

flokk

**Herd traceability,
sustainability, and
management where it
belongs.**

At the Herd



Canada's \$5B ranching industry must digitize by 2026

- Sustainability
- Traceability
- Productivity



Precision Ranching a global multi-billion greenfield

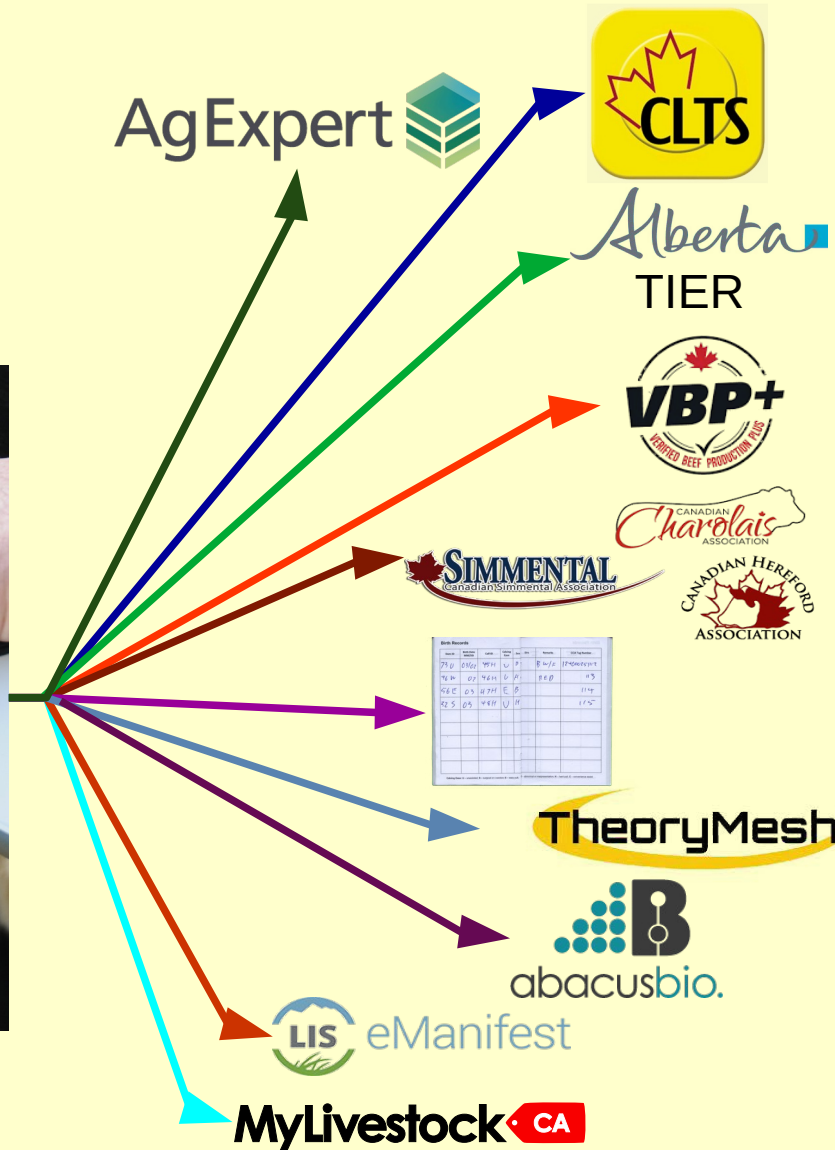
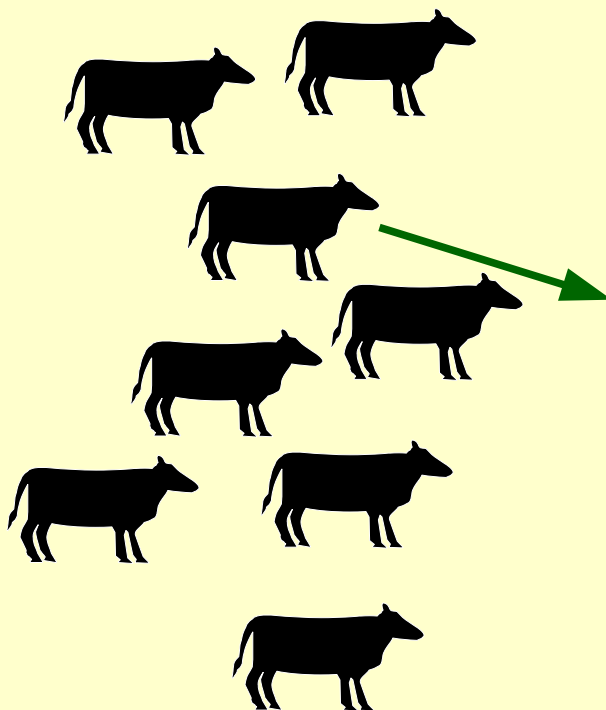


