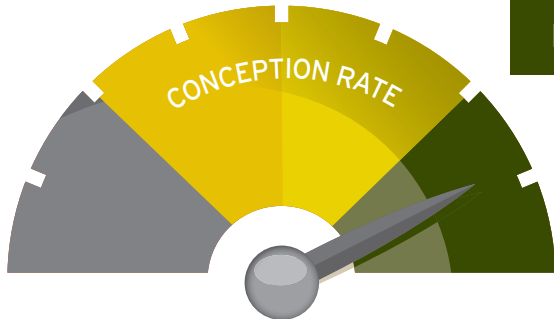


INCLUDES FEED EFFICIENCY AND WELLNESS TRAITS

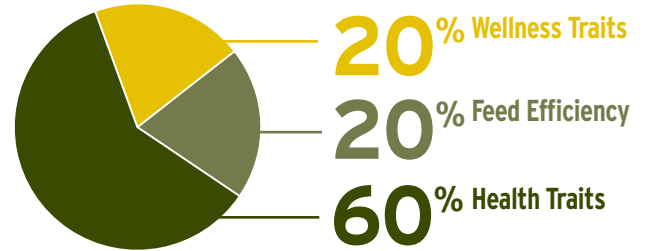


HIGHER FERTILITY DAUGHTERS

+2.2%
Higher cow conception rate

+1.0%
Higher heifer conception rate

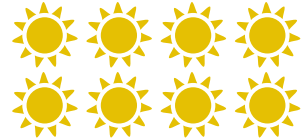
Sire Conception Rates from CDCB, April 2017.



IMPROVED REPRODUCTIVE PERFORMANCE



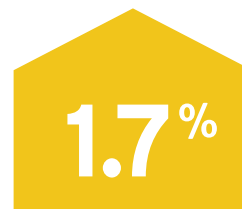
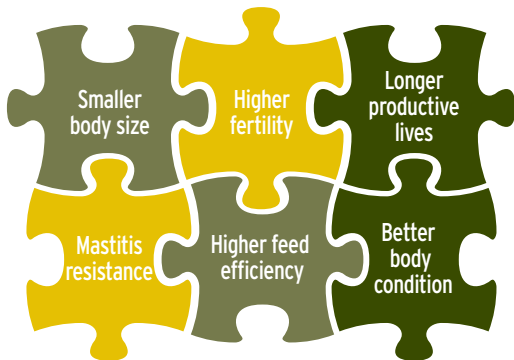
COWS: 1 day less from calving to 1st service



COWS: 7 days less from 1st service to conception

CDN Fertility Measures by Sire - April 2017.

DAUGHTERS HAVE



Higher Daughter Pregnancy Rate



More Months Productive Life

CDNB proof data, April 2017.

**LOWER COST
HIGHER PROFIT =**



\$118
Higher Net Merit \$
compared to other bulls

CDNB proof data, April 2017.

Healthy and Feed Efficient

THE SEMEX DIFFERENCE