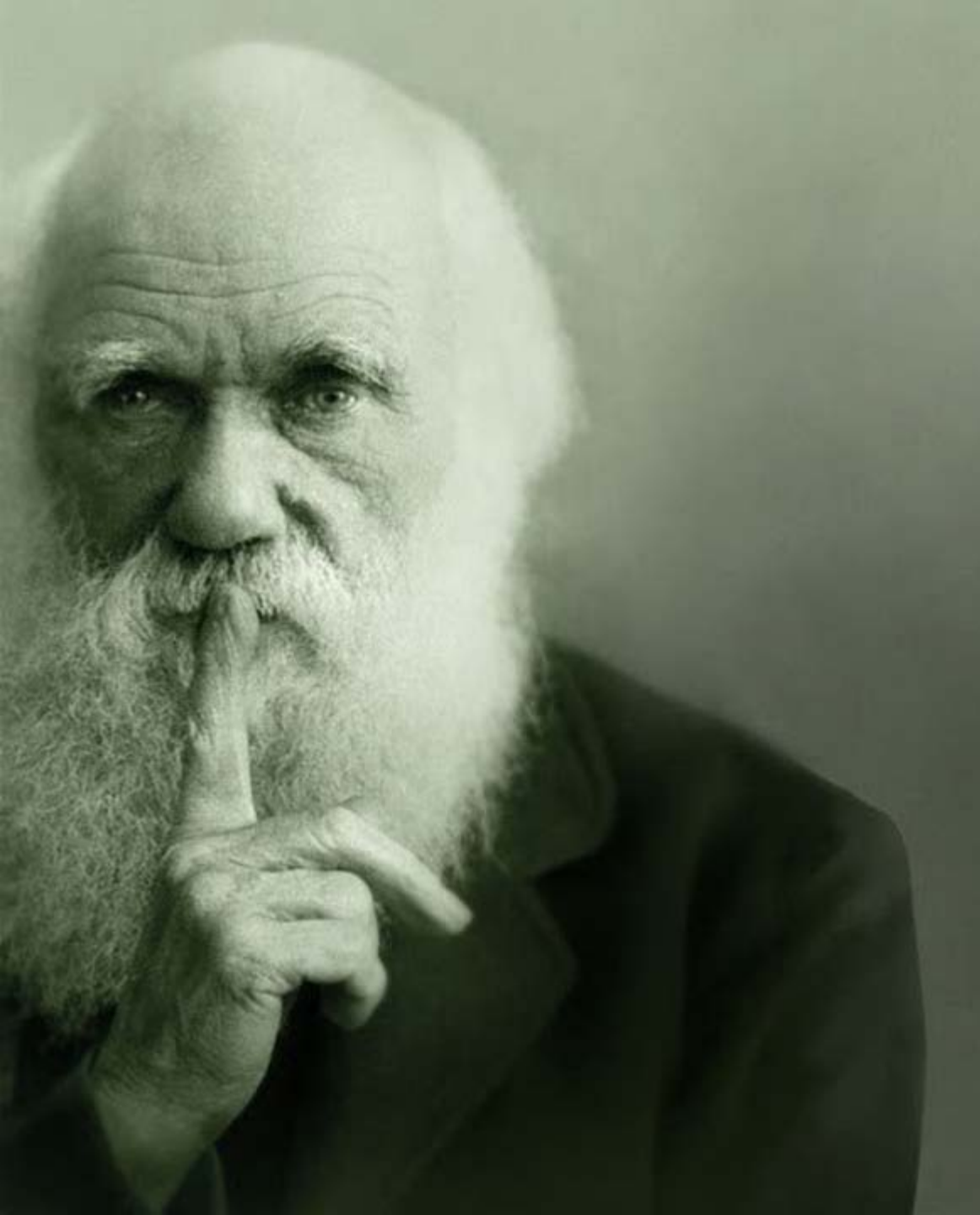




*Australia's Online
Saleyard*

Key Things

1. Evolution is critical
2. Online marketplaces drives efficiency and will continue to grow
3. AuctionsPlus is the leading online marketplace to buy and sell livestock



*“It is not the strongest
of the species that
survives, nor the most
intelligent that
survives. It is the one
that is most adaptable
to change.”*

Charles Darwin

Who has used these online marketplaces?