2024	3.2% of revenues	0.4% of revenues
	\$4.7 Billion	\$106 Million
Potential		\$3.7 Billion

Flokk uniquely positioned to seize this opportunity

- Built by ranchers for ranchers
- Compelling solution for compliance with impending Canadian food safety regulation
- Sustainability
 - Initiator Alberta/Canada partnership to adopt VBP+
 - Canadian Roundtable for Sustainable Beef member
 - Positioned to monetize methane reduction

Flokk connects the herd



Breed Records									
Year	Month	Day	Sex	Age	Weight	Height	Length	Width	Volume
2016	10	10	U	1	100	100	100	100	100
2016	01	10	U	1	100	100	100	100	100
2016	01	10	U	1	100	100	100	100	100
2016	01	10	U	1	100	100	100	100	100
2016	01	10	U	1	100	100	100	100	100
2016	01	10	U	1	100	100	100	100	100
2016	01	10	U	1	100	100	100	100	100
2016	01	10	U	1	100	100	100	100	100
2016	01	10	U	1	100	100	100	100	100

Flokk removes barriers to livestock herd digitization

Flokk		Legacy
	Animal side hardware	
	All weather operation	
	One handed operation	
	Off grid operation	
No	Requires dedicated labour	Yes
	Producer retains control of data	
\$	Implementation cost	\$\$\$\$

Sustainable practice certification now table stakes

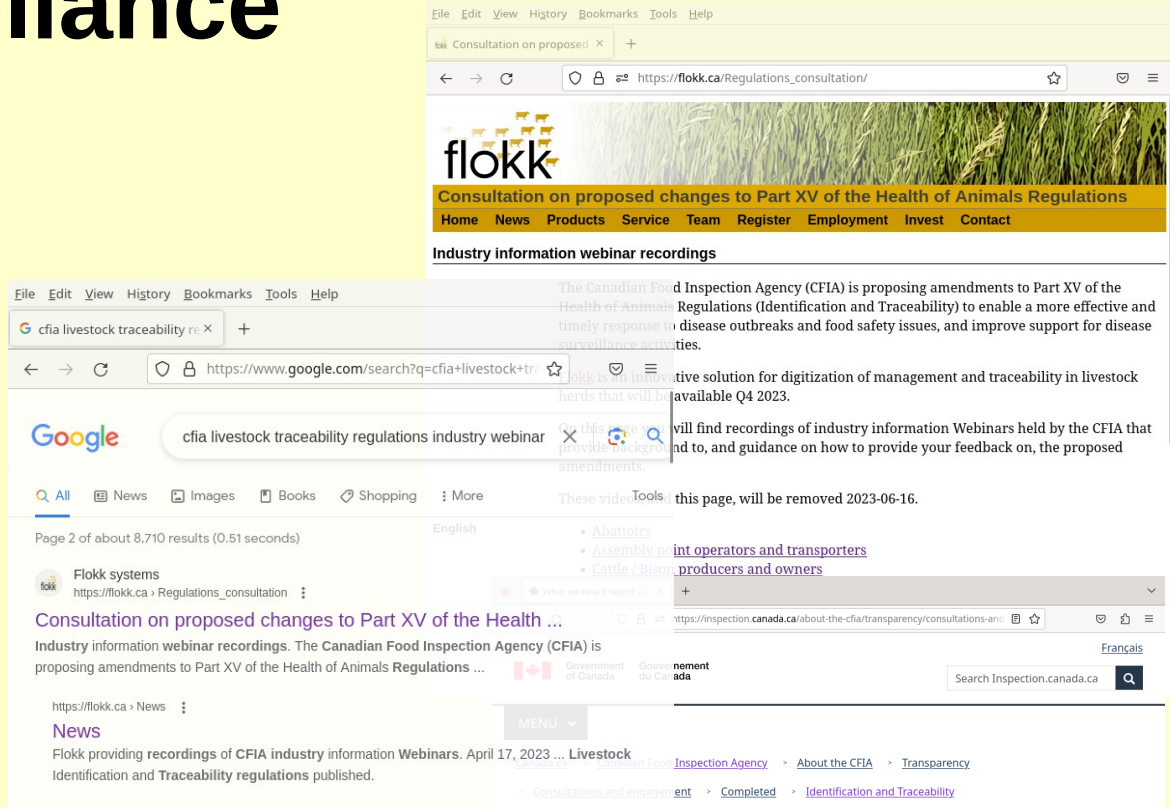
- \$1.9M Alberta funding for Verified Beef Production Plus (VBP+) adoption in Alberta
 - **Flokk identified opportunity to GOA**
- \$1M Federal funding to enhance VBP+
- Effort of record collection and auditing constrains VBP+ adoption
 - **Flokk provides easiest and most affordable solution**
- Flokk only digital solution CRSB member



