



# BETTER WELFARE. MORE PRODUCTIVITY.

Bringing robots and digitalisation  
to poultry production

**Heiner Lehr**

CEO

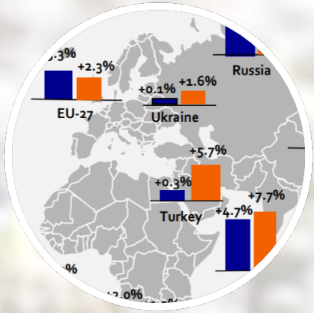
**François-Xavier Stock**

CFO

## Issues of poultry production



# Issues of poultry production



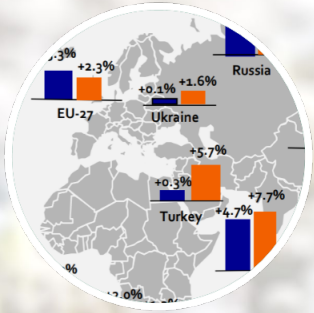
**60**  
billion chickens  
raised per  
year

**3**  
billion never  
make it  
through the  
process

**> 6**  
billion  
€



# Issues of poultry production



**60**  
billion chickens raised per year

**3**  
billion never make it through the process

**> 6**  
billion €



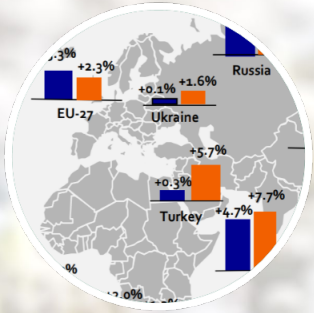
**250**  
million tons of feed consumed

**> 3**  
million can be saved

**> 750**  
million €



# Issues of poultry production



**60**  
billion chickens raised per year

**3**  
billion never make it through the process

**> 6**  
billion €



**250**  
million tons of feed consumed

**> 3**  
million can be saved

**> 750**  
million €



Some chickens are rejected at the abattoir

**1.6**  
billion can be saved from going to waste

**> 3**  
billion €





# The ChickenBoy



## What does the ChickenBoy do?



### RECOGNITION OF:

- **Mortality** to keep the farm clean
- **Wet spots** in the litter for better litter quality
- **Defective drinkers** for better access to water



### CLASSIFICATION OF:

- **Excrements** for early disease detection and improved feed conversion



### LIGHT-INDUCED MOVEMENT:

- **Improvements** in feed conversion and leg health



### MAPS OF:

- **Thermal comfort** (temperature, relative humidity, air speed)
- **Air quality** (CO<sub>2</sub>, NH<sub>3</sub>)
- **Light intensity**
- **Sound levels**
- **Bird distribution**



# An outstanding software platform for management by exception with alerts and actionable advice



**Chickens Boy** FARM MANAGER

Home / Status

**HAPPY ROBOT 2**

Photo and video gallery Remote control

**Start operation**  
11/5/2017 08:30h

**Estim. Recharge**  
10/01/2017

**Current position**  
78m, line 04

**Farm**  
Best Chicken

**House**  
75

**Identifier**  
166F19A

## Status report

**AMBIENT CONDITIONS**

	ACTUAL	LAST RUN	YESTERDAY
Amoniaco [ppm]	0	113	0
Frecuencia predicha [r/m]	0	0	0
Humedad [%]	0	0	0
Nivel de ruido	0	0	0
Temperatura [C°]	62.6	67.5	62.6
Índice estres por calor	0	0	0
Intensidad de luz [lx]	0	0	0
Air speed [m/s]	0	0	0

**HEALTH AND WELFARE**

	ACTUAL	LAST RUN	YESTERDAY
Excrementos defectuosos	573	113	0
Índice de digestión [%]	0	0	0
Peso [g]	0	0	0
Aves muertas	116	43	22

**EQUIPMENT**

	ACTUAL	LAST RUN	YESTERDAY
Scanned	0	113	0

LAST INSPECTION RUN: GALLERY

## Subscribe to Alerts

Configurar alertas para tipos de eventos

Nombre observable	Nombre de alerta	Ultimo	Ronda	Tiempo de dia	Sea general
Temperature	Temperature out of Range	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Humidity	Humidity out of Range	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Airspeed	Airspeed out of Range	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digestion index	Digestion index out of Range	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Dead droppings	Dead droppings out of Range	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Large wet spots	Large wet spots out of Range	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

**SUBSCRIBE**

## Ambient conditions

Latest Interval: 1h Mensaje Time of day: New day Horario general

**Ronda Temperatura (mapa)**

Gráfico de temperatura (mapa) vs. Longitud de la zona (m)

Panel 8 (12-16:14:40)

## Robot settings

Editar Observables

**AMBIENT CONDITIONS**

- Humidity
- Temperature
- Light intensity
- Predicted frequency
- Sound level
- Heat stress index
- Air speed

**AMBIENT CONDITIONS**

- Humidity
- Temperature
- Digestion index
- Weight
- Dead droppings
- Dead birds