Online Accommodation Marketplace

trust between strangers





93 years
745,000 rooms
88 countries
\$25 billion

7 years
> 2 million
rooms
192+ countries
\$30 billion

“Get there”

Tap the app, get a ride

Launched in 2010

Valued \$62.5 billion

Over 492 cities

Taxi industry has been around
for 100 years... Uber, 5 years
48% US rides





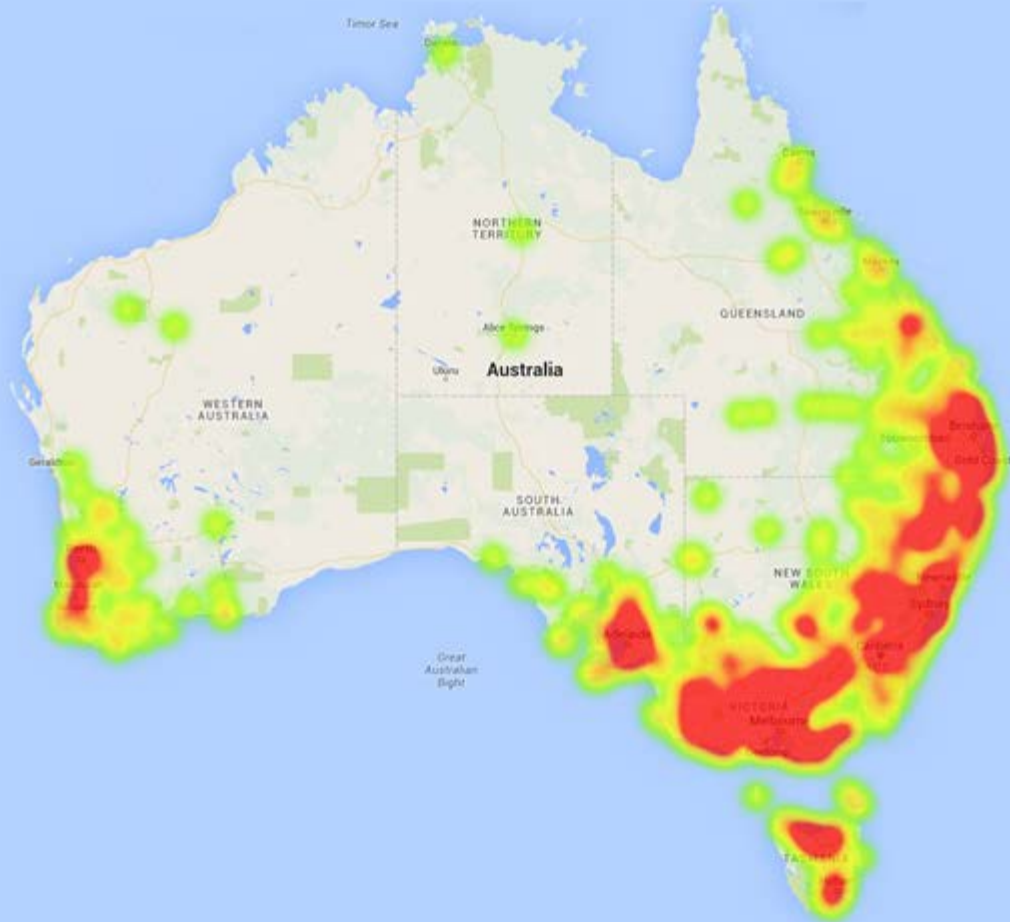
AuctionsPlus

Australia's Online Saleyard

Single largest Saleyard in Australia
Established in 1986
Online Marketplace

400,000 cattle /annum
2.5 million sheep /annum

National Market
\$633 million in commercial sales



1986 – what were you doing?






