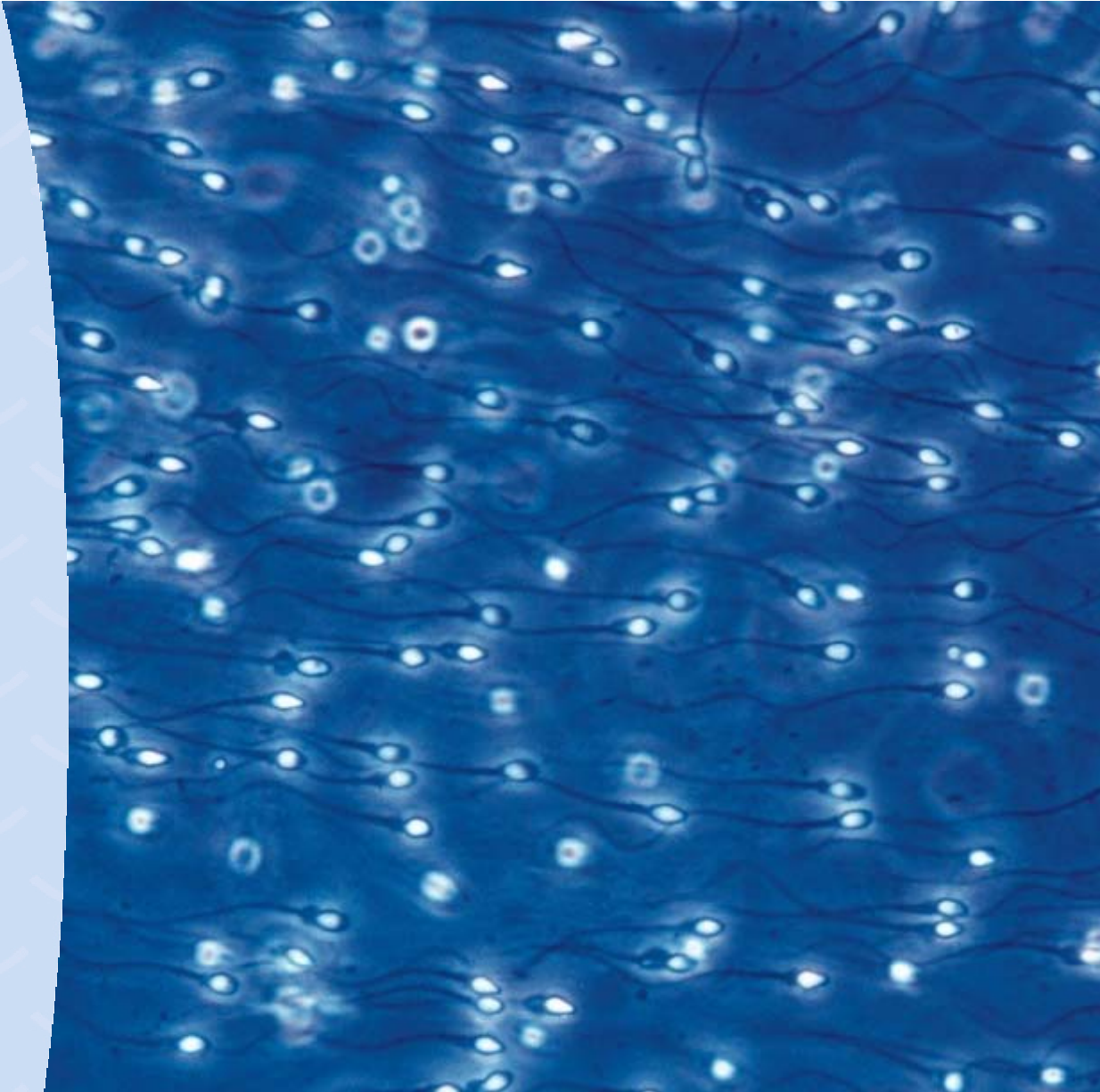




**VIKING**  
**GENETICS<sup>R</sup>**



Top of the  
breeding  
material





**“The  
invisible  
cow”**

**the basic principle  
of breeding**

**Excellent**

**Better**

**Good**

**Average**





**Success  
is no  
coincidence**

**Success is no coincidence**



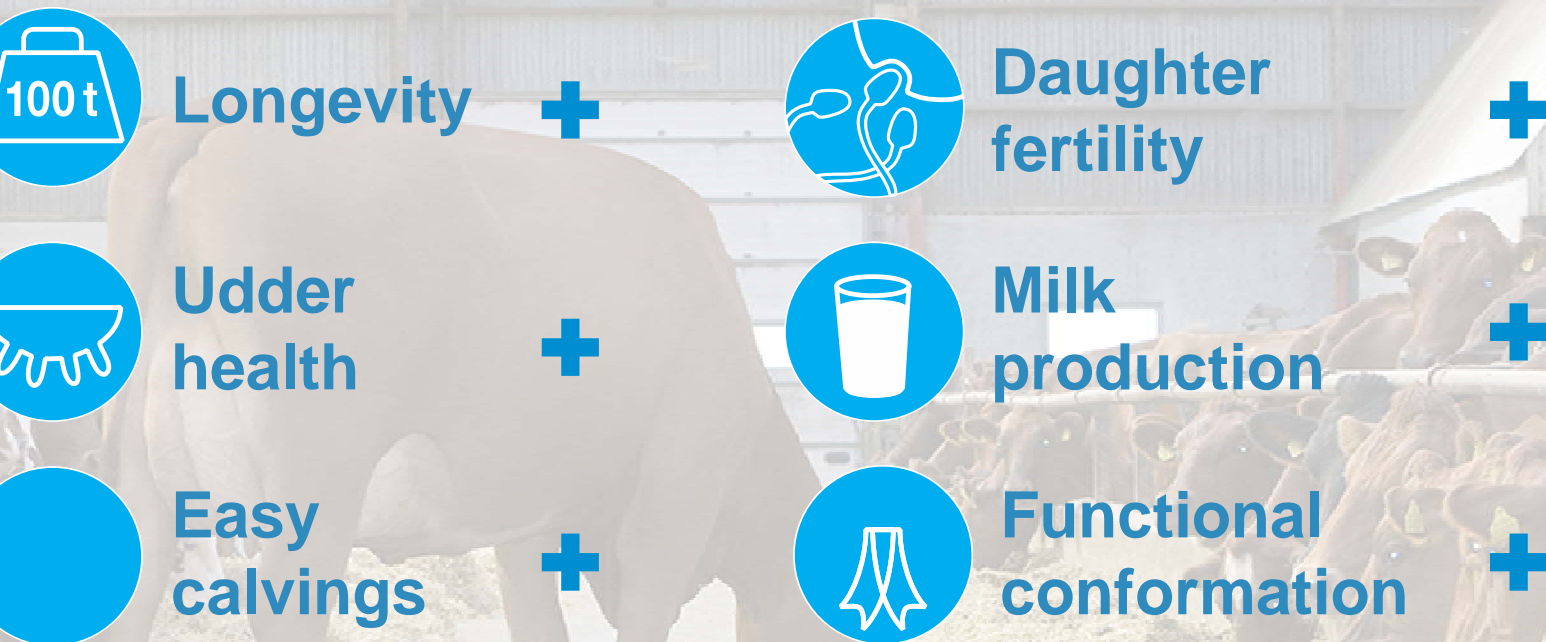
Nordic Total Merit

**NTM**



12 main traits – all of great economic importance

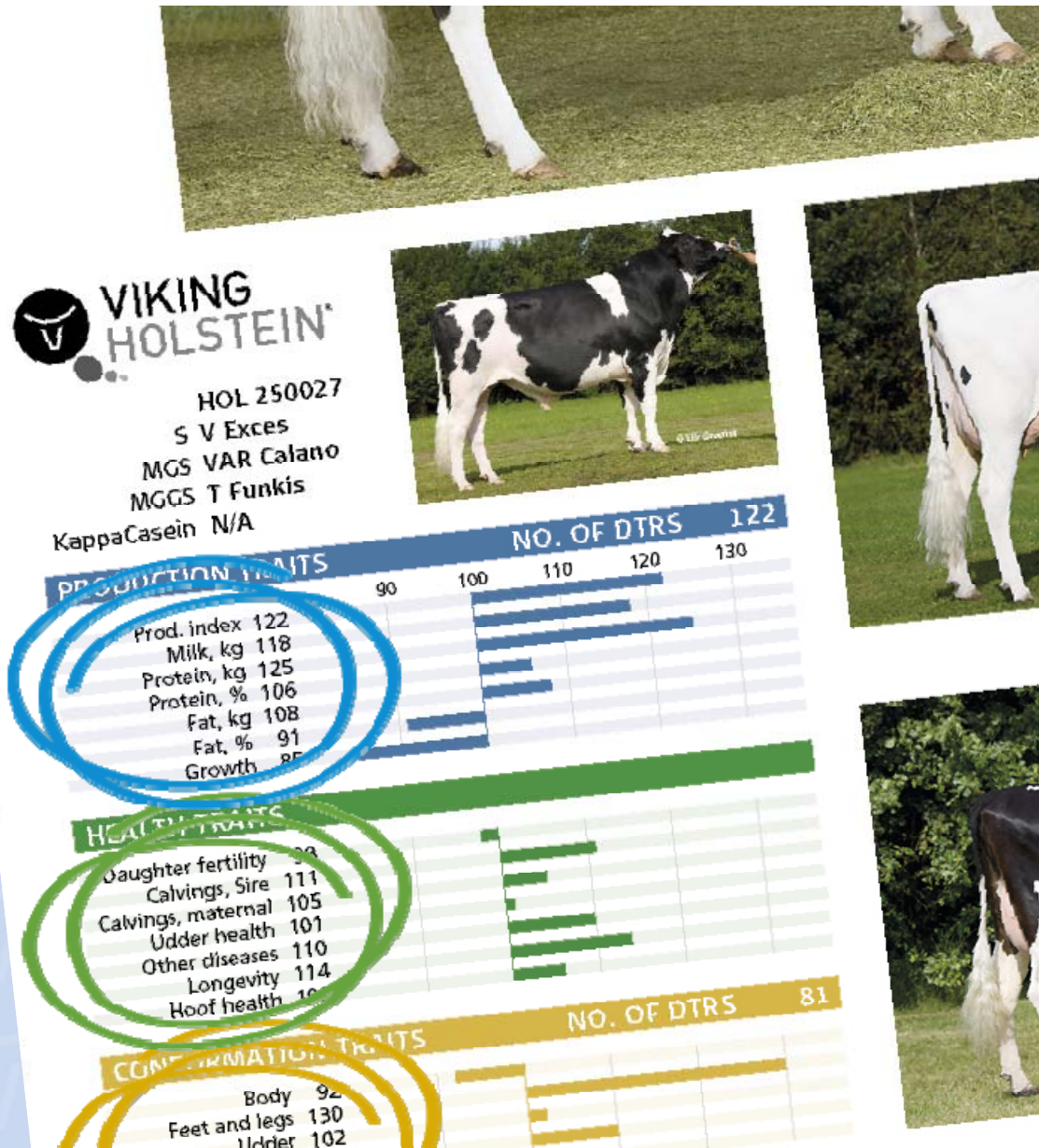




**NTM = Profit**



breeding  
values for all  
important traits