**ALERTA BAAA**

EDICION COLOR PANEL

**ALERTA AAAA**

EDICION COLOR PANEL

**ALERTA AATA**

EDICION COLOR PANEL





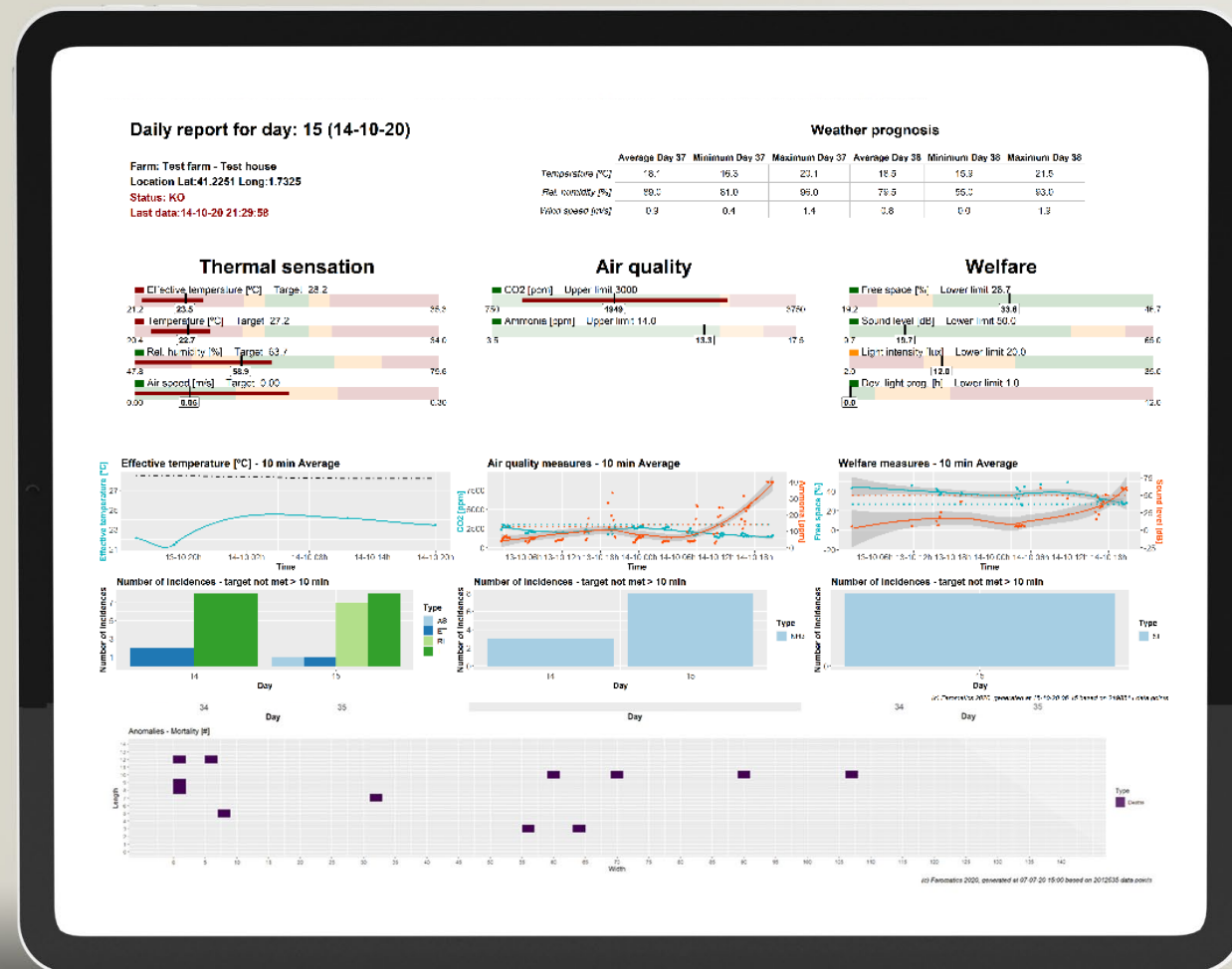


# From data to action

## Morning reports for farmers

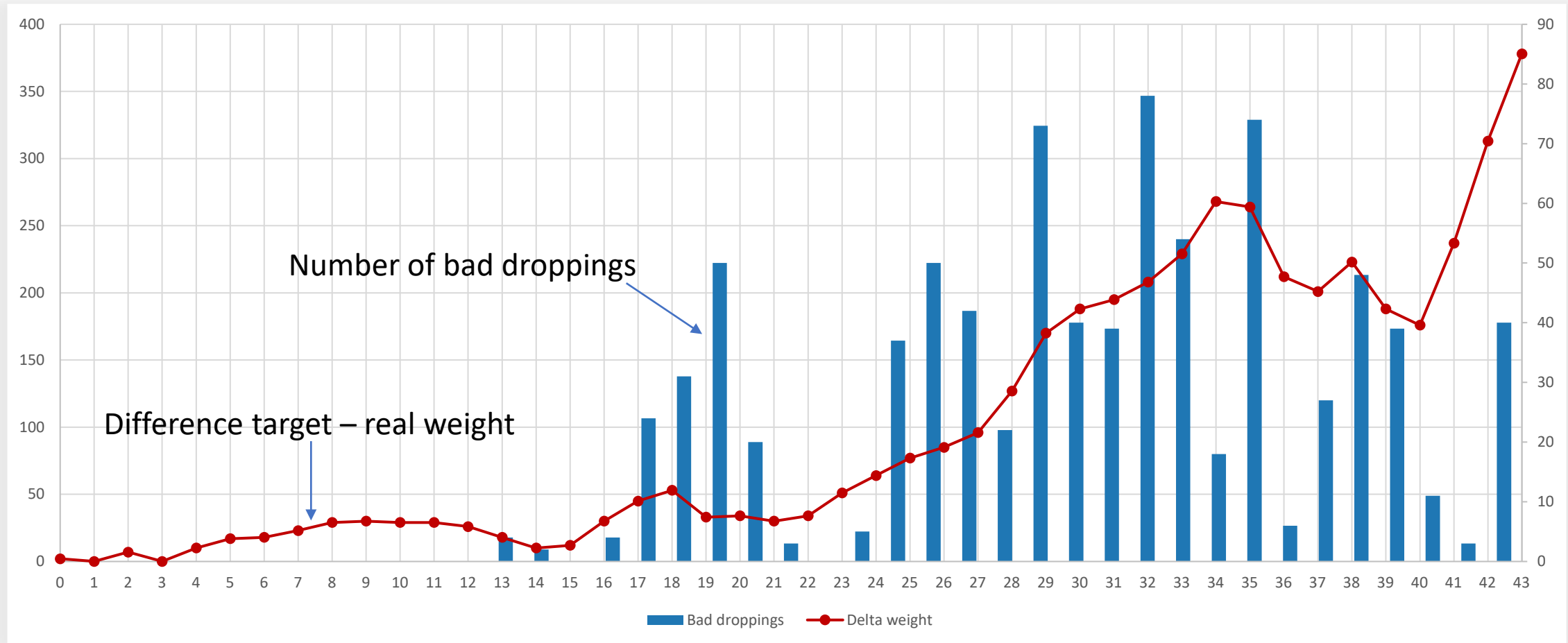
## Production review for continuous improvement