1986



1996

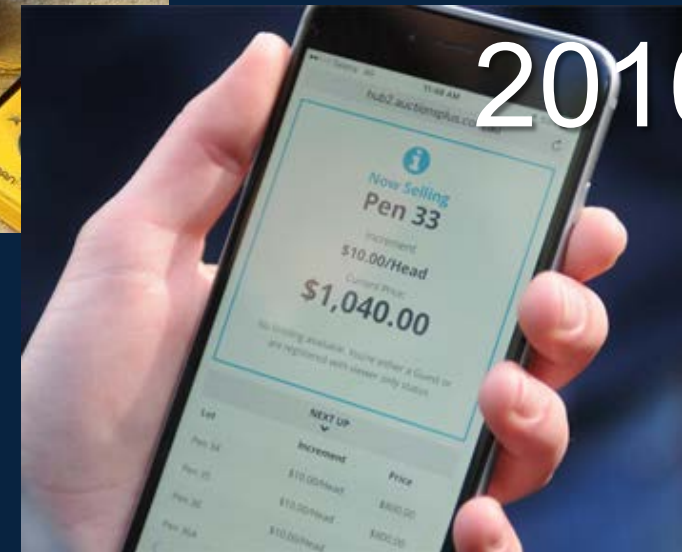
Page 4 CALM Supplements July 2, 1997

CALM® YOURSELF WITH A TANDY COMPUTER



Tandy, the **Number 1** supplier of computers to Australian farmers, can help you connect to CALM (Computer Aided Livestock Marketing) for fast, efficient selling and buying of livestock.

All the current Tandy computer models will access the CALM service. Tandy also carry a complete range of software, printers, modems, and accessories.



2016



Keen bidders at Mount Barnett Station,
Gibb River Road, Kimberleys, Western Australia
for cattle from Fox River Station
May 13, 1991



Success is assured in the West

CALM looks assured to succeed in Western Australia, with good acceptance already, according to Elders Pastoral livestock manager Neil Williamson.

"I think people who are used to a livestock video auction or some other downstream selling system away from the saleyards will pick up the CALM system quickly."

Mr Williamson said acceptance of CALM for selling sheep had been increasing. Cattle throughput on the system had remained relatively steady since CALM's inception in November last year.

"As agents we have been very happy with CALM. It is attractive to higher valued sheep and good cattle."

Mr Williamson said that details were harder to assess on the CALM system but he believed that would improve as users became more experienced with it.

"I anticipate that about five per cent of animals sold in WA will go through CALM."

"These animals would generally have been sold by private negotiations so that means there will be no decline in the amount of animals going through the auction saleyard system."

New method rated 'better than hook'

Shepparton (Vic) Dalgety manager, Rob Russ is a keen supporter of the CALM concept.

"I used to sell a lot of cattle over the hook," Mr Russ said. "But this system is probably better."

Mr Russ, an A1 cattle assessor, has already sold eight lots of cattle through CALM. Each lot comprised about 40 local bullocks.

The cattle may have been locally bred, but they were definitely not locally bought.

The CALM computer link-up allowed Victorian, Queensland, and NSW buyers to bid.

Angus bullocks, in the 600kg liveweight range, had also been sold for fattening for export to Japan.

"In one lot, the local price would have been about 105



Big sheep lines 'ideal'

Prime lamb producers with large lots were "ideal" CALM sellers, according to the observations of Elders Albany (southern NSW) agent Les Orr (pictured above).

Bigger lots attracted more interested buyers from a greater radius, via the CALM computer bidding link-up.

Mr Orr said the system had already become firmly established among sheep producers in the NSW-Victorian border region.

"For the producers, it's transactional. They only have to

yard for assessment, and then arrange the livestock pick-up," he said.

A return to better assessors would see a more ready acceptance of CALM, Rod Willan, of Armidale (northern NSW), stock and station firm, Garde Wilson, said.

Drought and the shortage of top line stock was seen by Mr Willan as a deterrent to greater use of CALM at present.

"We find it a very satisfactory manner of selling but it does involve additional physical effort

on the part of the agent," he said.