**he best cows are  
most invisible**





**1 NTM =  
20 €**

**100 cows  
x 10 NTM =  
+ 20,000 €**

quarters  
toft, Denmark



Skara, Sweden



Hollola, Finland





**Our owners:  
30,000  
Dairy & Beef  
farmers**



owners



VIKINGDANMARK

VÄXA  
S V E R I G E



# Guiding stars



Strengthening  
team  
culture

High  
availability

Superior  
products

Grow  
export

Aligning vision &  
actions with  
owners



# abulous figures

4 100,000 doses sold

1 000,000 Registered  
Dairy Cows

500 young bulls  
tested every year

- 200,000 doses sexed semen
- 90 % Domestic market share in average
- 165 employees



**world wide success**

**1 000 000 doses exported to 50 countries**





's all in the ear!

# Unique cow database



# Unique cow database



Dairy farm  
management

Health  
programs

Breeding  
values

R&D

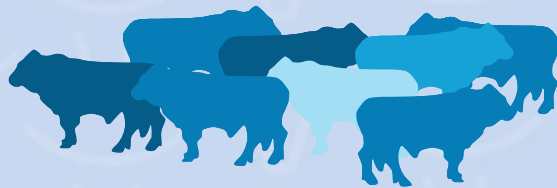
Breeding  
plans



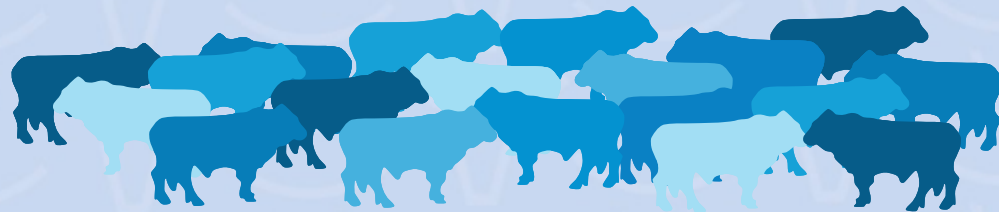
# World's largest reference group



20 Elite sires



200 are bought



2000 genome tested



**GENVIK<sup>®</sup>**

Genomic  
selection  
significantly  
accelerates genetic  
progress



hat a  
miracle!