## Weekly reports Cycle reviews

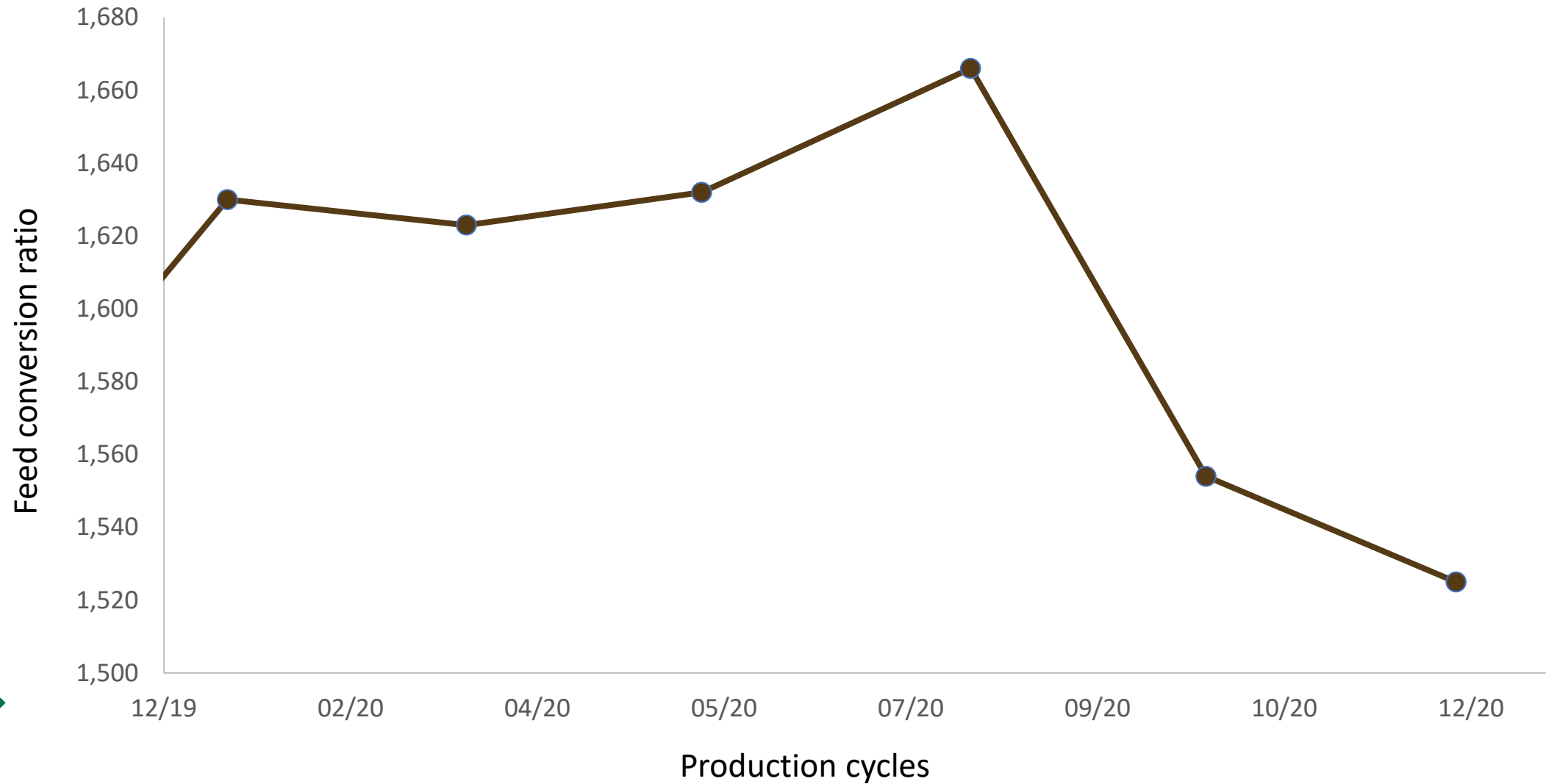


# What to do with the data? Intestinal diseases in real time

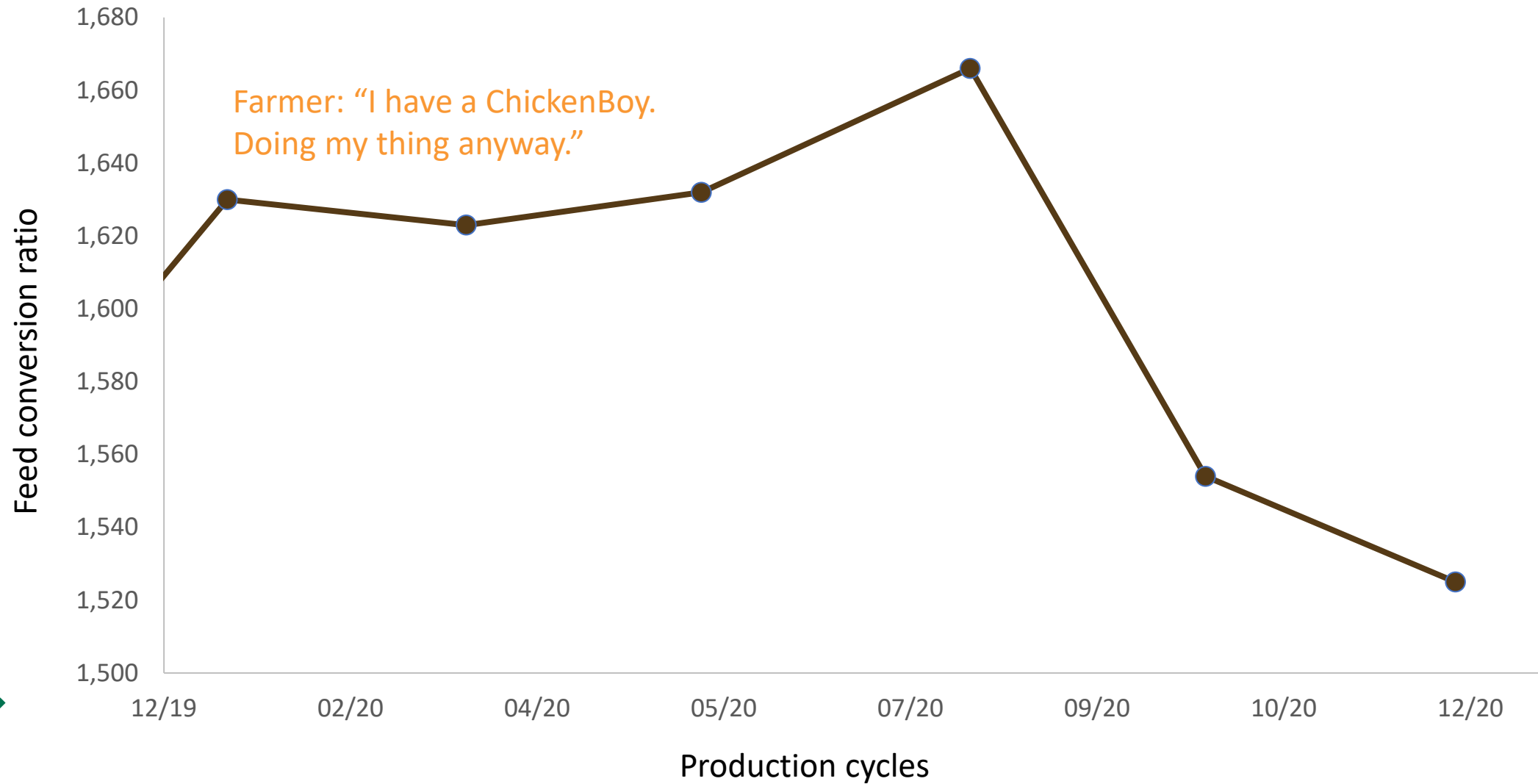
The consequences of bad digestion



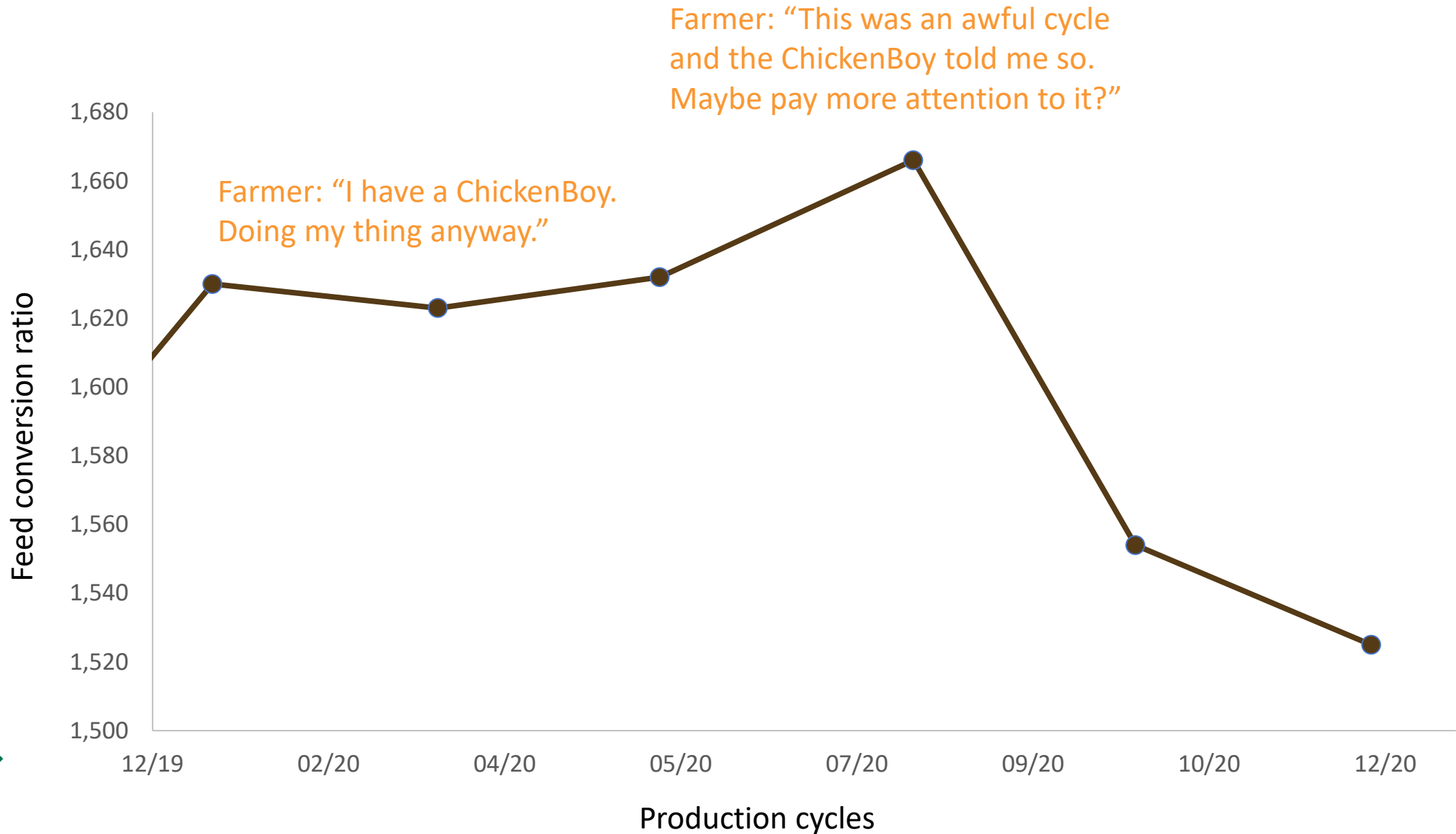
