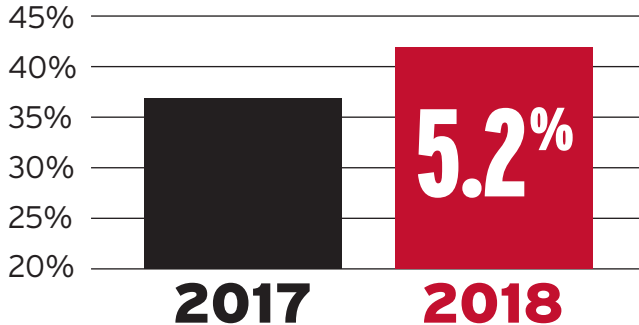




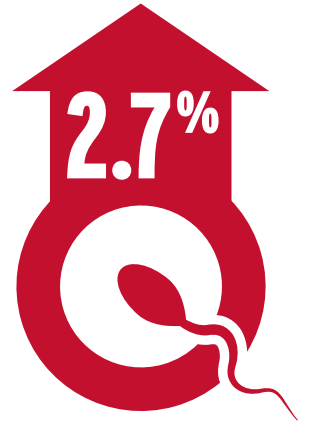
ONE YEAR FERTILITY INCREASE



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

FEWER BREEDINGS per conception on average



\$11
REDUCED COST PER PREGNANCY

DeVries v.Calculator14

21% of cows leave the herd due to fertility issues



NAHMS survey 2014

High Fertility Sires