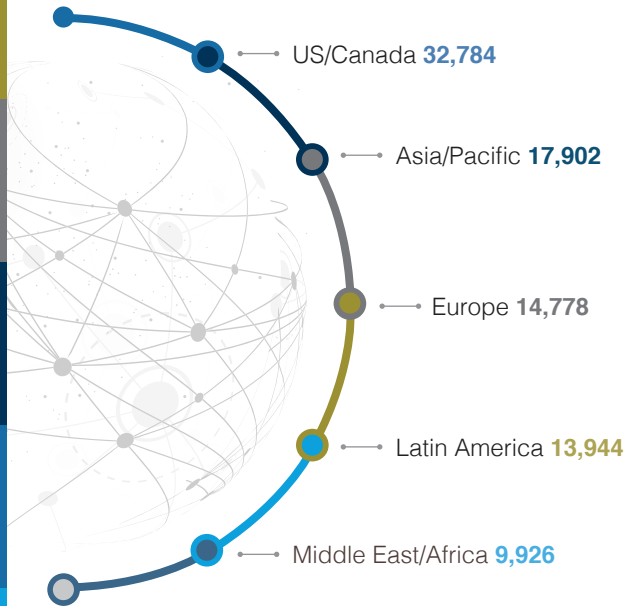


FEED MARKET

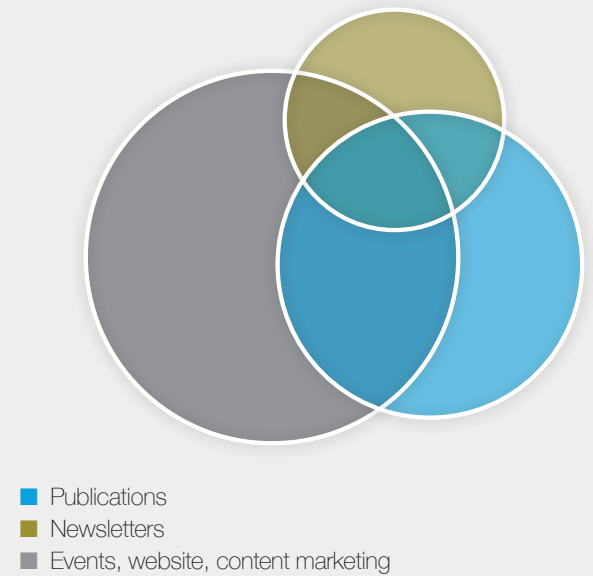
Reach 89,000 professionals representing 80% of the world's top feed companies across Dairy, Pig and Poultry species. WATT stands apart in its objective focus on the changing consumer demands affecting both the commercial and integrated feed industry – from feed-to-farm-to-consumer.

Geographical Breakdown

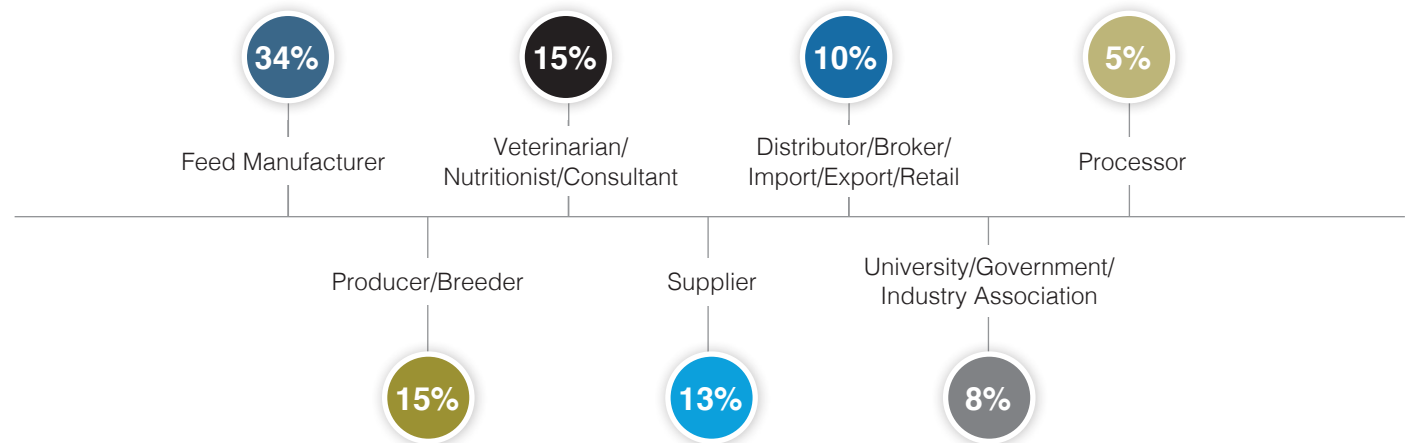


Agribusiness Audience Engagement

TOTAL feed industry audience reach (unduplicated) **89,332**



Primary Business & Industry Profile



*Percentages based on consensus data