# The power of early detection



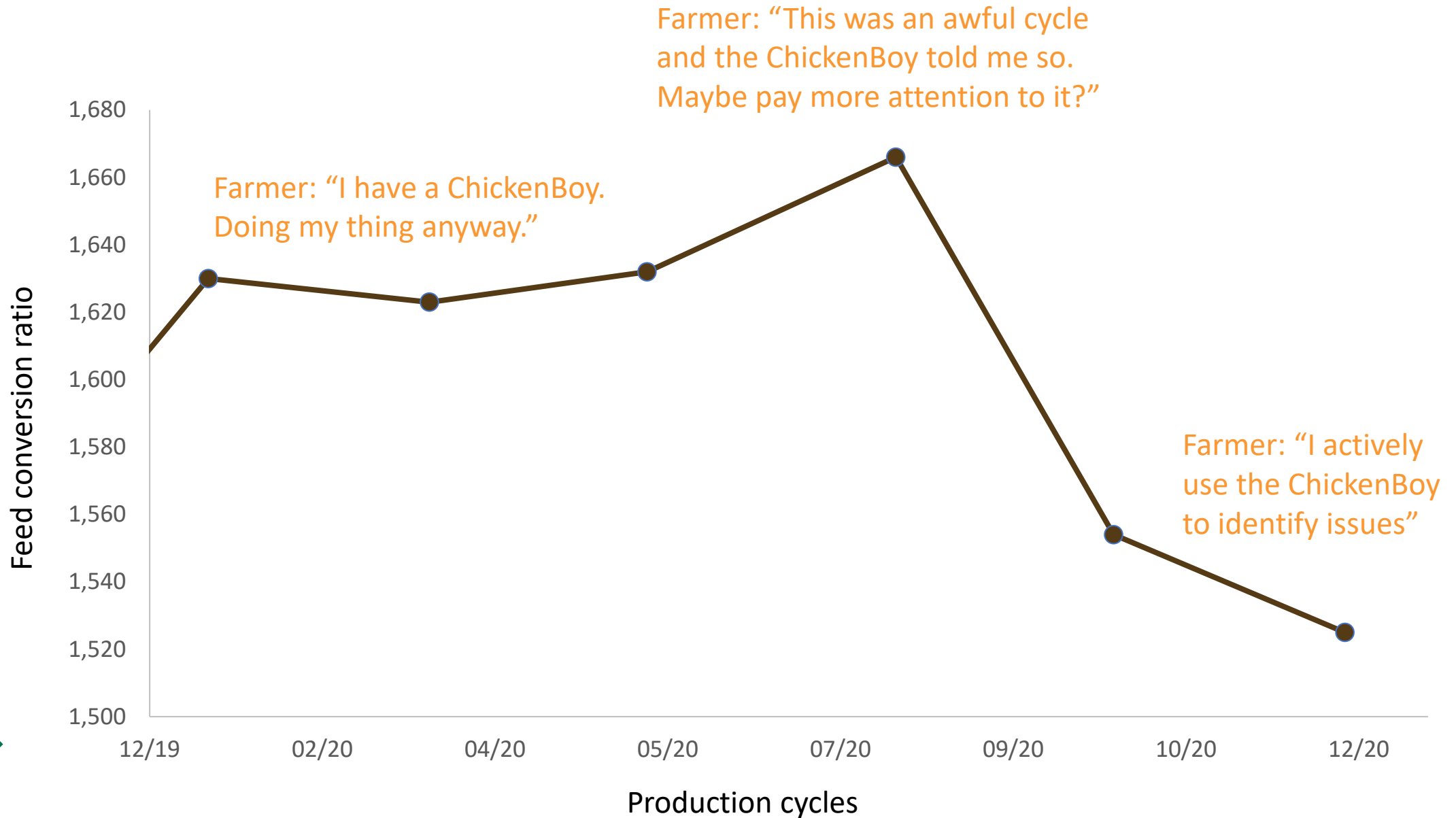
# The power of early detection



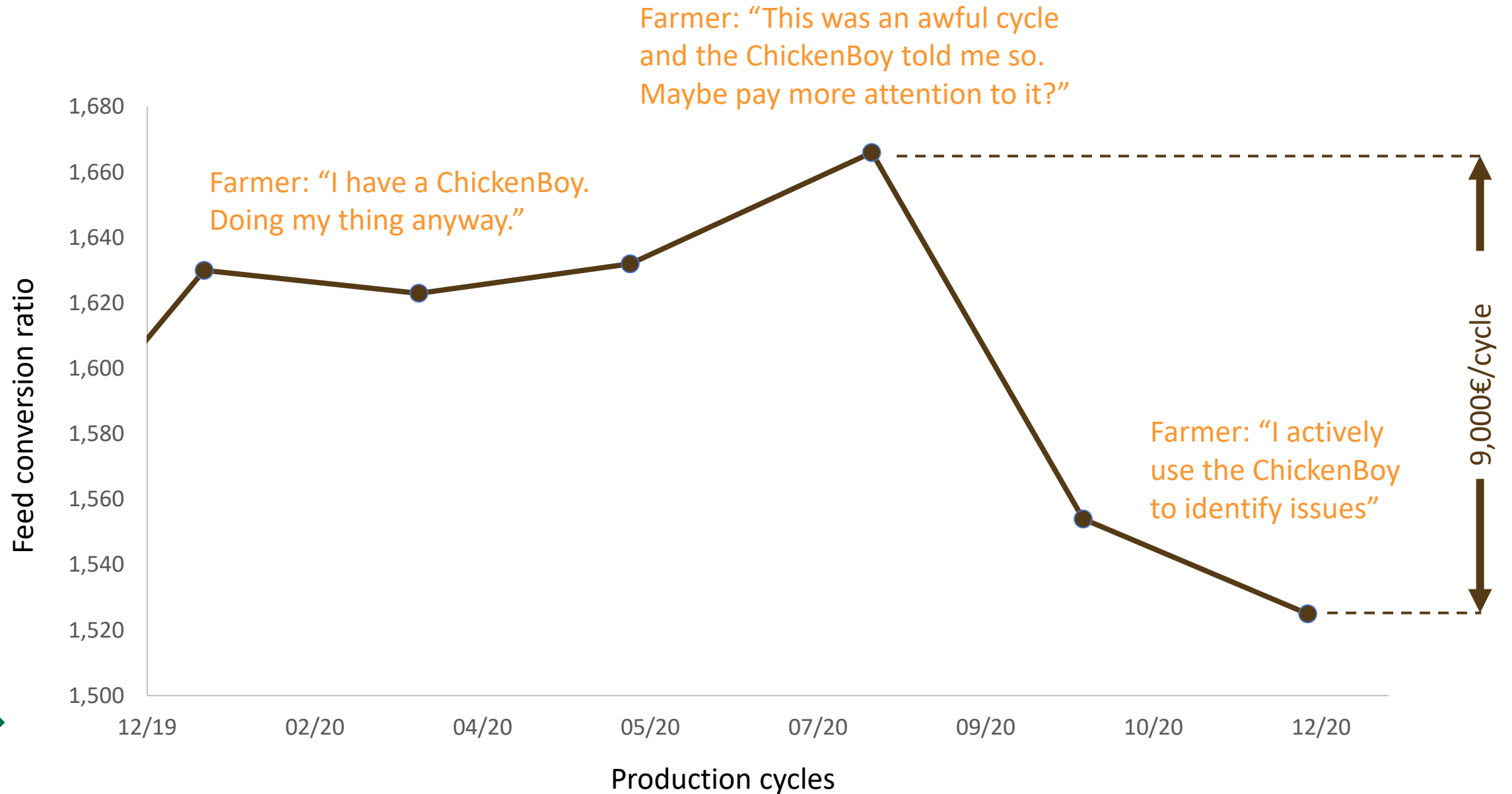
# The power of early detection



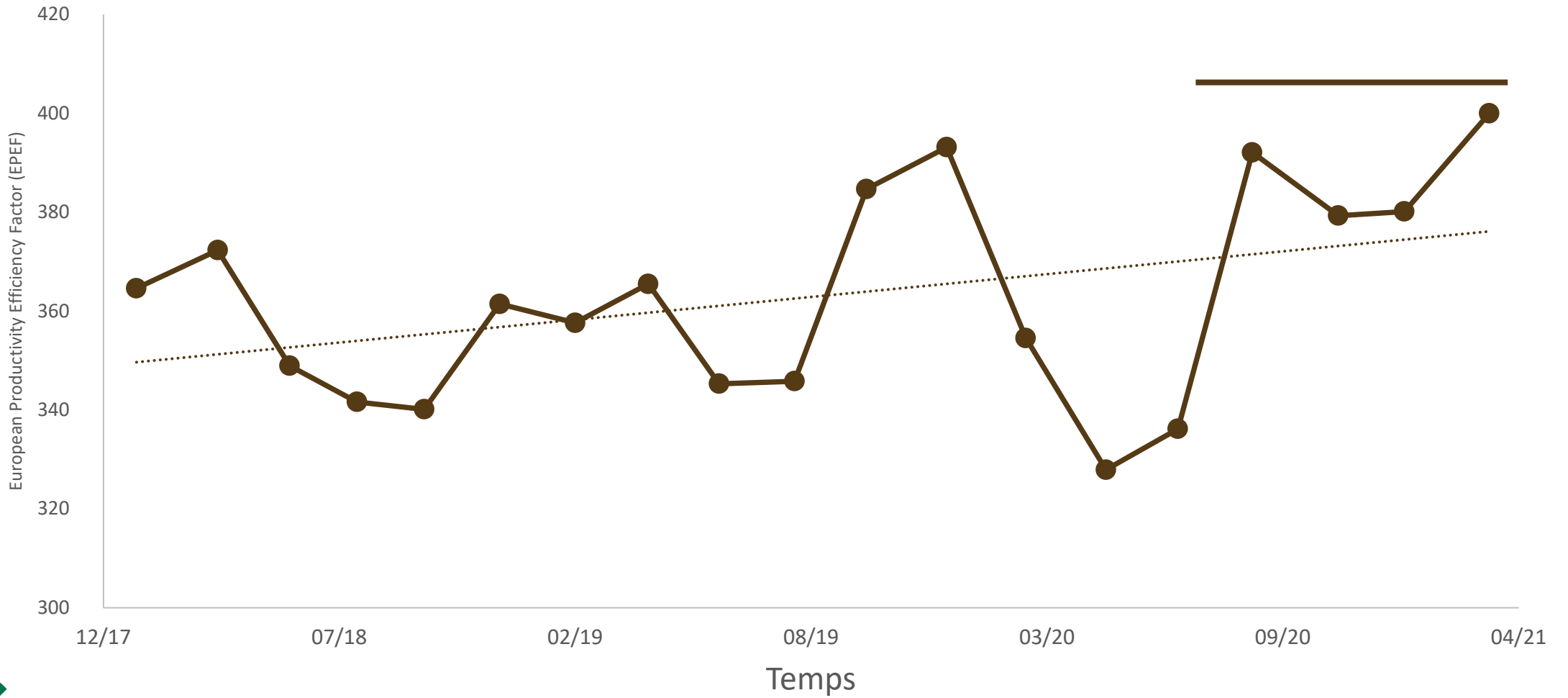
# The power of early detection



# The power of early detection

