



Customer Product Information

CERES TAG BRAND

Connecting people with animals is what we do every day, for all sorts of reasons across all sorts of species. Peace of mind knowing their location, welfare and activity including production animals (livestock) and wildlife (conservation and invasive species).

Ceres Tag is the world's first animal monitoring information platform with direct to satellite capability through a proprietary smart ear tag. Ceres Tag products use data collection and on-tag analytics to provide animal-specific geospatial location data in addition to movement and animal health monitoring.

As a world first we know that this is only the beginning of what we can do together, and we hope this document acts as a starting off point for our relationship. We look forward to working with you and hearing from you regularly in regard to both your and our mutual customers' experience, sharing our ideas and roadmaps and growth.

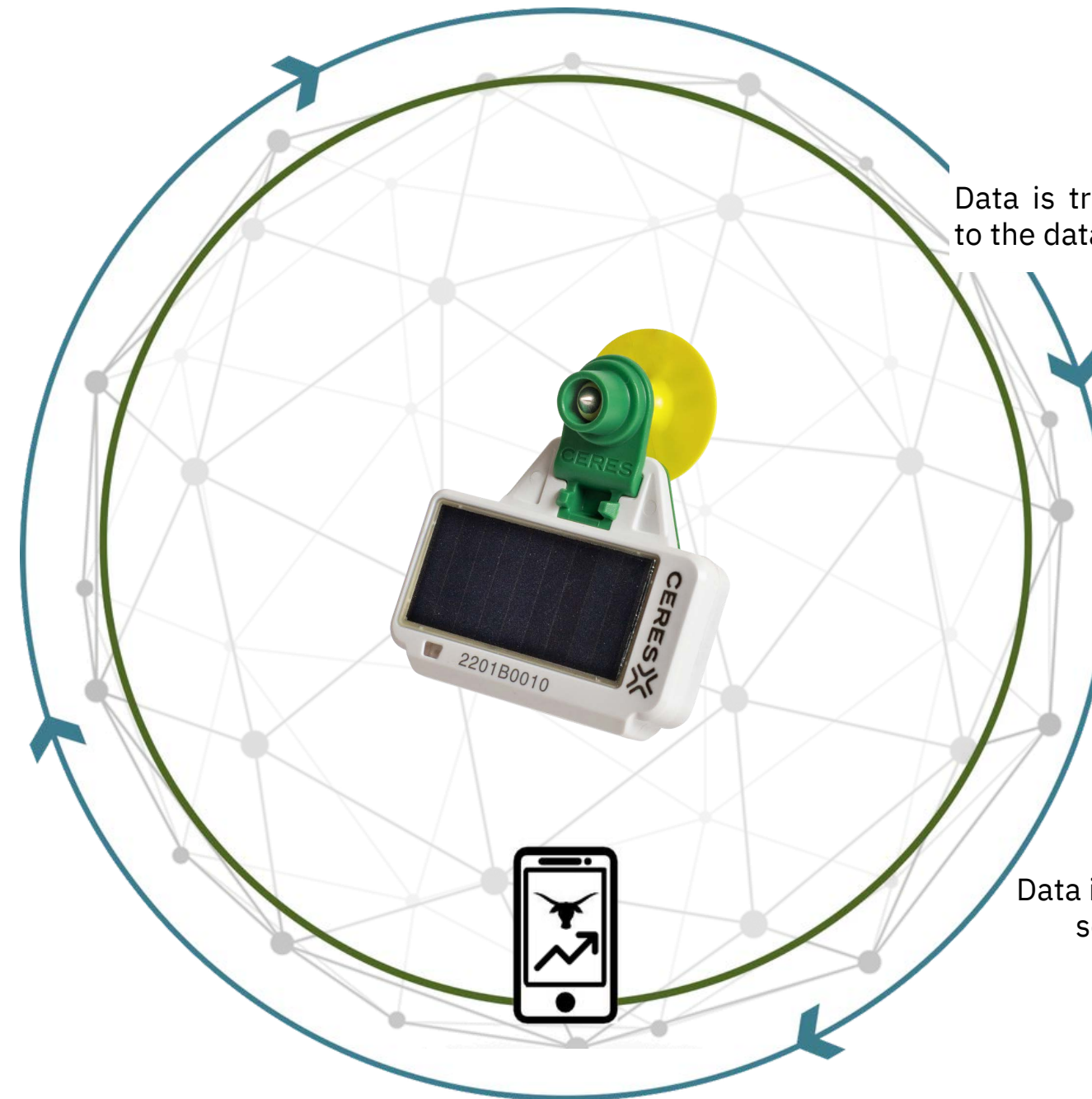


CERES TAG - SYSTEM

Ceres Tag systems have been designed to be fully automated so there is minimal input from the user.



