

A NEW CAMPAIGN FOR A NEW ERA

CELEBRATING DIVERSITY, EFFICIENCY & EGG QUALITY

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LOHMANN BREEDERS has launched a powerful new global campaign — one that brings our core strengths into the spotlight: Diversity. Efficiency. Egg Quality.

These three pillars shape who we are, how we work, and how we continue to support producers around the world.

Our latest advertisements on LinkedIn showcase these messages with clarity, confidence, and the unmistakable LOHMANN spirit.

Diversity that defines markets

15 specialized varieties. 1 commitment: efficiency

At LOHMANN BREEDERS, we offer the **widest portfolio of layer varieties worldwide** — because every market is different, and so are its needs.

From LOHMANN LSL to LOHMANN BROWN, LITE, CLASSIC, EXTRA, TRADITION, and SANDY, each variety is bred with purpose and precision to deliver optimal results in both cage and cage-free systems.

Whether producers focus on shell color, egg size, management style, or housing system, LOHMANN provides exactly the right bird for every customer.



LOHMANN BREEDERS
More Eggs. Better Shells.
Smarter Hens.

15 Specialized Varieties.
1 Commitment: Efficiency.

LOHMANN BREEDERS is the company with the highest diversity in the layers portfolio.

White and brown, LITE, CLASSIC, EXTRA, TRADITION, SANDY, selected for cage and cage-free:

For every market the right egg for every management the right hen - It's your choice!

Crack the Competition. Not your Eggs!

LOHMANN Layers are well-known for their efficient production of high-quality eggs. They are characterized by good laying persistence with excellent shell quality.

LOHMANN QUALITY - the best choice!

www.lohmann-breeders.com BREEDING FOR SUCCESS... TOGETHER

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LOHMANN BREEDERS
It's the egg

For every market the right egg, for every management the right hen.



Efficiency that drives performance

Less feed. More eggs. Unmatched performance

Feed efficiency remains one of the most crucial factors in egg production — and LOHMANN layers are global leaders when it comes to turning every gram of feed into high-quality eggs.

This genetic strength translates directly into:

- Lower feed costs**
- More sustainable production**
- Reliable, persistent performance**

Thanks to decades of genetic expertise, LOHMANN hens use nutrients more intelligently, delivering exceptional results with consistent precision.

LOHMANN BREEDERS
More Eggs. Better Shells.
Smarter Hens.

Less Feed, More Eggs. Unmatched Performance.

LOHMANN Layers are the most efficient birds in terms of feed conversion.

Do you pay special attention on this trait?

LOHMANN is the right choice!

BREEDERS
Better Shells.
ns.

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LOHMANN BREEDERS
It's the egg

Smarter hens. More eggs. Better profitability.

Egg quality that builds trust

Egg quality that sets the standard

Producers, retailers, and consumers all depend on one thing: egg quality.

LOHMANN layers are renowned for:

- Strong, resilient shells**
- Reduced breakage and loss**
- Uniform shape and shell color**
- Outstanding persistency and consistency**

This reliability builds trust throughout the entire value chain — from farm to shelf to breakfast table.



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Smarter Hens.

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Not Your Eggs!

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LOHMANN BREEDERS
It's the egg

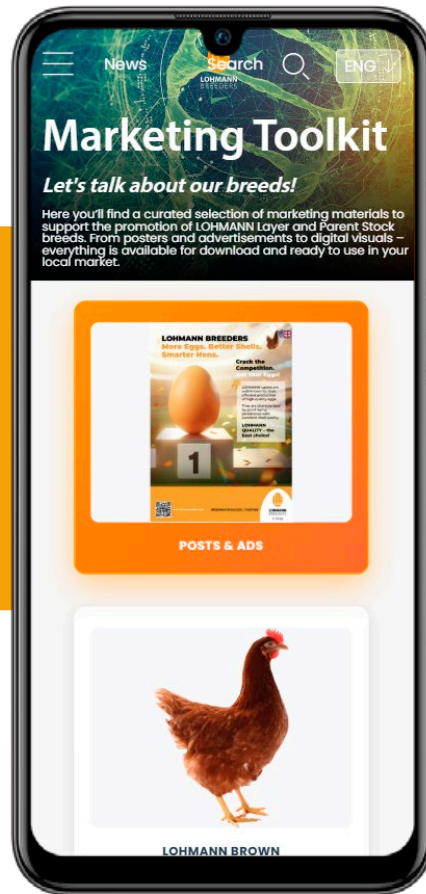
Crack the competition, not your eggs.

Available now in the Marketing Toolkit

All campaign visuals and advertisements are now available in the new LOHMANN Marketing Toolkit on our website.

Simply download, use, and share the materials you need — in four languages and ready for your local markets.

Explore the Toolkit here:



LOHMANN BREEDERS – It's the egg

This campaign underlines what LOHMANN stands for:

genetic excellence, global partnership, and performance you can trust.

Breeding for success... together!