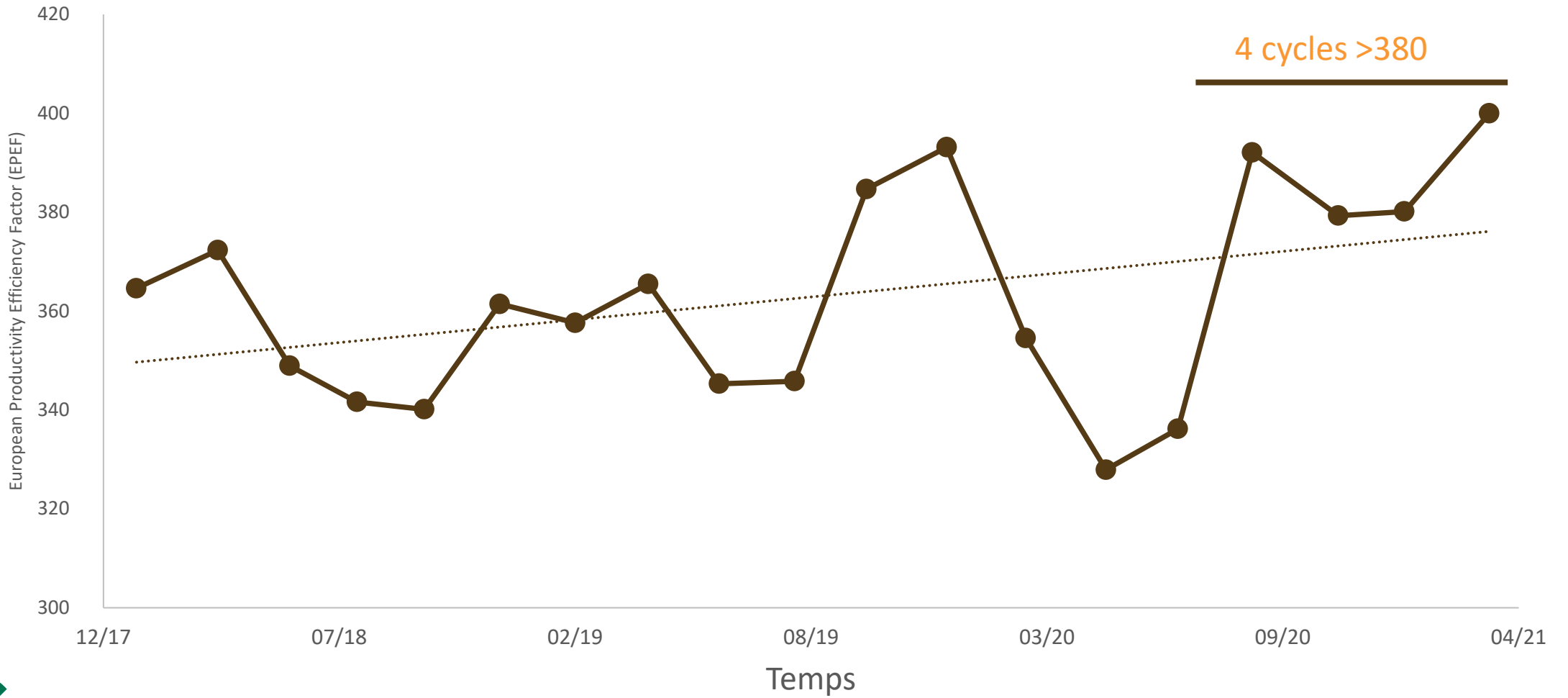


# Reducing variability





# Reducing variability



## Profitable investment in less than 2 years

### Improve farm management through better information:

- Better feed conversion
- Early disease detection
- Fine tuning of climate control