SATELLITE



Data is transmitted to the data platform



CERES PORTAL

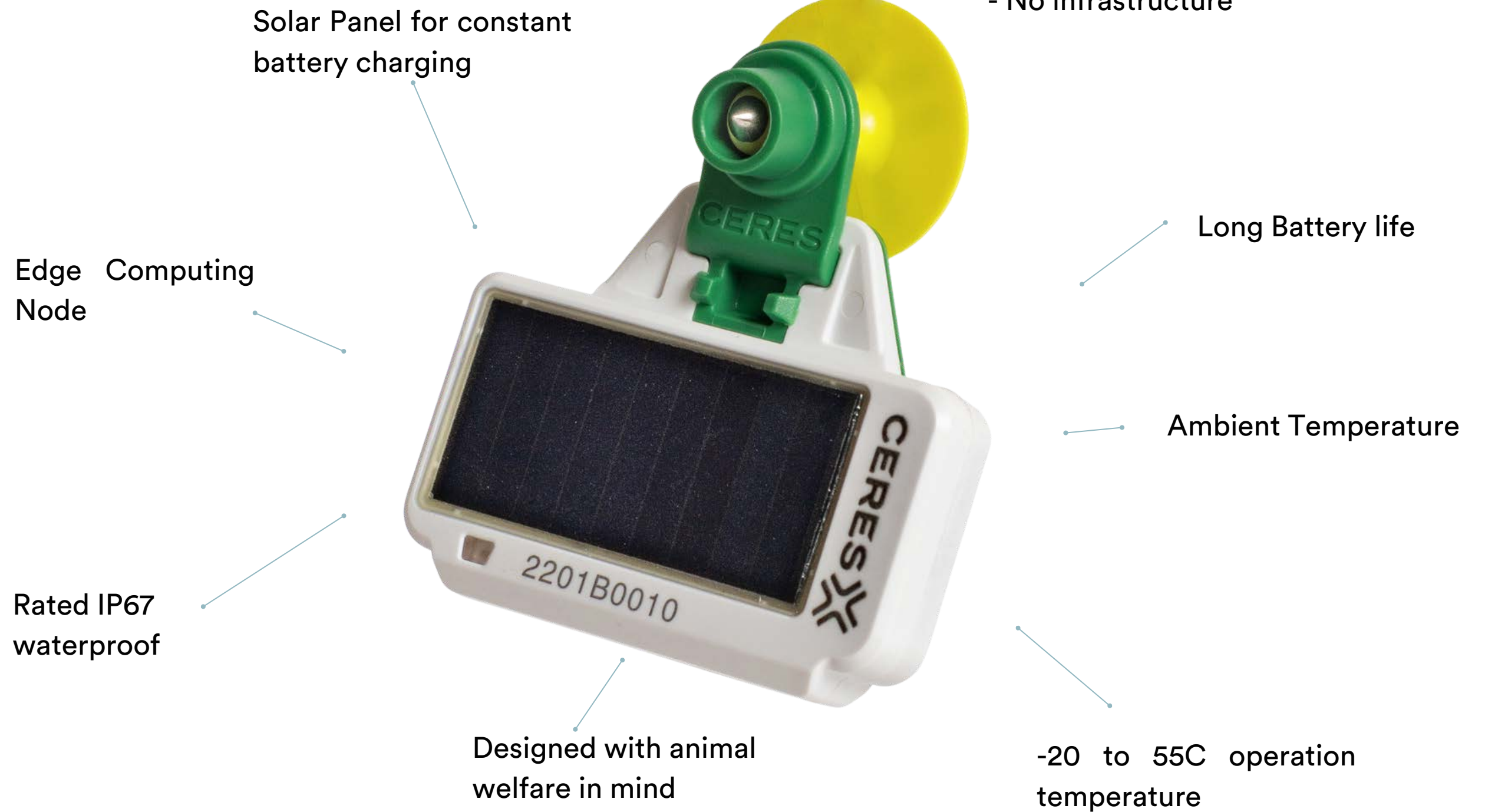
Data is transmitted to partner software platform(s),

SOFTWARE PLATFORM



FUNCTIONALITY - HARDWARE

Ceres tag products incorporates a GPS tracking system, accelerometer, ambient temperature thermometer, geo-fencing capability, and satellite connectivity



FUNCTIONALITY - PASTURE FEED INTAKE

Following 15 years of research and development and thousands of hours of testing, Ceres Tag's Pasture Feed Intake is available on Ceres Trace and Ceres Ranch tags now. Along with up to 4 standard data packets, Ceres Trace & Ceres Ranch tags will now receive an additional daily summary packet with Pasture Feed Intake information.



With Pasture Feed Intake customers can see metrics on both an individual animal level and at a herd level. They can view this data as reflection of the last 24hrs and also a reflection of the previous week. When using the data to impact your business performance Pasture Feed Intake data can help identify trends of animal behaviour over time.

FUNCTIONALITY - ALERTS

BOUNDARY BREACHING

- Receive alerts via your software partner if an animal crosses the predetermined geofence. Animal breakout alerts assist in a number of use cases, including receiving prompt notifications to find and recover livestock theft, and identifying fences and barriers that require mending.

ABNORMAL ACTIVITY

- The tag has immediate alert for no activity or high activity of the animal. The alerts are sent by the chosen software provider and must be setup within the software.
- The Ceres Tag Mortality alert is triggered if no activity has been observed on the tag for a period of 60 minutes. Once triggered it will continue to send alerts every 12 hours. This alert is in addition to the regular data packets sent throughout the day. This alert is in addition to the regular data packets.
- The Ceres Tag high activity alert is triggered if the animal's average activity levels over a 10-minute period greatly exceed their average activity relative to previous 6-days. Once triggered it will continue to send this alert every 10 minutes, however this will stop automatically after 6 hours even if the behaviour continues. This alert is in addition to the regular data packets.



THE BENEFITS

CERES TAG IS THE MOST SCALABLE & LOWEST COST ENTRY INTO PRECISION LIVESTOCK AGRICULTURE FOR TRACEABILITY AND SUSTAINABILITY



Increased accessibility to Financing and Insurance



Improved Animal Welfare



Animal Health Insights



Mitigates Theft



Asset Register



Genetic Selection



Deforestation Free



Problem Detection



Reporting of Behavioural Traits

Valuable data for Carbon Farming



Alerts of Wandering



Improved Mustering Efficiency



Improved Pasture Utilisation





CERES
TAG

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