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ANML FARM

Pitch Deck

3 November 2025

ANML FARM seeks to aid African farmers in crisis by providing accessible technology, services, and products that increase productivity, profit and safety

Problem Statement

Name Johannes | **Farm**: 200 cattle @ 500ha | **Revenue**: R800kpa

Goals

To reduce cost and increase revenue while keeping his family and animals safe

Challenges

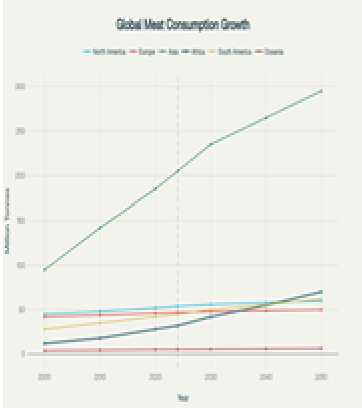
Theft anxiety
24/7 security concerns, sleepless nights worrying about livestock safety
Impact: R50,000+ annual losses.

Employee Issues
CCMA compliance challenges, labor disputes, performance management
Impact: R30,000+ legal costs

Manual Systems
Excel spreadsheets and paper-based records, time-consuming and error-prone
Impact: 10+ hours weekly on admin

Limited Support
Isolated from technical support, delayed veterinary care, poor market information
Impact: 15% lower productivity

African farmers also need help to capture a market set to grow 119% by 2030



South Africa's Livestock Potential: With 14 million cattle and 70% of agricultural land suitable for livestock, South Africa has substantial untapped potential. However, productivity remains low with communal farmers controlling 40-50% of the national herd but achieving less than 35% calving rates versus a potential 50%

A **Supply gap:** local production not meeting demand growth

B **Infrastructure:** Poor connectivity and services in rural areas

C **Climate challenges:** drought and disease outbreaks affecting productivity

E **Market fragmentation:** disconnected value chains from farm to table

D **Technology gap:** limited adoption of modern farming practices

Our interviews with farmers highlighted key challenges at the root of the crisis

Both internal and external factors keep farmer growth at lower levels

A. Management challenges

1

Employees

Complex labor law compliance creates CCMA risks for farmers

2

Data access

Poor record-keeping systems (mostly Excel and paper-based)

3

Coordination and Isolation

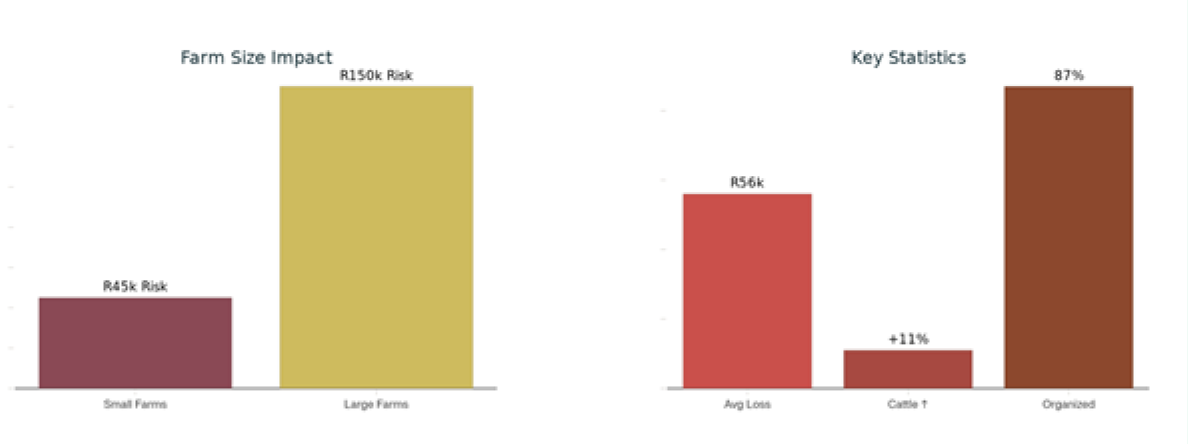
Poor collective organization
- Weak farmer associations
- Limited knowledge sharing
- Ineffective collective bargaining

4

Low Productivity

Current calving rate vs potential is **35% vs 50%** due to:
- Poor breeding management
- Inadequate nutrition planning
- Limited veterinary access

B. Theft crisis



- **R1.4 billion annual economic impact** on South Africa's economy
- 87% of theft involves organized **crime syndicates**, not just survival theft
- **Only 25% of livestock crimes are reported** to police
- Cattle theft **increased by 11%** in recent quarters

Our Solution: Who We Are

Vision

"Digitize and democratize African livestock farming for global competitiveness"

Mission

"Increase farmer profitability through integrated technology solutions"

Our Story

Founded by Jean Louw and Louw Steenkamp in 2021 with the idea to address prominent gaps in the operations of every-day farmers.