"It is a system we are happy to try in order to maximise profit for the producer and retain our own viability."

Mr Willan is a recognised assessor, a role which he says plays a vital part in the CALM system.

"The whole CALM operation centres around the accuracy of the assessor and his description of the livestock being offered," he said.

Benefits for sellers in remote areas

Livestock producers living outside traditional marketing areas stand to benefit greatly from CALM, says Elders Pastoral Mt Gambier, SA manager John Miller.

"As well as being an alternative method of selling, it will also give farmers the opportunity to direct sell stock to a much larger national audience," Mr Miller said.

Mr Miller, an accredited A3 assessor, since November has made 22 assessments in the South-East and Western District — among the highest tallies for SA.

Mr Miller said that, while minimum lots were 12, to take advantage of the selling system it was best to sell in transport dock loads.

Big lines

Large producers who can line up transport decks of similar cattle for assessment can make big savings by using CALM, according to livestock manager for Kentish and Sons in Mt Gambier, SA, Frank Kentish.

"The producer will be able to know if he sold his cattle without moving them out of his paddock," he said.

And as well as the cost saving, there was the convenience of having the assessment and sale of cattle in the producer's home yards.

Who has the best PC connections?

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Speriby North Pty Ltd - Windrows



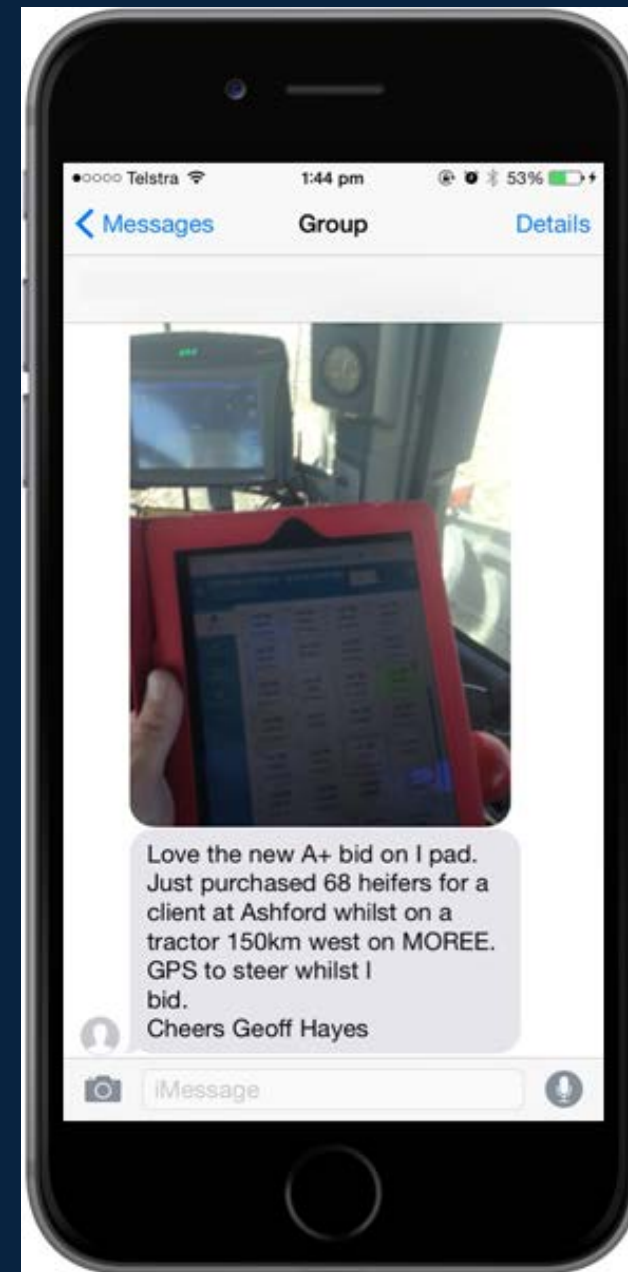
Speriby North Pty Ltd - Windrows

34 Heifers Av. 324.5kg

0:07 / 0:36

YouTube







Australia's Online Salyeard



Online markets are disrupting
traditional markets.