Flokk compelling solution for traceability compliance

Flokk:

- Sole partner to regulator (CFIA) during consultation
- Resolves all issues identified in consultation

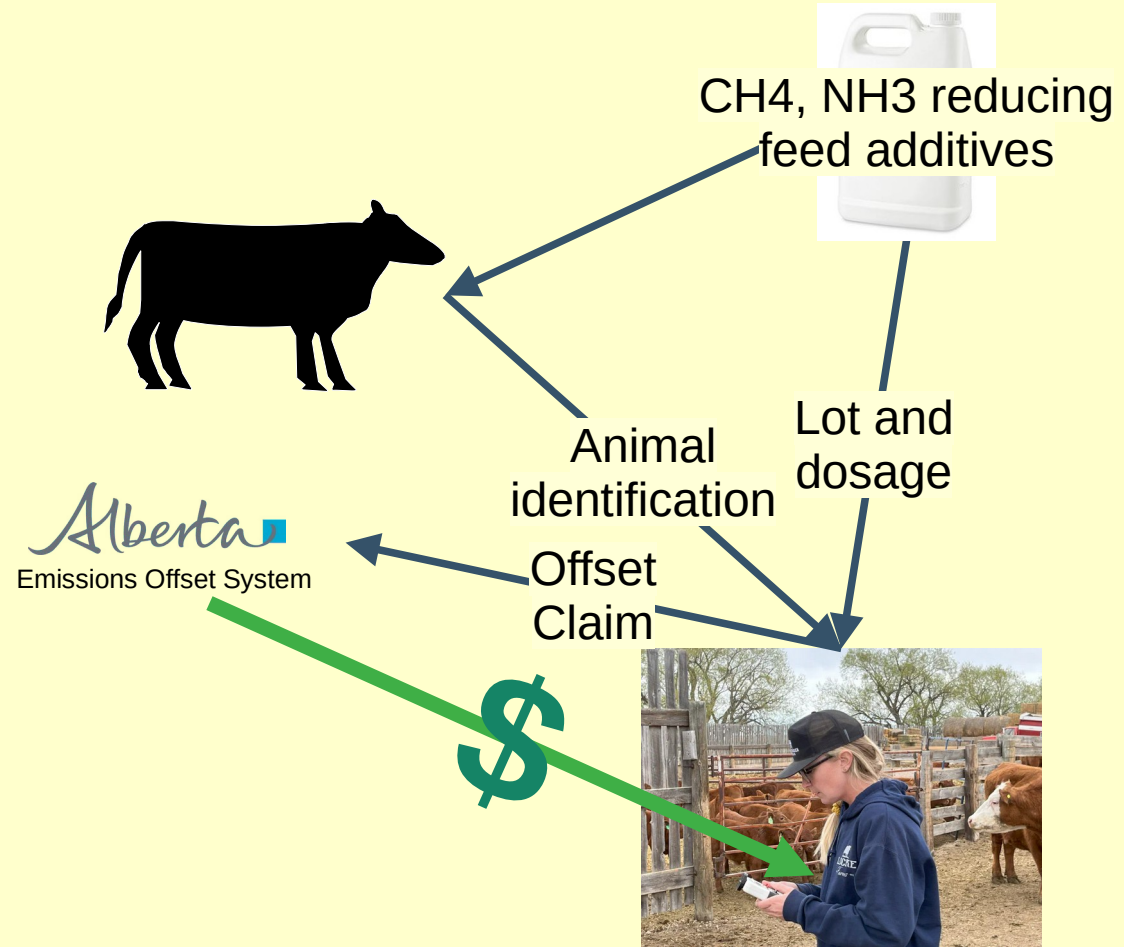


What we heard report – Consultation on proposed changes to Part XV of the *Health of Animals Regulations* (Identification and Traceability), *Canada Gazette* Part I

Flokk will enable offset credit sales

Flokk:


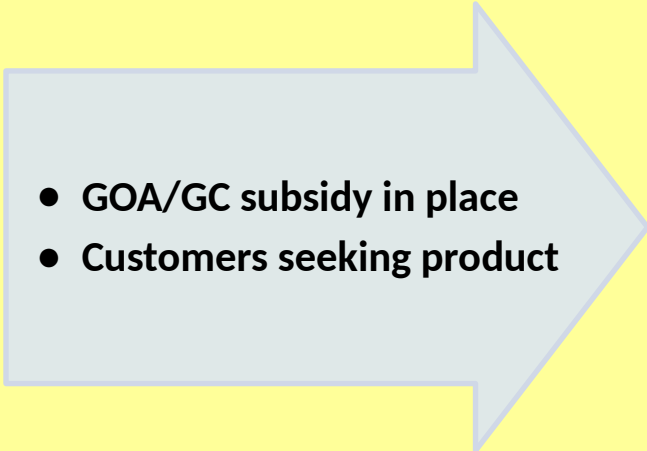

- Engaged with distributor of only product currently certified in Canada
- Uniquely capable to provide reliable and immutable proof of administration