- Reduced mortality
- Less rejections at the slaughterhouse



For 1000 sheds,  
increase profits by  
**12 - 24m€**  
per year  
doubling income  
of farmers\*

---

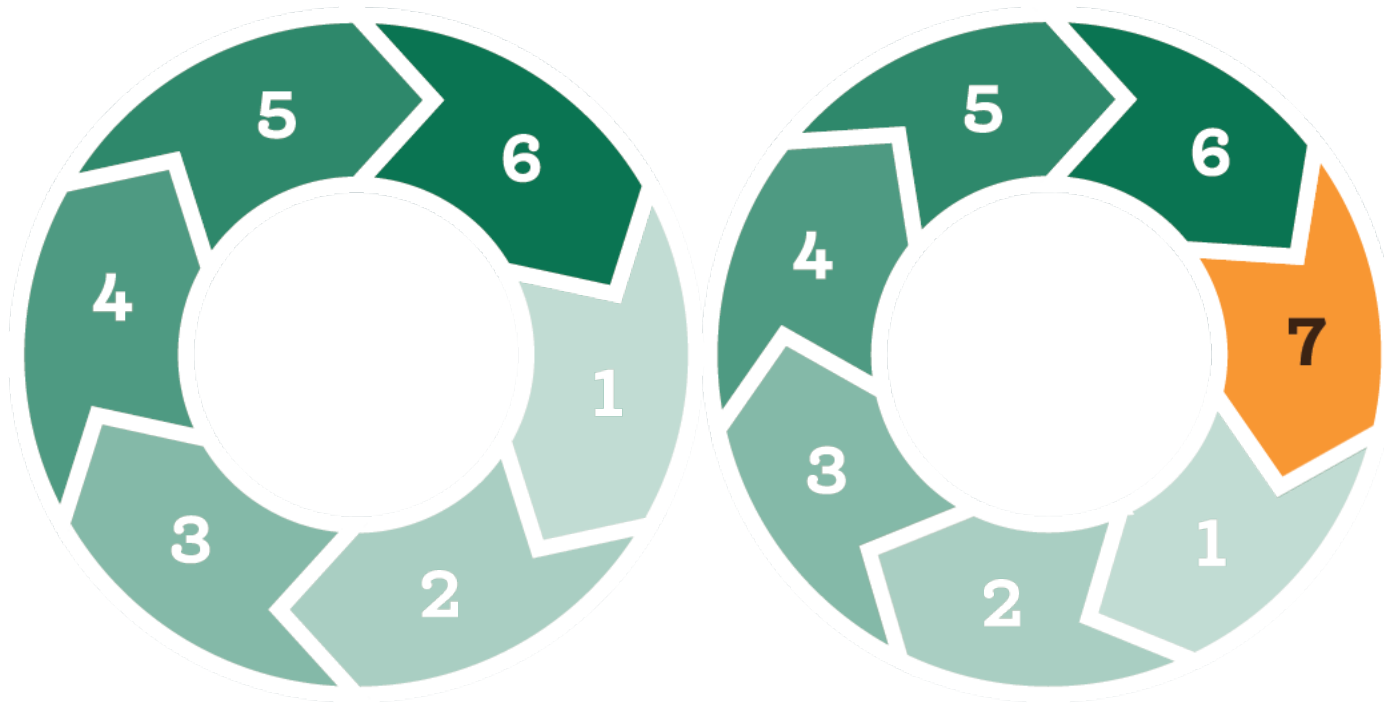
### Proof of better living conditions for chickens