With combined knowledge of farming and technology and decades of experience solving problems for corporate clients, building a good business was inevitable.

Now we are 4 years in and ready for our second steps into the market.

Innovation: Cutting edge IoT and AI solutions

Partnership: Collaborative ecosystem approach

Sustainability: Long-term farm viability focus

Empowerment: Farmer-centric solution design

What we offer

IoT Asset Tracking

Real-time GPS monitoring of cattle, vehicles and worker location and movement

1. 24/7 theft prevention alerts
2. Bluetooth sensors and monitoring
3. Automated record keeping

Farm & Data Management

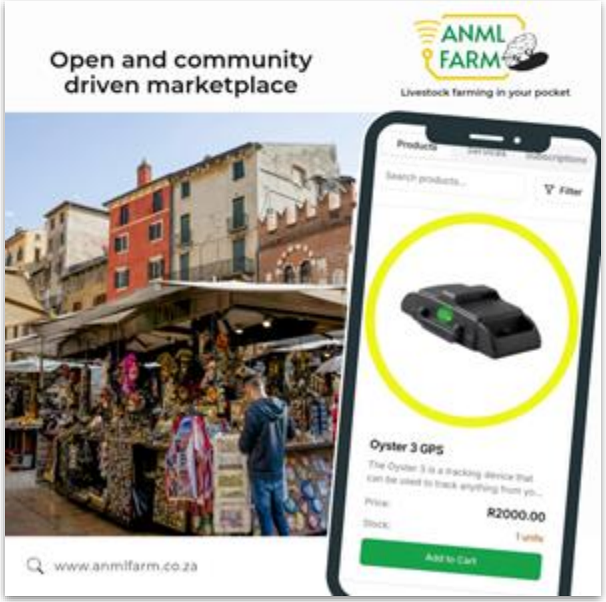
Centralized data management for animal, personnel, and assets

1. Growth and health tracking
2. Heritage and production
3. Statistics and reporting
4. Easy-to-share links and QR codes

Labor Management

Employee compliance and optimization systems

1. CCMA compliance automation and services
2. Performance and task tracking
3. Legal representation support



Integrated Marketplace

Direct market access and trading platform

1. Buyer-seller matching
2. Quotation and customer management
3. Stock and product visibility
4. Transaction and delivery facilitation

ANML FARM aims to affect systemic change in social, environmental, and economic terms through democratized technology and service delivery

Every farmer using ANML FARM creates ripple effects across 6 Sustainable Development Goals (SDGs)

Impacted SGD Goals

SGD 1.4: No Poverty

We provide equal access to economic resources and technology, targeting all mobile and computer platforms to enable:

1. Reduced losses from theft
2. New revenue streams via marketplace
3. Increased productivity and ROI

SGD 2.3: Zero Hunger

We provide up to double productivity for small scale farmers through precision farming techniques:

1. productivity improvement through data-driven decisions
2. Improve calving rates
3. Better breeding management and nutrition planning

SGD 8.3: Decent Work

We provide the means of formalization and growth for our primary SME market:

1. Formalize farm employment with digital contracts
2. Performance tracking creates accountability
3. Enable farmers to scale and create jobs

SGD 12.2: Responsible Production

We provide a platform to track sustainable management and efficient use of natural resources:

1. Data-driven grazing and resource optimization
2. Reduce waste through better inventory management
3. Track and improve feed efficiency

SGD 13.2: Climate Action

We provide data and feedback to integrate climate measures into policies and planning:

1. Increase productivity = fewer animals for same output = lower emissions per kg
2. Weather integration for climate adaptation
3. Resilient farming practices through analytics

SGD 15.1: Life on Land

We provide the means of conservation and restoration of terrestrial ecosystem:

1. Geo-fencing prevents overgrazing
2. Track and optimize land use
3. Genetic diversity preservation through heritage tracking
4. Sustainable rangeland management

ANML FARM needs to scale intelligently to capture value in a growing market

Market opportunity

- **Precision Livestock Monitoring**
  This is the fastest-growing segment in agritech globally.
  - **South Africa:** $130.8M (2024) → $314.3M (2033) at **11.6% CAGR**
  - **Global Scale:** $7.5B (2024) → $19.89B (2033) at **9.7% CAGR**
- **Livestock E-Commerce & Marketplace**
  Africa's meat demand is outpacing supply, and the shift from traditional sources to digital direct-to-consumer is accelerating
  - **Global Agricultural E-Commerce:** $18.4B (2024) → $45B (2035) at **8.4% CAGR**
- **Livestock Insurance Market Surge**
  Climate change, disease outbreaks (FMD recent), and price volatility are driving demand for livestock insurance
  - **South Africa:** $53.9M (2023) → $91.3M (2030) at **7.8% CAGR**
  - **Global Market:** $16.5B (2023) → $35.8B (2033) at **8.1% CAGR**