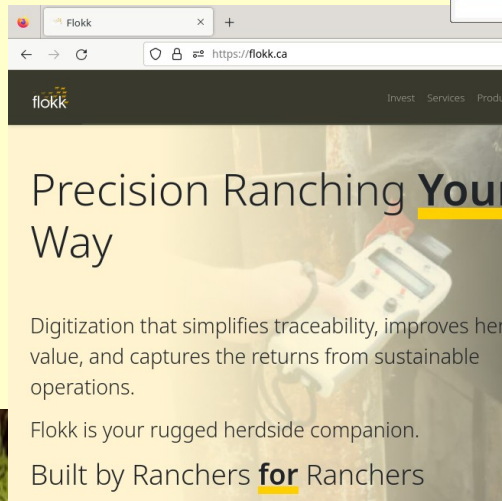
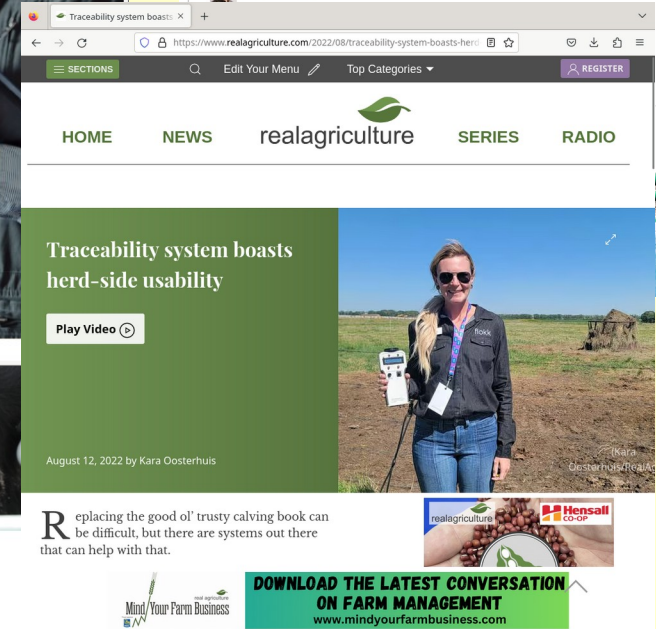
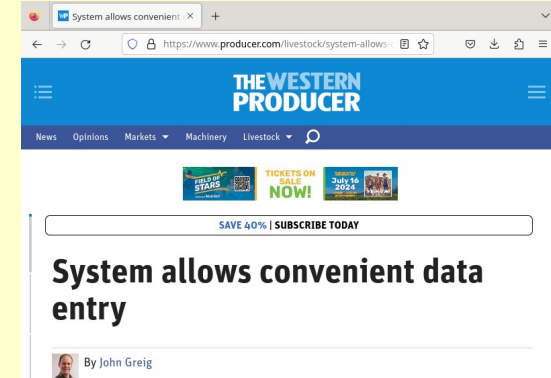
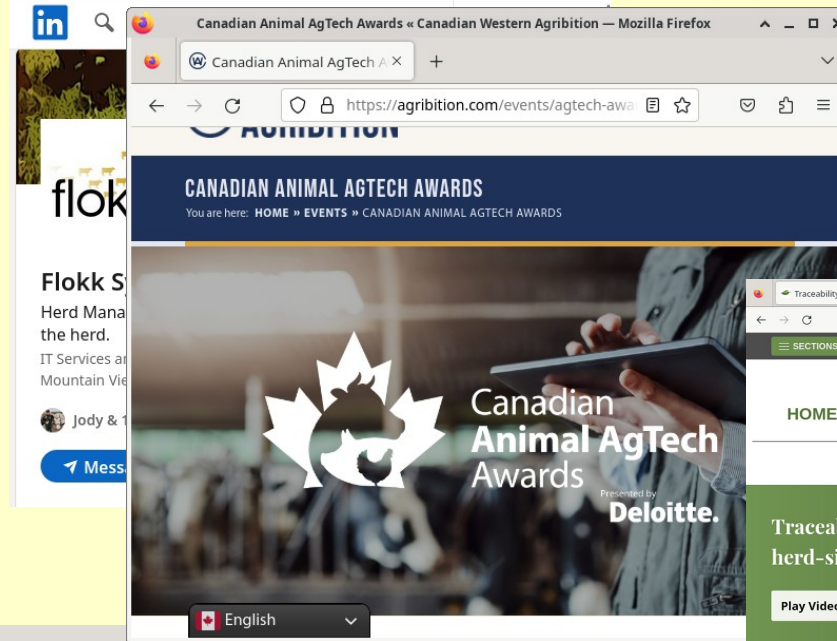
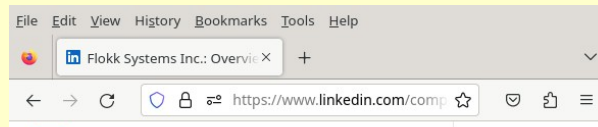
**Born on a
ranch in
Dogpound**

\$1.2M plan to achieve profitability and rapid growth

Development	Commercialization	Growth
2019 to 2023	2024	2025 to 2026
 <ul style="list-style-type: none">• Product development• MVP validated	 <ul style="list-style-type: none">• GOA/GC subsidy in place• Customers seeking product	 <ul style="list-style-type: none">• Dominant solution in Canada• Expand services• Expand to other markets
\$350k Equity \$70k Non-dilutive		

Traction

- trade shows
- industry events
- industry media
- social media
- general media



\$1.2M capital to \$30M EBITDA in four years



- MVP in place
- Field tested at 10 locations managing 1,000 head
- Customer acquisition subsidized
- Predictable hardware manufacturing cost and schedule
- Prospect list, branding, prospect engagement in place
- Prospects motivated to resolve pressing problem with non-negotiable deadline
- Non-dilutive funding opportunities