- Let the data demonstrate your good efforts
- Make certification easier
- Improve your reputation

\* Farmer profits before tax run at 3% to 10 % of net sales



## Upgrade to the next level of performance thanks to new insights



Move from 6 towards **7 annual cycles** with consistently high performance



Increase profits by  
**10 - 14m€**  
per year  
per 1000 sheds



## Our current clients



“I can look at the droppings, but I can’t count or qualify them all. The ChickenBoy can do that.”

Josep Pinyol  
Farmer “Cal Xulic”

“We have never seen such data.”

UK client

“I found a broken air inlet nobody had noticed, probably for years.”

“You have made a radiography of our operation.”

ES client



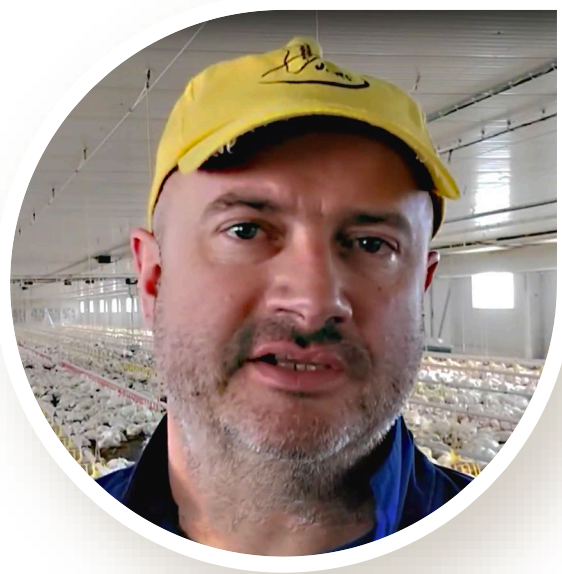
40% of top 10 integrators in Europe are direct or indirect clients

Engaged with 90% of production in key market Germany

Our clients produce 2 billion chickens per year



## Our current clients



“I can look at the droppings, but I can’t count or qualify them all. The ChickenBoy can do that.”

Josep Pinyol  
Farmer “Cal Xulic”

“We have never seen such data.”

UK client

“I found a broken air inlet nobody had noticed, probably for years.”

“You have made a radiography of our operation.”

ES client



40% of top 10 integrators in Europe are direct or indirect clients

Engaged with 90% of production in key market Germany

Our clients produce 2 billion chickens per year



# Big Dutchman®





# THE TEAM

A young talented team of engineers with 3 PhD, 10 MSc, 4 BSc in mechanics, electronics and robotics, SaaS, AI and Big Data, experts in animal health and welfare and in PLF, administration and business development