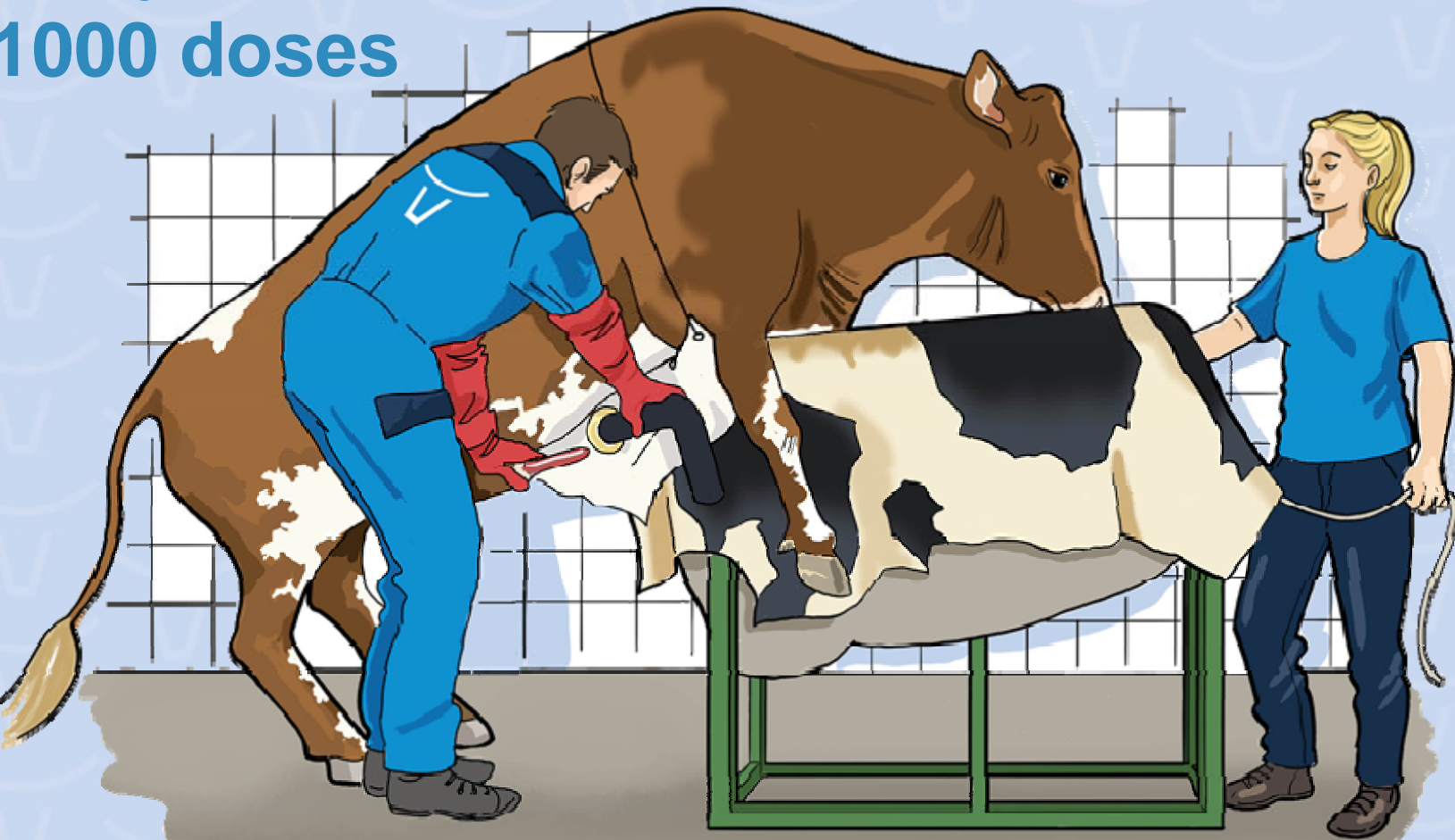


**GENVIK<sup>®</sup> PLUS**

**VH Miracle NTM +37**

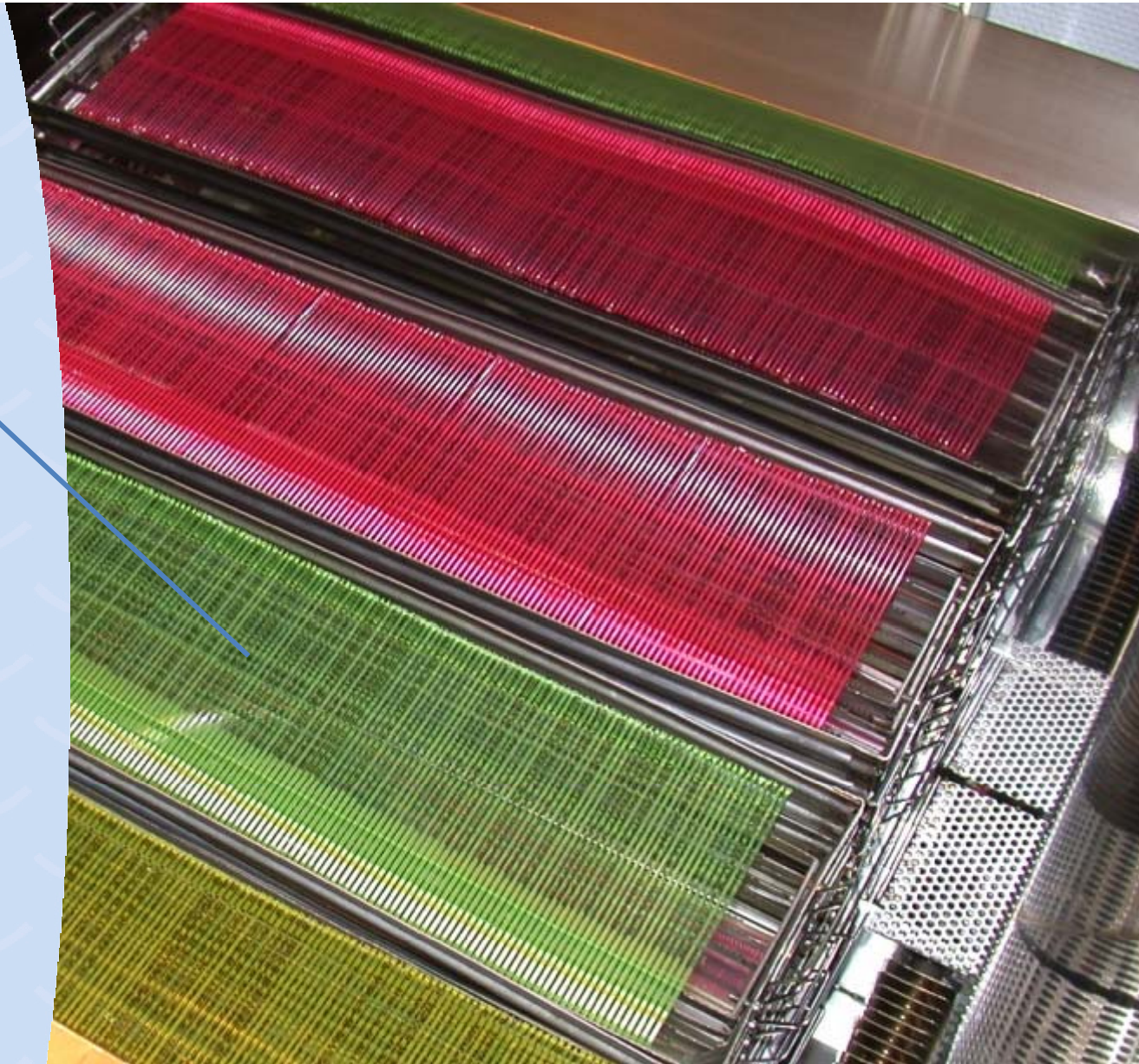


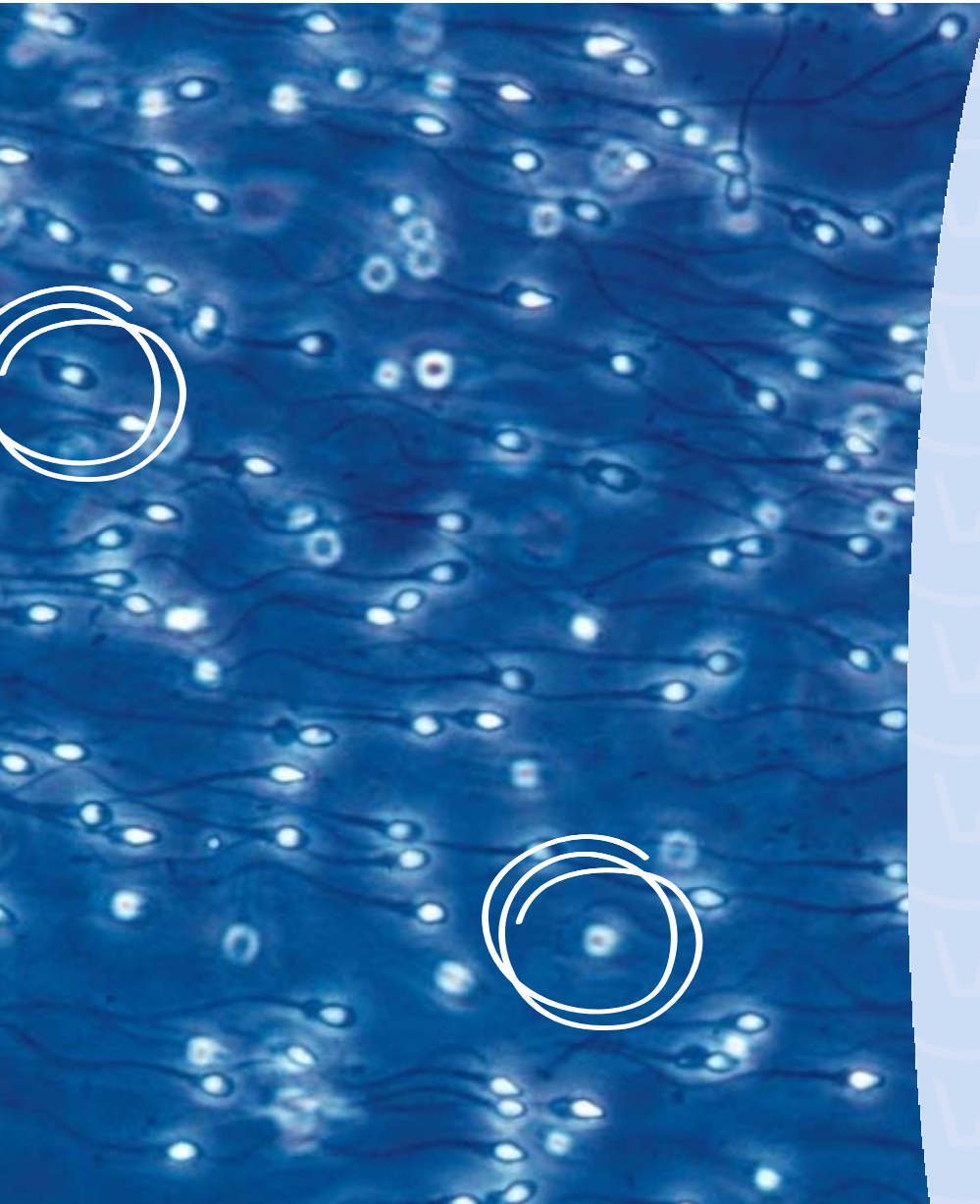
ne ejaculate  
1000 doses





mpuls,  
duced more  
n 600.000  
ses.





Female sperm cells



Male sperm cells

VIKING  
HOLSTEIN<sup>®</sup>

More than  
10 000  
registered  
cows.

Every year  
15 bulls  
progeny  
tested



**VIKING  
RED<sup>®</sup>**

**Finish Red  
Swedish Red  
British Ayrshire**

**the strongest  
genetic program in  
the world**

**100 000  
registered cows**

**100 bulls  
genetically tested**



**VIKING  
JERSEY<sup>®</sup>**

**World leading  
Jersey breed**

**More than  
1,000  
registered  
cows**

**All bulls  
genetically tested  
annually**



**VIKING  
BEEF BREEDS<sup>®</sup>**

**Viking Beef  
Breeds  
combine high  
performance  
and calving  
ease for a  
more profitable  
production**