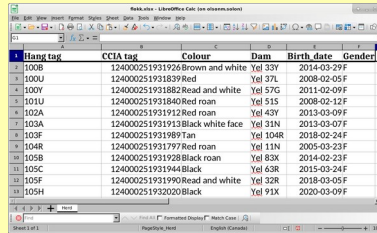
Flokk solves pressing problems for 60,000 motivated prospects

Canada's ranchers will:

- Be **fin**ed if they **do not** comply with traceability regulations, and Flokk is the compelling solution
- Be **pay**ed to acquire Flokk
- Grow **income** with Flokk
 - VBP+ incentives
 - GHG offset credits
- **Reduce costs** with Flokk
 - Better replacement/culling decisions

Flokk only product positioned for market dominance

Rapid and affordable implementation



Hang tag	CRIA tag	Colour	Dam	Birth date	Gender
100B	124000251931926	Brown and white	Yel 33Y	2014-03-29F	
100U	124000251931839	Red	Yel 37L	2008-02-05F	
100V	124000251931882	Read and white	Yel 57C	2011-02-09F	
101U	124000251931840	Red roan	Yel 51S	2008-02-12F	
102A	124000251931912	Red roan	Yel 43V	2013-03-09F	
103A	124000251931913	Black white face	Yel 31N	2013-03-07F	
103F	124000251931989	Tan	Yel 104B	2018-02-24F	
104R	124000251931797	Red roan	Yel 11N	2005-03-23F	
105B	124000251931928	Black roan	Yel 83K	2014-02-23F	
105C	124000251931944	Black	Yel 63R	2015-03-24F	
105F	124000251931990	Read and white	Yel 32R	2018-03-05F	
105H	124000251932020	Black	Yel 91X	2020-03-09F	

Digital herd management



Animal Record Management



Cattle 360



Every day use at the herd

Competition challenged to pivot

	Competition	Flokk
Value proposition	Animal performance (marginal returns) primary, partner engagement (high returns) retrofitted.	Focused on securing revenue through data enabled partnerships that create value.
Business model	Acquisition cost 10x Flokk, (hardware, implementation fees) all or nothing subscription fee.	Low cost acquisition. Flexible subscriptions ensure compelling value proposition for every prospect.
Technology	Web (cannot be accessed at animals side) primary, phone app (expensive, inferior user experience) secondary.	Built for purpose solution removes barriers to adoption and eliminates need for dedicated labour.

Subscriptions ensure immediate ROI for every prospect and ongoing revenue

SaaS subscriptions:

- Regulatory compliance (CLTS submissions)
- Sustainability certification (VBP+)
- Broker sale of GHG offset credits

Services:

- Custom animal hang tags

Service expansion will drive revenue growth

Productivity

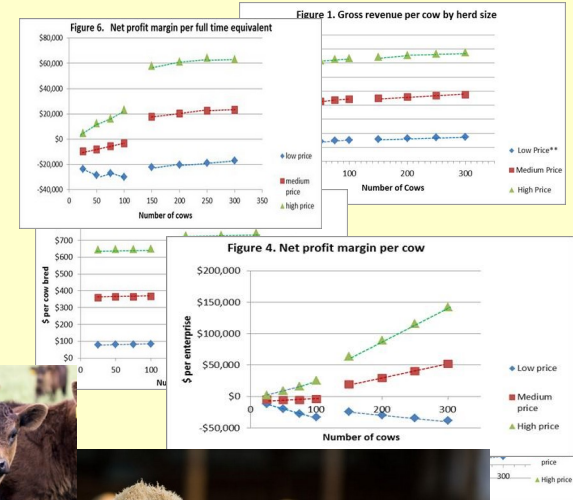
- Custom animal hang tags
- Management analytics

Livestock marketing

- Market intelligence data
- Off-farm feeder calf marketing

Customer growth

- Sheep/Cervids/Goats
- US/Australia



Flokk team consists of ranching, business, and technology leaders

Team experienced in:

- Hands on ranching
- Entrepreneurship
- Technology
- Senior government



Built by Ranchers, for Ranchers

flokk.ca/invest

