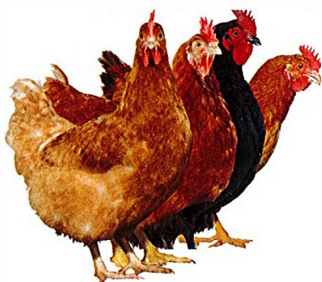


Flexibility for innovative solutions



Hubbard preserves a large gene pool offering more flexibility for innovative solutions to an industry facing more and more constraints being imposed on them:

- High(er) feed prices.
- Animal welfare regulations.
- Increased segmentation of the markets.
- Increased focus on reducing the use of antibiotics.
- A reduction/shortage in production surface.

hubbardbreeders.com

Hubbard develops and implements best practices in the genetic selection and production of animal protein to feed a growing world population in a sustainable way. Hubbard's breeding program favours robustness and feed efficiency, based on:

- A large gene pool.
- Selection under field circumstances.
- Maximum reduction of antibiotic use.
- Selection on behaviour.
- Selection for good meat quality.
- Selection on FCR and feeding behaviour.

Resulting in a product range, based on the best balance



between breeders and broilers, offering a complete answer to the poultry industry for conventional as well as Premium markets.

Their Hubbard Conventional range includes:

- Hubbard JV: producing the highest number of chicks per m² and grade A chickens at the best price.
 - Hubbard F15: a real economic package with lowest live costs and high total meat yield.
 - Hubbard Classic: continues to gain market share thanks to its excellent breeder performances, fast early broiler growth and good FCR.
 - Hubbard Flex: the most feed efficient broiler producing meat with a high quality.
 - Hubbard H1: the best solution for the heavier broiler markets and the total de-bone markets focusing on the highest total meat yield per broiler, including breast meat, legs and wings.
 - Hubbard M99 and M77 breeder males: Many customers around the world recognise the positive traits of these excellent breeder males in terms of fertility and efficiency.
 - Hubbard M22 breeder male: Hubbard's latest male focusing on the production of breast meat.
- Hubbard is the global leader in Premium markets all around the world and its products are recognised by many different quality programs and schemes. The Hubbard Premium product range covers not only the needs for the high-end quality chicken meat markets, but is increasingly used as an alternative to conventional broiler growing as a response to societal pressure focusing on high animal welfare and a major reduction in the use of antibiotics.