



ANICARE

COMPANY PRESENTATION

www.anicare.fi

DIGITIZATION WILL REVOLUTIONIZE THE LIVESTOCK INDUSTRY



DIGITAL ENABLERS

IoT and 5G connectivity, sensors, analytics and machine learnings, cloud, smartphones

Animal welfare tracking in large units is key challenge in modern farming industry and escalate huge sustainability issue

Anicare offers scalable technology solution for production animals welfare and position tracking with unique usability and size class



OPPORTUNITY

Vision

Replace old animal ear identification technology with state-of-the-art solution which unites scalability, user value, animal welfare tracking and real time information in globally creating to new value and sustainability to the meat and dairy industry supply chains.

Mission

Innovation that connects customers to animals through animal/user-friendly, profitable and sustainable way and will help farming industry in their daily challenges now and future.

From Nordic countries reindeer to global beef industry

Target to be Market leader of reindeer tracking in 2025 and open USA ranch markets 2024

Significant horizontal and vertical growth opportunities

Finnish, Norwegian and Swedish reindeer revenue scaling

Beef industry in USA and EU

Actionable animal insights derived from device data;
Activity, health, movement, tracing, etc.

License technologies for use with different animal categories, e.g. pets, (LOI signed)



LIVESTOCK PROBLEMS

TRACKING THE WELFARE OF INDIVIDUAL ROAMING ANIMALS AT SCALE

- ❖ Impossible to accomplish by traditional methods
- ❖ Visual tracking is inaccurate and challenging



UNHEALTHY, LOST AND DEAD LIVESTOCK IS BAD FOR ANIMALS AND BUSINESS

- ❖ Animal stress reduces meat quality and quantities
- ❖ Timely locating a dead animal is needed to receive compensation
- ❖ Late verification of the disease after symptoms



AVAILABLE SOLUTIONS ARE EXPENSIVE, COMPLEX AND DIFFICULT TO USE

- ❖ Technology needs gateways (BLE, WIFI) and local servers
- ❖ Battery lifetimes - frequent recharging is needed
- ❖ Limited range of network
- ❖ High price prevents widespread use



ANICARE SOLUTION

EVERY ANIMAL CARRIES A WELFARE SENSOR

- ❖ Sensor continuously tracks animal and reports relevant information when needed
- ❖ Animal health insights can accurately and timely be analyzed based on broad set of data

HEALTHY ANIMALS ARE MORE PRODUCTIVE

- ❖ Animals that are not stressed yield more and higher quality meat
- ❖ Notification with accurate location is created at time of death
- ❖ Early stage disease verification helps to control and prevent the spread of diseases and pandemics

CUSTOMER FRIENDLY SOLUTION WITH AFFORDABLE COSTS

- ❖ Autonomous device is easy to deploy
- ❖ One device for the entire life of an animal
- ❖ Global cellular connectivity
- ❖ Very low price point in volumes makes it possible to provide data of every animal

TOTAL ADDRESSABLE MARKET



Total Available market (TAM)

Farm Animals Globally

Cattle - 1.5 Billion

Sheep - 1.2 Billion

Goats - 1 Billion

Reindeer - 600.000

Serviceable Available Market (SAM)

Meat production in Nordics + USA

Reindeer - 600.000

Cattle in USA - 90 Million

Sheep, Goats

Serviceable Obtainable Market (SOM)

Reindeer in Nordic countries

Reindeer - 300.000 - 4,8M€ ARR

TEAM

Global business mindset with talented operators



Ingvar Aaberg

No, Board chair

Investor, internationally commercial and technology, Msc Computer Science



Aki Marttila

FIN, CEO / Founder

R&D and Product Management, Technology and project leadership, BSc Tech, Reindeer owner



William L. Paulin

US, Usa Team leader

Investor, USA entry strategies Ph.D, BSME, MBA



Birger Steen

NO, US, DE

Investor, Chairman of Nordic Semiconductor, MBA finance, Msc Computer Science



Ketil Solvik-Olsen

NO

Investor, former Minister of Transportation and Communications in Norway



Petteri Lahtela

FIN, Technology advisor

Investor, Former Founder and CEO of Oura eMBA International Business, BSc Computer Science