Market Gaps

- **Integration Gap**

  Tracking companies offer only GPS. Data management tools ignore theft

  Marketplaces ignore compliance. Insurance requires manual workarounds.
- **African Context Gap**

  AgriWebb, FarmLogs, and Farmbrite are priced for developed markets (USD 50-200/month). They assume stable connectivity and cloud-only access. They're crop-focused, not livestock-centric
- **Data Accessibility Gap**

  Insurance companies have no real-time animal health or location data.

  Breed registry companies see only genetics, not productivity. Marketplace buyers have no traceability information.

Competitive advantages

- **Integration Moat**

  Competitors: Point solutions (tracking OR management OR marketplace OR compliance)

  ANML FARM: Single ecosystem where each module enhances all others
- **Farmer-Centric Design**

  Competitors: Designed by engineers in urban offices without field validation

  ANML FARM: Every feature tested with real farmers. Mobile-first. Works offline. Culturally appropriate.
- **Data Moat**

  Competitors: Individual farm data silos

  ANML FARM: Aggregated anonymized data on livestock across SA. Enables benchmarking, predictive analytics, risk assessment that competitors can't match

How we capture value through network effects

As more farmers join our platform, the value for all participants increases exponentially through data insights, market liquidity, and ecosystem partnerships.

A. Recurring Revenue Streams

1

SaaS Subscriptions

Monthly platform fees per farmer

R100 – R1000 per month*

2

Transaction Fees

Marketplace commission on sales

2-5% per sale

3

Data Services

Analytics for partners & insurers

R100– R1000 per month*

4

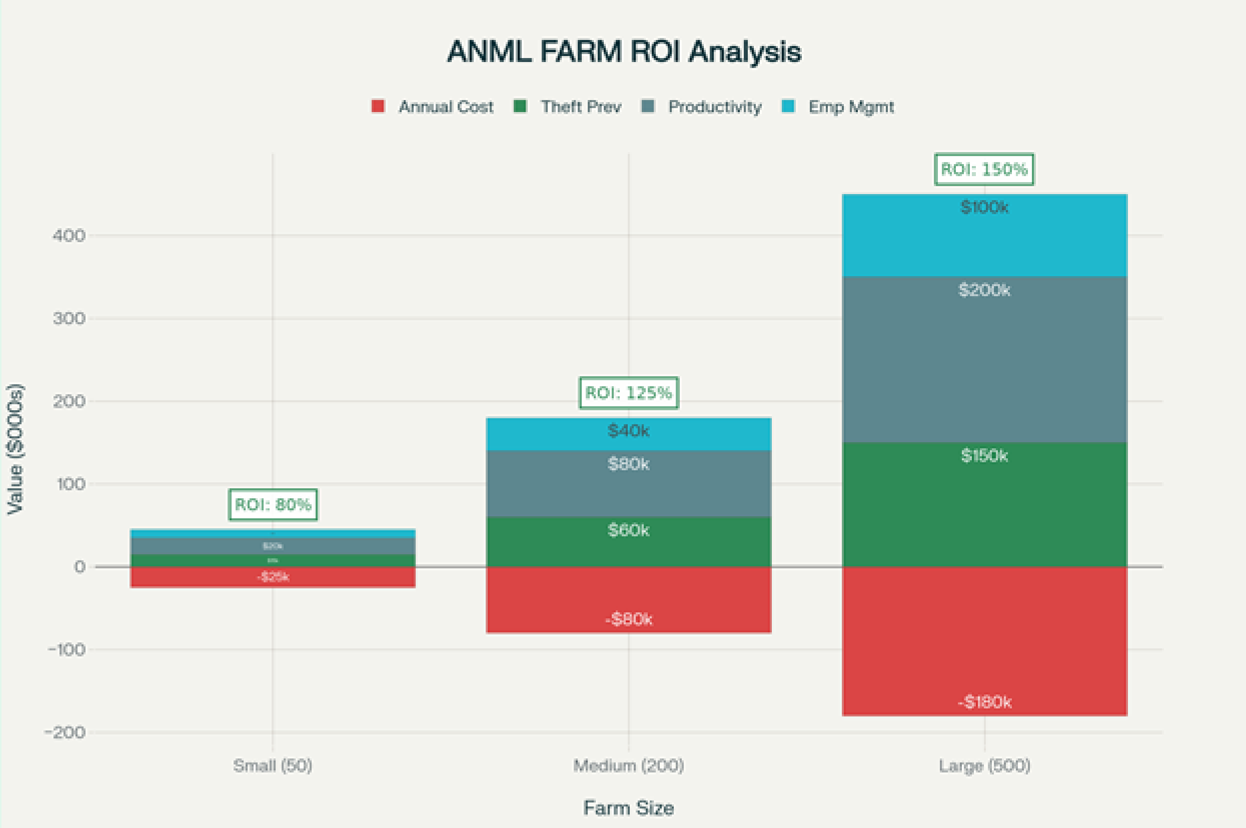
Partnership revenue

Revenue sharing with ecosystem partners

10% - 30% share

1 Subject to farm- or partner-specific requirements

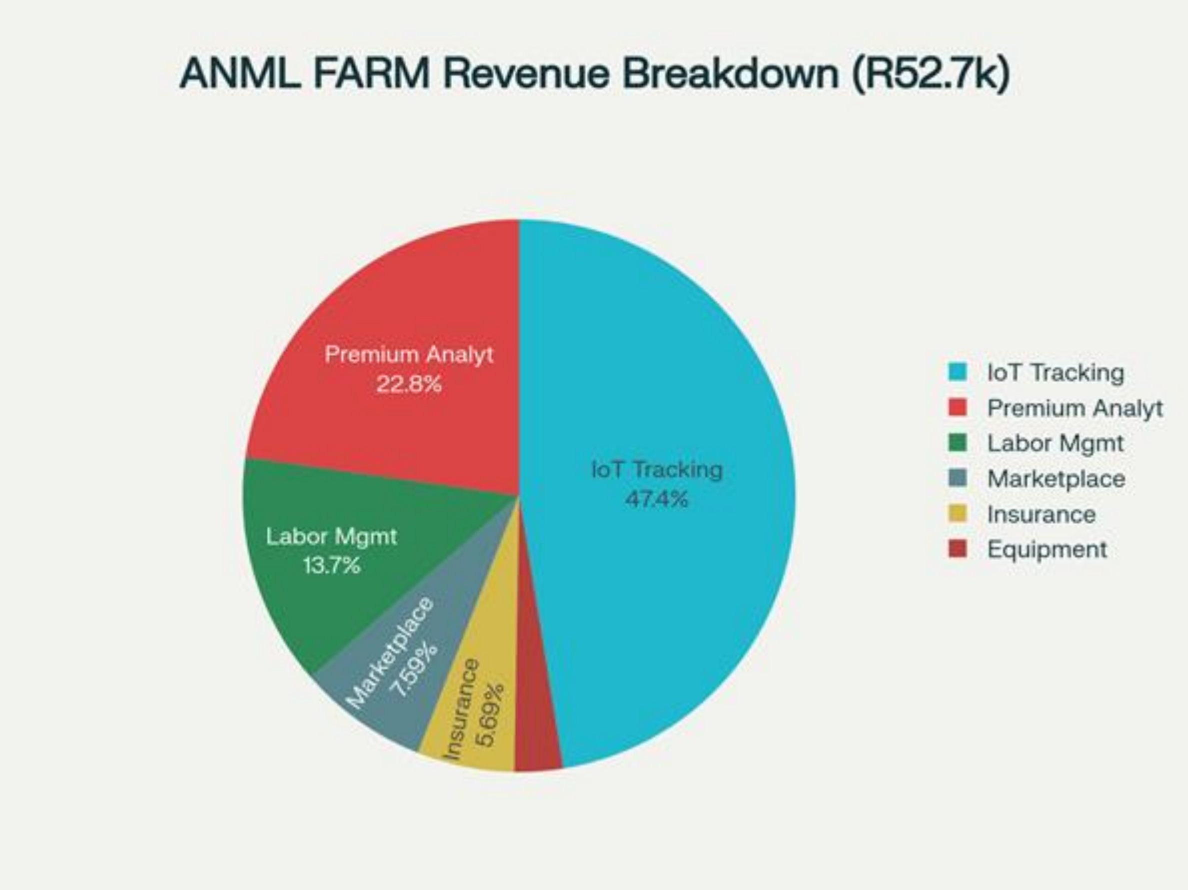
B. Providing ROI to R12B livestock market



Consistent average of 142% ROI across all farm sizes with breeding efficiency as primary value driver

Financial Model Key insights

Revenue projections give insight on where efforts should be directed



Break-Even & Profitability Timeline:

- Q1 2026: Break-even achieved at 200 farmers
- Q3 2026: Strong margins emerge at 500 farmers
- Q4 2027: Premium profitability at 10,000 farmers

Funding Strategy Aligned with Growth:

- Seed Round (R5M): Early Bird program and product-market fit
- Series A (R25M): Regional scale and partnership ecosystem
- Series B (R100M): Continental expansion and market leadership

Exit Potential:

- 2027 Valuation: R2-5 billion (8-20x revenue multiple)
- Annual Profit: R87 million with 34.8% margins
- Market Position: Regional leader with international expansion ready

We are following a standard approach for market readiness

Build For Success

- Created the MVP product with in-field testing
- Created the MLP website from feedback from MVP phase
- Built to scale and ready for customers

Early Bird Program

- Carefully select early adopters
  - Progressive technology mindset
  - 100+ animals
  - Commitment to feedback

Partnership Outreach

- Carefully select and approach ecosystem partner
- Develop custom services and integrations
- Build agreements and SLA's

Live Launch

- Prepare employees and resources
- Prepare content and marketing strategy
- Invite farmers and media
- Launch with a bang

Considerations for a successful launch:

1. Product readiness % performance
2. Partnership agreements with integrations
3. Strong portfolio of onboarded farmers
4. Marketing and acquisition channels
5. Operations and team readiness

ANML FARM has activated 5 Early Bird adopters since October to test and refine our solutions while we focus on building business partnerships

Customer Acquisition Cost: R2500 - Lifetime Value: R36000 - CAC:LTV @ 14.4:1 (above 3:1 average)

Farmers and Partnerships in place

Perdekop
Potchefstroom

Growing Eden
Rayton

Denico
Petronella

We have a clear roadmap to utilize AI to add significant value to the farmer

Q1 2026: Predictive Pricing Intelligence

Data Source: Market price feeds (Digikraal, BKB, local markets)

AI: Time-series forecasting → predict optimal selling price/timing

Impact: Farmers maximize revenue; could improve profit by 5-10%

Revenue: R200/month premium feature or transaction fee on marketplace sales

Market Need: Farmers currently sell at market lows; AI timing could add R50-100K+ annually per farm

Q2 2026: Grazing Optimization Assistant

Data Source: Weather + GPS boundaries + historical grazing patterns

AI: Generate grazing rotation plans + paddock rest recommendations

Impact: Optimize feed efficiency; reduce overgrazing damage; improve animal weight gains by 8-12%

Revenue: R300/month for large farms; revenue from feed companies

Climate Impact: Lower emissions per kg meat

Q3 2026: Insurance Claims Processing (Custom for Insurance Partners)

Data Source: GPS location at time of theft + health history + farmer reported incident

AI: Analyze claim legitimacy + automate approval for clear cases

Impact: Reduce insurance claim processing time from 14 days to 1-2 days; reduce fraud by 20%+

Revenue: R5-10M+ annually from insurance partner integration fees

Q4 2025: Automated Compliance Reporting

Data Source: CCMA templates + employment records + transaction history

AI: Auto-generate audit reports for farm inspections (SABS, health dept)

Impact: Reduce compliance preparation time from 40 hours to 2 hours; eliminate audit penalties

Revenue: R500/month compliance suite premium

Market Need: Farms spend 40+ hours/year on compliance documentation

Invest in ANML FARM and the Future Today

Why We Deserve Capital

1. Proven Traction
   - ✓ 4 years platform development (de-risks technology)
   - ✓ 50 early adopters generating real usage data
   - ✓ 90%+ farmer satisfaction score
   - ✓ 142% average farmer ROI (economically proven)
   - ✓ Platform achieving 99%+ uptime
2. Massive Market with Low Penetration
   - ✓ USD 65B+ addressable market (precision livestock + marketplace)
   - ✓ <2% technology penetration in South Africa
   - ✓ 14M cattle with only 15-25% tech adoption
   - ✓ 119% African meat demand growth by 2030
3. Defensible Competitive Position
   - ✓ First-mover advantage in integrated platform
   - ✓ Data moat (largest livestock database)
   - ✓ Network effects (partnerships + ecosystem)
   - ✓ 5-year farmer relationship advantage
   - ✓ Switching costs increase with each farmer's investment
4. Clear Path to Profitability
   - ✓ Break-even at 200 farmers (achievable Q1 2026)
   - ✓ 14.4:1 LTV:CAC ratio (top tier SaaS)
   - ✓ 75% gross margins (software business model)
   - ✓ Multiple revenue streams (not dependent on single source)
   - ✓ Conservative financial projections

ANML FARM