They are here to stay and they
are growing.

Why?

Why online marketplaces are the future...

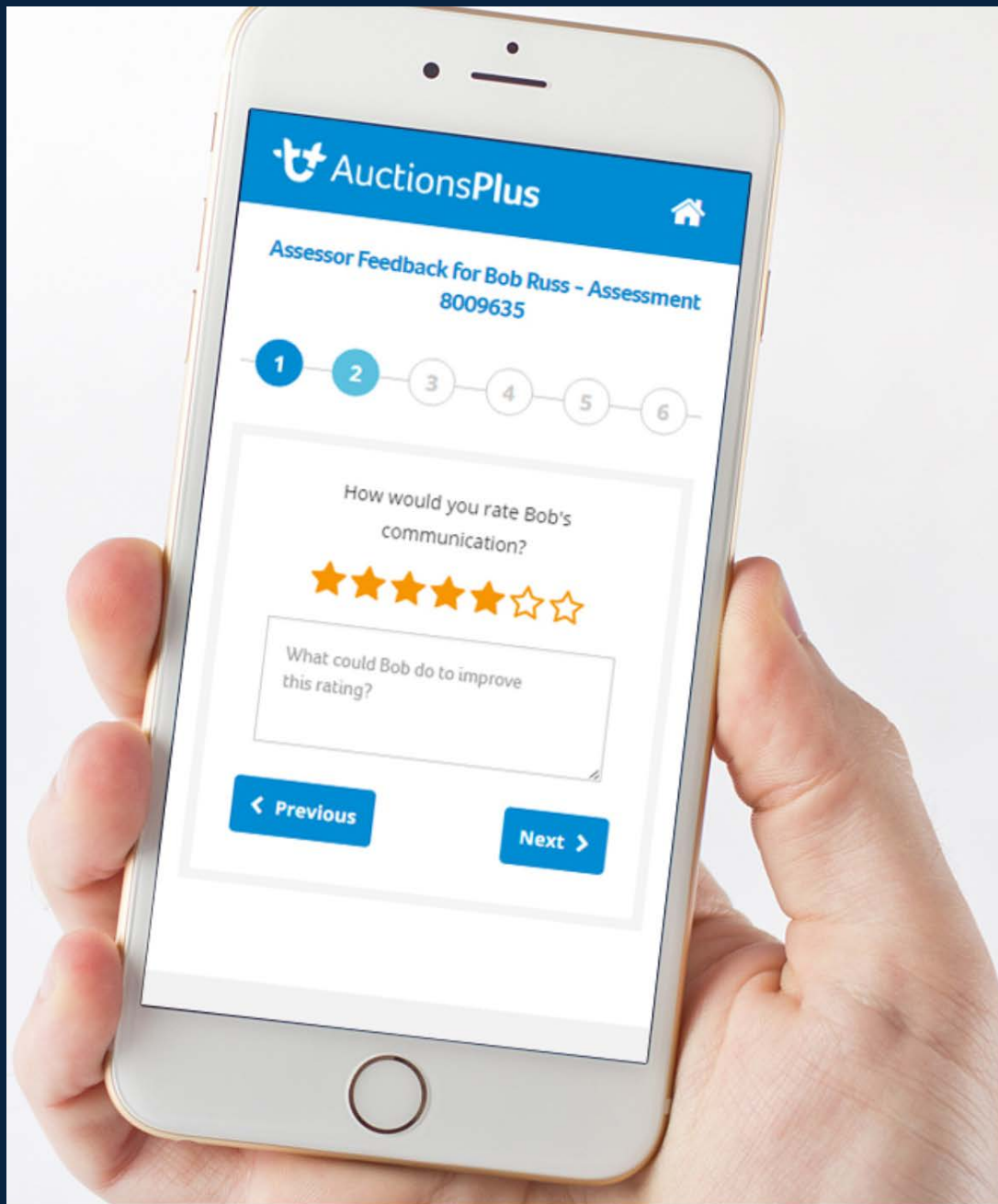


- Power of Auction
- Market Access
- Increased Competition
- Reduced Costs
- Convenience
- Less Volatility - reoffers
- Animal Welfare & performance
- Product Integrity is imperative
- Visible Price Indicator



Online Trust and Accountability

Product Integrity is Critical



Creating better
relationships,
transparency and
performance through
real-time feedback...



