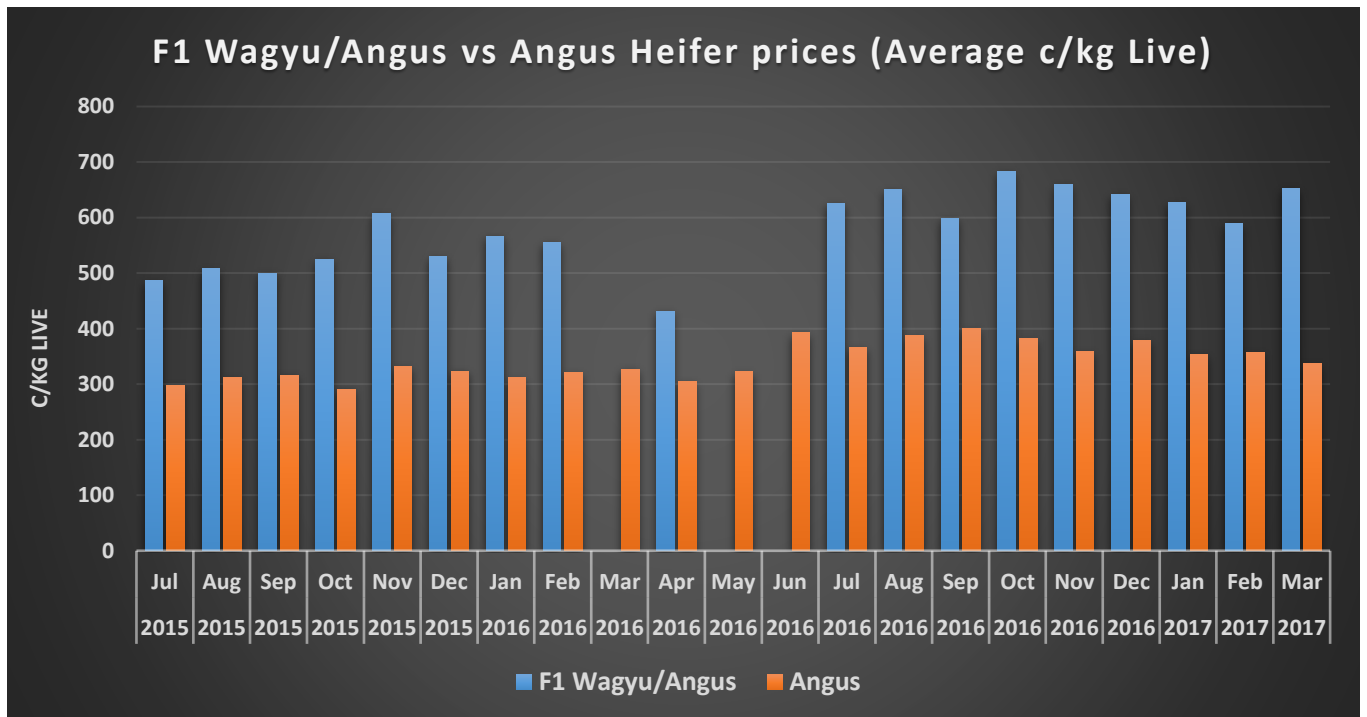
Buyers and sellers of Wagyu operate Nationally



Premiums when marketing to backgrounding and feeding operations can be gained by infusing an Angus herd with quality Wagyu genetics.



AuctionsPlus



Want to get involved or know more?

Use AuctionsPlus to determine the true value of your stock, access a National Marketplace and deliver from your farmgate to the buyer's doorstep.

To get involved, simply register on the AuctionsPlus website and you will receive weekly market comments on the current prices and upcoming sale notifications. Or for more information contact **Ciaran O'Gorman on 0428 221 455** or **Emily Porter on 0497 276 319**

On-Farm Stud Sales – Live streaming audio and video, AuctionsPlus can sell your stud stock on farm in conjunction with your physical sale

Seedstock Sales – Promote your brand and bloodlines to Australia and allow buyers from all states to compete for your genetics

Monthly Wagyu Sales – Targeting Wagyu buyers from across Australia in monthly online sales, Seedstock and genetics

Commercial Sales – 300 buyers logging in to every sale, national catalogue distribution, 400,000 head of cattle offered in the past 12 months



AuctionsPlus

Graphs provided by Mercado Market Analyst Matt Dalglish looking at the spread between similar weight F1 Wagyu to EYCI over the last few years.