**Experienced board members and advisors in start-up development**

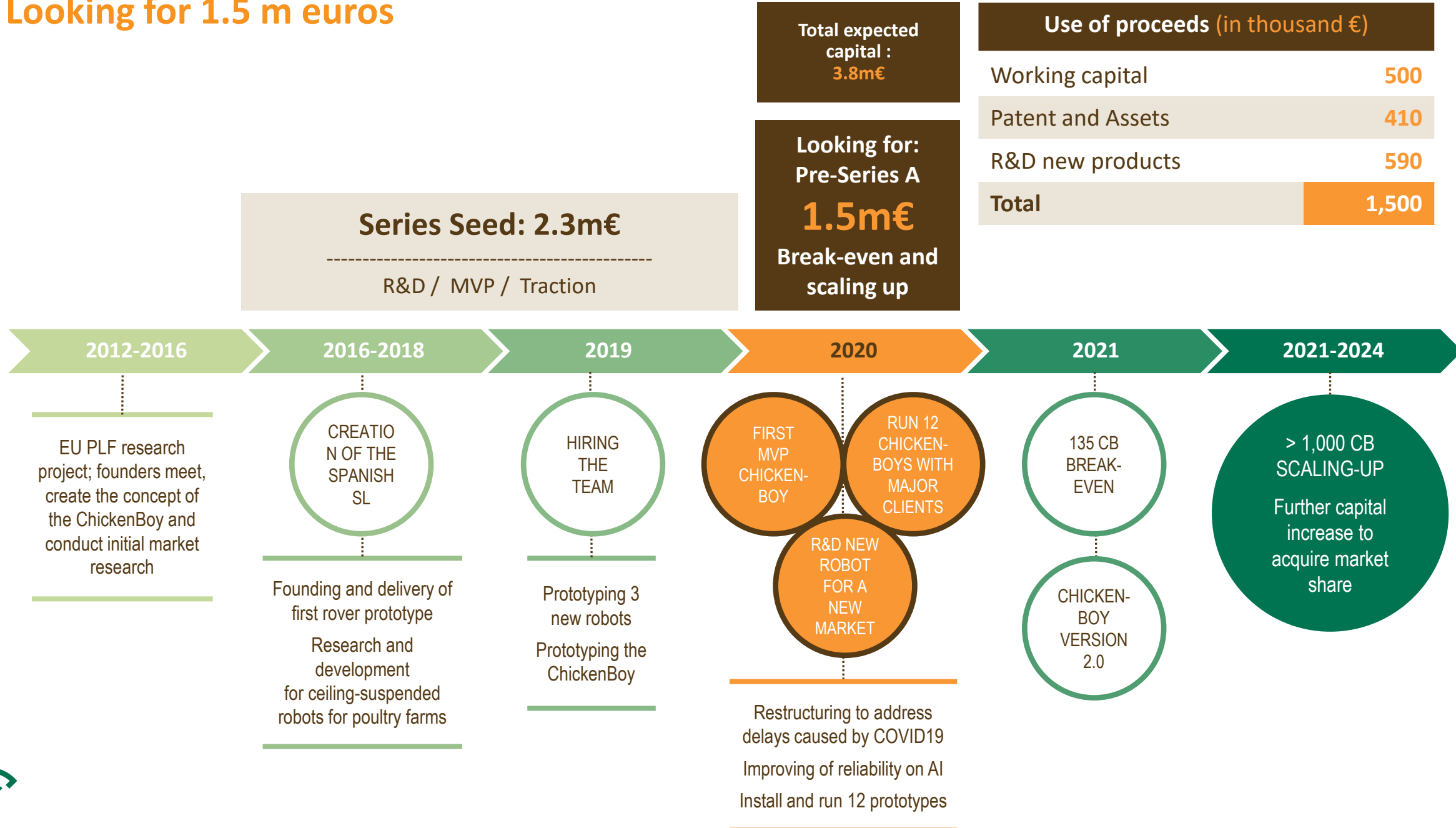


## Financials and KPIS

KEY FIGURES 2020-2024		2020	2021	2022	2023	2024
Units sold		12	135	400	850	1,600
Net sales	in million €	€ 0.45	€ 3.6	€ 11.1	€ 23.9	€ 45.5
EBIDTA	in million €	-€ 1	-€ 0.14	€ 2.1	€ 6.7	€ 14.9
EBIDTA	as % of net sales		-3.5%	16.8%	24.9%	29.1%
SALES MULTIPLIER				X3	X2	X2
GROSS MARGIN % of net sales (excluding rails)			70%	62%	60%	60%



# Looking for 1.5 m euros



**Series Seed: 2.3m€**  
 -----  
 R&D / MVP / Traction

**Total expected capital : 3.8m€**

**Looking for: Pre-Series A 1.5m€**  
 Break-even and scaling up



2012-2016  
 EU PLF research project; founders meet, create the concept of the ChickenBoy and conduct initial market research

2016-2018  
 CREATION OF THE SPANISH SL  
 Founding and delivery of first rover prototype  
 Research and development for ceiling-suspended robots for poultry farms

2019  
 HIRING THE TEAM  
 Prototyping 3 new robots  
 Prototyping the ChickenBoy

2020  
 FIRST MVP CHICKEN-BOY  
 RUN 12 CHICKEN-BOYS WITH MAJOR CLIENTS  
 R&D NEW ROBOT FOR A NEW MARKET  
 Restructuring to address delays caused by COVID19  
 Improving of reliability on AI  
 Install and run 12 prototypes

2021  
 135 CB BREAK-EVEN  
 CHICKEN-BOY VERSION 2.0

2021-2024  
 > 1,000 CB SCALING-UP  
 Further capital increase to acquire market share





**STARTUP OLÉ 2018 Pitching Award**

**FAROMATICS**

Participant at Startup Europe Awards

19th April

BIG IDEAS | AGRICULTURE

**ACCIO**

Meet the startups disrupting agriculture with seemingly impossible solutions

ACCIO - Agència de Innovació i Serveis

SOUTH EUROPE STARTUP AWARDS

**Heiner Lehr | Faromatics**

Spanish National Winner 2019  
Founder of the Year

Proud member of the EIT Food RisingFoodStars Association

**eit Food**

**Rising Food Stars**

EIT Food is supported by the EIT a body of the European Union

Better welfare. More productivity.

**THINGS WE ARE (ALSO) PROUD OF...**

**BEST INNOVATION IN ANIMAL PRODUCTION**

**FAROMATICS**  
Farm Robotics and Automation SL

#startupole

STARTUP OLÉ PITCH WINNER

STARTUP EUROPE ACCELERATOR

**FAROMATICS**

STARTUP OLÉ SALAMANCA 2018

**automatic**

Optimize your Production

**FN BARCELONA**

Mobile World Congress Barcelona

WE ARE VERY EXCITED TO ANNOUNCE

**FAROMATICS**

AS THE WINNER OF THE STARTUP PITCHFEST AT

**DAS Virtual Meetup 2020**

**FAROMATICS**  
Farm Robotics and Automation SL

**ROBOTUNION**

**Agri T-Jam**

**WORLD AGRI-TECH INNOVATION SUMMIT**

**TESCO**

**FAROMATICS**

Robot per mon les granges avícola

L'empresa Faromatics un robot que permet monitorar les instal·lacions avícoles i mesurar les condicions de vida dels animals. El robot és el granger sàpiga a tota distància i a tota hora i emet alarmes telemàtiques en cada moment de necessitat.

**FeedTech Challenge**

What is your breakthrough innovation in Feeding the Future that CANNOT wait

**BLUE TULIP AWARDS**



# contact

**Join the new era of  
Precision Livestock Farming**

Contacts:

**Heiner Lehr**

CEO

**François-Xavier Stock**

CFO

[investment@faromatics.com](mailto:investment@faromatics.com)

[www.faromatics.com](http://www.faromatics.com)

# Disclaimer and confidentiality



The distribution of this document does not constitute an offer to sell or the solicitation of an offer to buy securities in any state, country or other jurisdiction to any person to whom it is unlawful to make such offer or solicitation in such state, country or jurisdiction. This document does not constitute an offer of securities to the public and no action has been or will be taken to permit a public document in any jurisdiction where action would be required for that purpose.

The investment opportunity may not be offered or sold, directly or indirectly, and this document may not be distributed to any person or entity except the intended recipient. The information regarding the investment opportunity is submitted to a limited number of parties to assist them in determining whether they have an interest in the investment opportunity described herein and may not be reproduced or used, in whole or in part, for any other purpose, nor may it be disclosed, without the prior written consent of faromatics sl representatives.

The information provided in this document is confidential and proprietary and may include trade secrets and other commercially sensitive information. The information contained herein is not complete and is subject to material changes without notice to you or any other person. Certain estimates and statements in this document, identified by the use of forward-looking words

including "expect," "estimate," "should," "plan," and "project," constitute forward-looking statements that are based on current beliefs or assumptions on information currently available to faromatics sl representatives.

You can also identify forward looking statements by discussions of strategies, plans or estimates. Such forwardlooking statements involve risks and uncertainties, and the actual results of the investment opportunity may differ materially from any results expressed, estimated or implied by such forward-looking statements. Each person receiving a copy hereof, by accepting such delivery, will be deemed to have agreed not to disclose or use any of the information provided in connection with the opportunity except for the purpose of evaluating the investment opportunity and will further agree not to distribute the information to any other person or entity. Each person accepting this document agrees to return it promptly upon request.