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Animalytix 4th Annual Senior Executive Forum Draws Record Crowds

Animalytix LLC sponsored its fourth annual Senior Executive Forum at the Western Veterinary Conference February 17, 2015. More than 130 senior executives from the leading animal health manufacturing and distribution companies as well several financial industry representatives attended the event held at the Four Seasons Hotel in Las Vegas. Ian Spinks, President & General Manager for Bayer HealthCare, Animal Health and KC Animal Health Corridor Chairman opened the event with a sponsor's welcome for the group. Chris Ragland, CEO Animalytix followed a review of 2014 market results. Ragland's presentation included the industry's first "price – volume" analysis, covering the top 200 brands which collectively represent more than \$ 3.0 billion in annual sales.

Carol McConnell, DVM, MBA, and Chief Veterinary Officer, and Kerry O'Hara, PhD, and Director of Research, Data, and Strategy, Veterinary Pet Insurance followed with an overview of the company's recently published "Nationwide | Purdue Veterinary Price Index." The Index is a ground breaking analysis of 5.3 million pet insurance claims filed from 2009-2013 which indicates veterinary pricing is not keeping pace with the cost increases in other segments of the economy. Travis Meredith, DVM, MBA Dipl. ACT, and Director of Veterinary Channel Intelligence, Animalytix LLC followed with the introduction of the company's proprietary Veterinary Consumption Index (VCI). The Animalytix VCI monitors annual consumption of more than \$ 1.4 billion in veterinary exam room purchases as a means of assessing overall economic activity for the channel.

Kevin Good, Senior Analyst — Fed Cattle Market Specialist and Manager of Corporate Accounts at CattleFax followed with a detailed analysis of the US livestock industry and the macro economic factors expected to impact the 2015 markets. Brad Holen, Director of Commercial Operations, Animalytix LLC concluded the formal program with a review of 2014 cattle market performance with a detailed analysis of the dairy, feedlot and non-confined beef segments. In his closing remarks, Ragland expressed special thanks to the KC Animal Health Corridor for their sponsorship of the event and to Circa Healthcare who has provides agency and logistical support for the event each year.



About Animalytix LLC

Animalytix, through its partnership with the leading US animal health distribution companies, is unique in its ability to provide actionable commercial insight to manufacturers, investors, lenders and financial analysts with an interest in this dynamic and expanding market. Animalytix currently publishes more than 30 monthly market surveys reflecting sales of pharmaceuticals, vaccines, nutraceuticals and veterinary supplies for use in pets, horses, swine and cattle totaling \$6.5 billion in sales revenues on an annual basis. The monthly surveys provide sales trending insights for more than 8,000 products sourced from more than 500 manufacturers. For more information, please contact: info@animalytix.net, or visit: www.animalytix.net.