Operative TEAM

Sales

Olli Jukka

Sales manager / Finland sales

Katri Hurskainen

Sweden sales

Kimmo Tiri

Norway sales

R&D

Tero Nikula

Firmware/Backend

Herkko Karjalainen

Frontend

Tommi Rintala

HW/Firmware/Backend

Santeri Kukkola

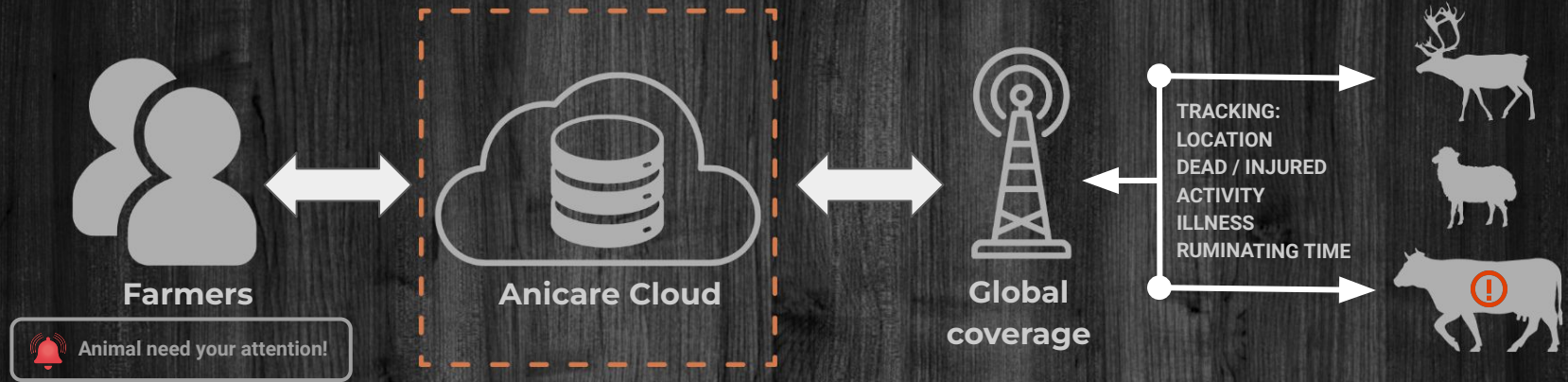
Data Analytic / Machine learning

USA TEAM

William L. Paulin

Michael Densmore

ANICARE CONTROLS END-TO-END SOLUTION



Highlight from self managed system



Anicare App

Anicare has developed Rudolf device with animal life-long battery, only 19g weight and fully convertible to all use-cases in wildlife and livestock industries

IoT Cellular networks makes it possible to use devices almost anywhere without gateways

Own database makes it possible to process and analyze collected information from animals with AI and machine learning

Customized end-user-application will be farmers future tool for animal management and animals welfare monitoring

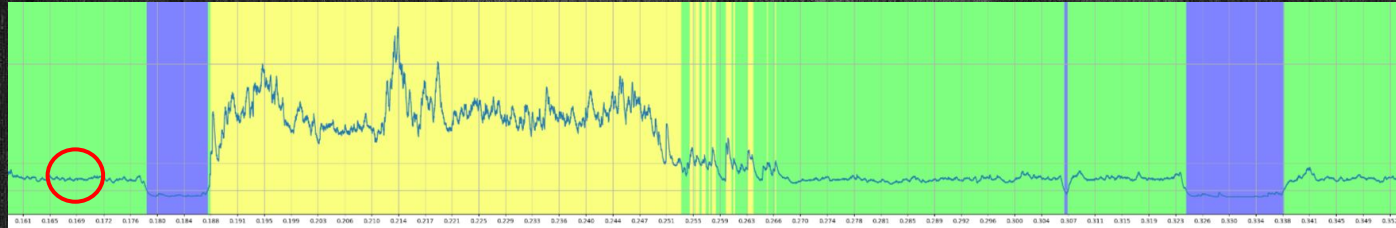


Rudolf device
19 grams / over 10 years

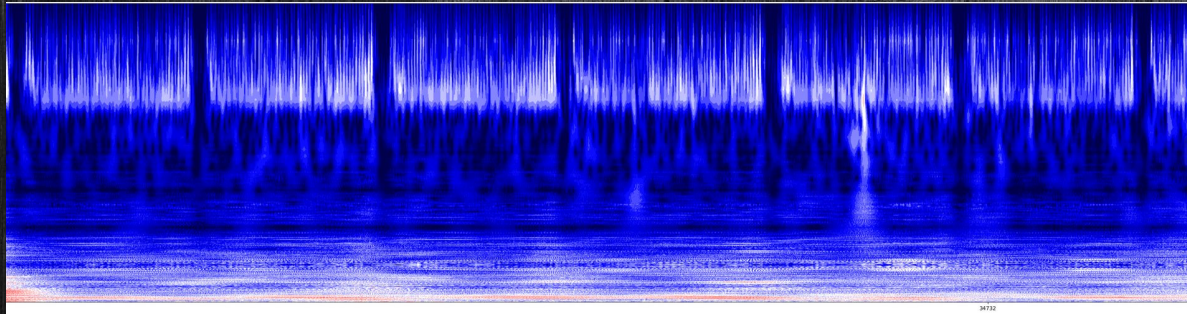
ANIMAL WELFARE DATA WILL INCREASE AND CREATE NEW PROFITS

Example from Anicare device unique welfare monitoring capability:

One cattle 4 hour 16 minutes (0:00 AM - 4:16 AM) behavior based on data collected by Anicare device



■ Rumination: 133 min ■ Sleeping: 32 min ■ Eating: 95 min



One rumination period last 56-67 second (period between of the black lines)
While on rumination every bite can be recognized and count (Blue spike tip)
→ Direct correlation with tooth welfare



With power wise algorithm and wise communication usage, device can achieve over 10 years lifetime and minute level behavior information on whole lifetime without maintain



ANICARE

THANK YOU!

WELCOME TO THE ANICARE JOURNEY

www.anicare.fi

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