Chart 1 below shows F1 Wagyu weighing between 200-400kg live weight with prices expressed in carcass weight vs EYCI since July 2015 on a monthly average.

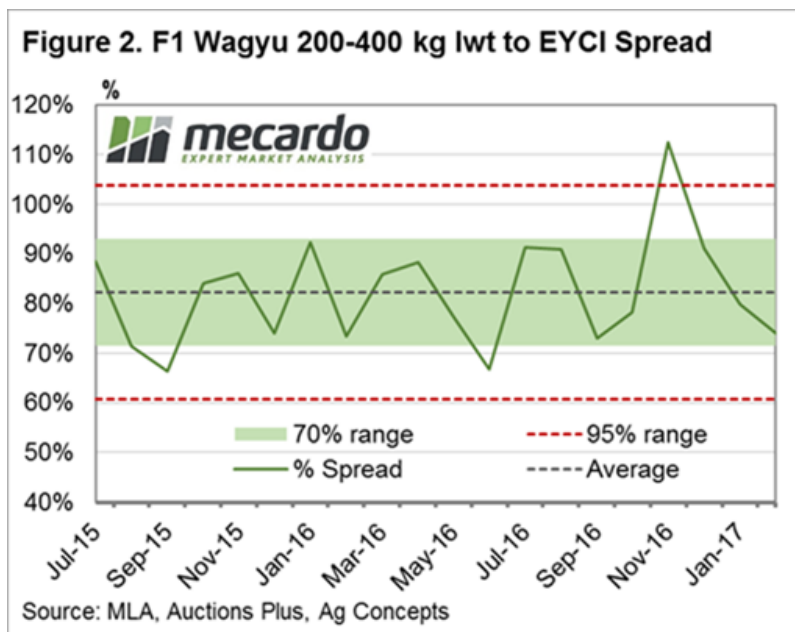
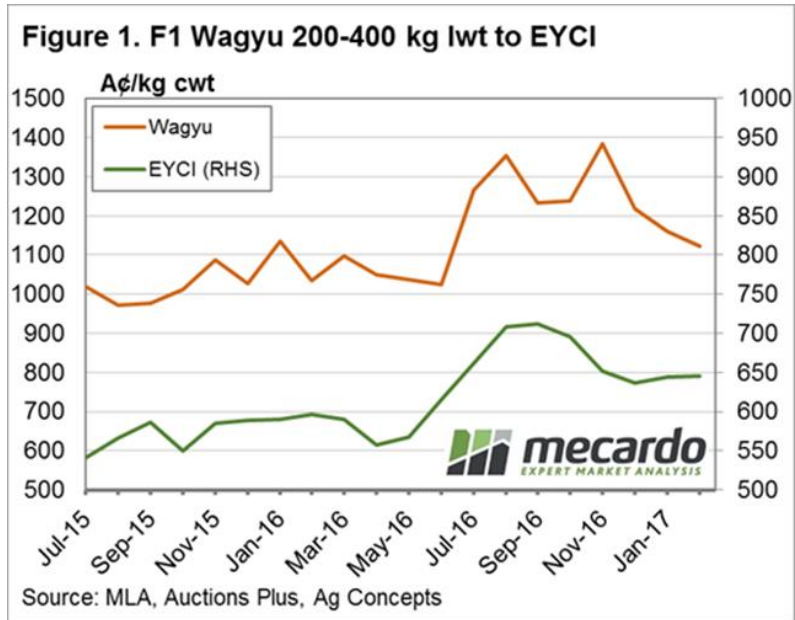


Chart 2 highlights the percentage spread of Wagyu over EYCI for same timeframe with the 70% range and 95% range (1 and 2 standard deviations from the mean average for the period of 82% spread). Essentially F1 Wagyu sit on average 82% above the EYCI.