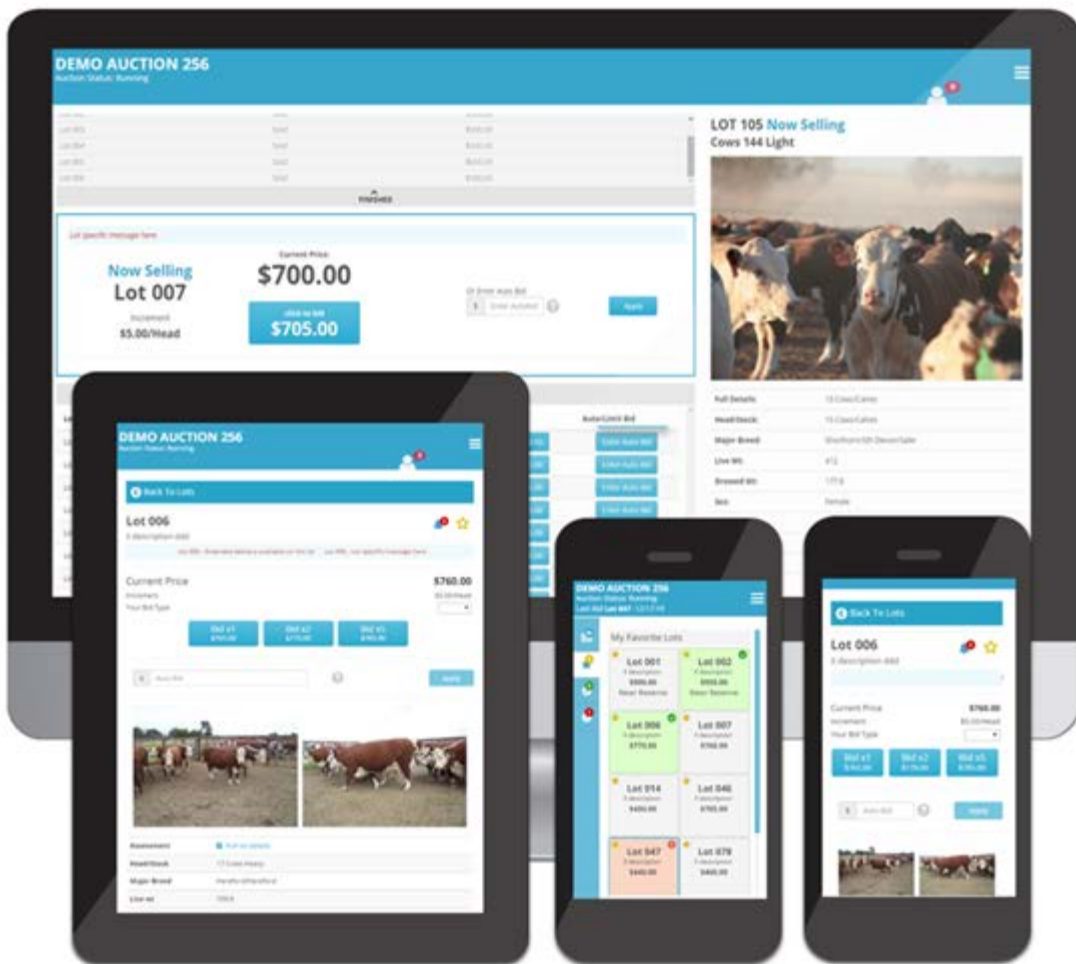


Assessor Training



- Objective Assessments
- Fat Scoring
- Dressing %
- Physical Assessment
- Weight Adjustments
- High Risk Areas
- Operating Conditions





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