



# VALUES AROUND THE EGG COUNTS

## AROUND THE GLOBE



### One global performance story

Egg production is global. And so is performance.

With the **global LinkedIn campaign “Values around the Egg Counts – Around the Globe”**, LOHMANN BREEDERS demonstrates one central message:

**LOHMANN layer performance is consistent, reliable, and proven worldwide – regardless of continent, housing system, production cycle, or climatic conditions.**

Rolled out step by step via LinkedIn, the campaign showcases real field results from **Europe, Africa & the Middle East, North America, Latin America, and Asia**, creating a transparent and comparable global performance story. Evaluated over the **respective flock production cycles**, the campaign highlights **average eggs per hen housed (actual)** as a key performance indicator – clear, comparable, and relevant across all regions.

## Europe – Setting the benchmark

The journey began on LinkedIn with **Europe**, where strong field results from **alternative housing systems** laid the foundation for the campaign.

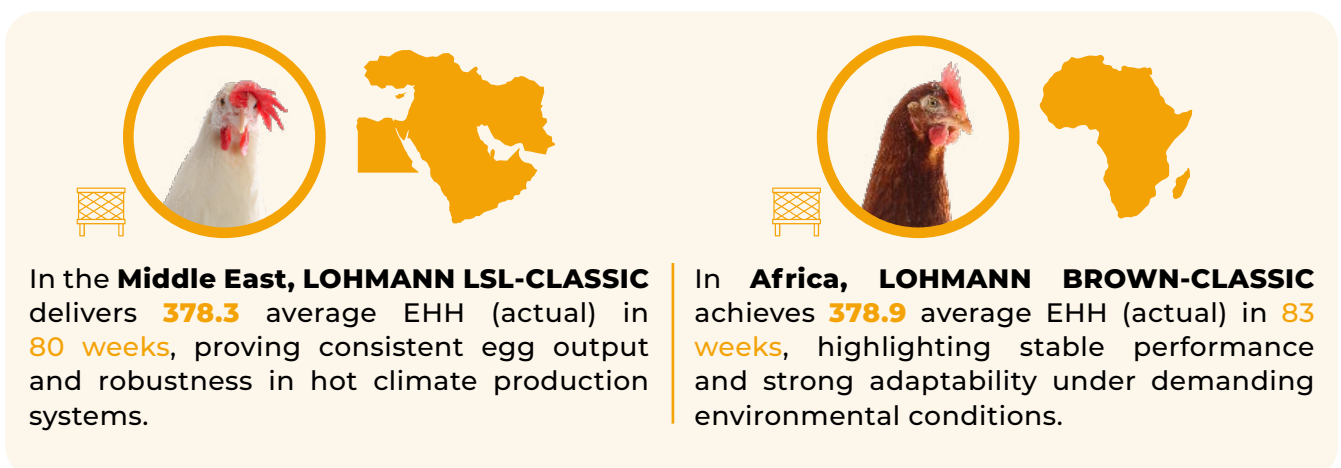
**European data demonstrated excellent performance, persistency, and livability across all major LOHMANN layer lines, setting a strong benchmark for the regions that followed.**



## Africa & Middle East – Performance under hot climate conditions

Continuing the LinkedIn campaign, **Africa and the Middle East** highlighted LOHMANN performance under **hot climate conditions** and different management realities.

**Even under challenging environments, LOHMANN layers delivered reliable egg numbers in cage housing systems, clearly proving robustness and adaptability.**



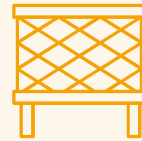
## North America – Long production cycles and efficiency

In **North America**, the LinkedIn campaign focused on **long production cycles**, emphasizing persistency and efficiency over extended flock durations.

**Results once again confirmed that LOHMANN layers maintain high and stable performance across housing systems and management approaches.**



In **alternative housing systems**, **LOHMANN BROWN-LITE** delivers **398.2** average EHH (actual) in **83 weeks**, proving stable output and strong adaptability under North American production conditions.



In **cage housing systems**, **LOHMANN LSL-LITE** achieves **525.4** average EHH (actual) in an extended **105 week** production cycle, highlighting exceptional persistency, efficiency, and long term performance.

INFOLOUNGE | Values around the Egg Counts — Around the Globe

## Latin America – Four lines, one consistent message

With **Latin America**, the campaign expanded further, showcasing results from **four LOHMANN layer lines** across both **cage** and **alternative housing systems**.

**Despite diverse production conditions, the LinkedIn posts once more told the same story: strong persistency, reliability, and consistent egg output throughout the production cycle.**

### LOHMANN BROWN-CLASSIC



**390.3**

average EHH (actual)  
**80 weeks**

### LOHMANN BROWN-LITE



**502.6**

average EHH (actual)  
**100 weeks**

### LOHMANN LSL-CLASSIC



**395.8**

average EHH (actual)  
**80 weeks**

### LOHMANN LSL-LITE



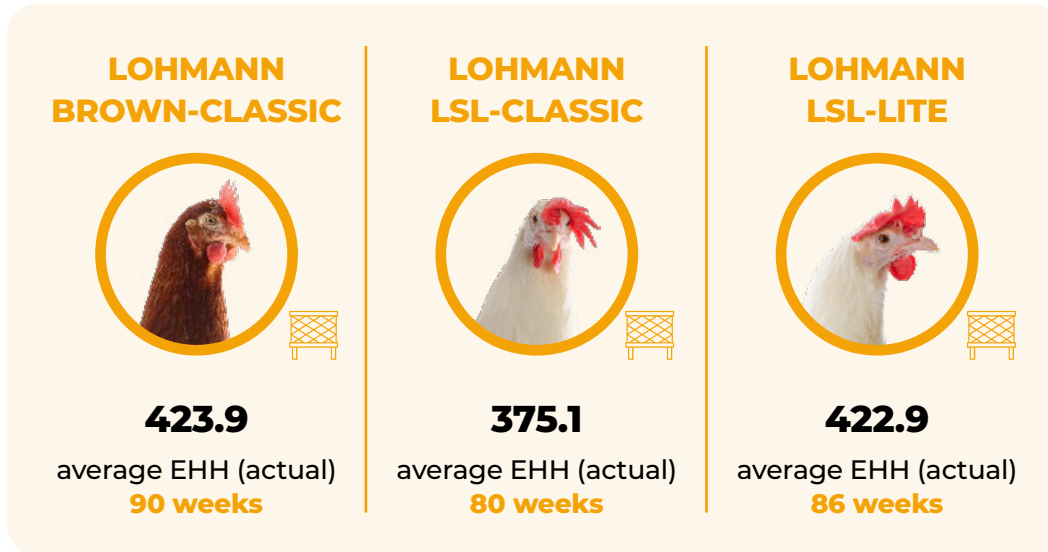
**496.8**

average EHH (actual)  
**100 weeks**

## Asia – Global journey completed

Last but not least, the LinkedIn campaign reached **Asia**, completing the journey around the globe.

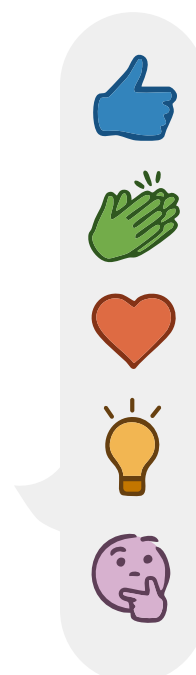
**Asian field results from cage housing systems confirmed that LOHMANN performance is fully transferable across regions and production systems – delivering stable results even under very different regional conditions.**



## A global conclusion – shared on LinkedIn

Across all continents shared through this LinkedIn campaign, one message remained unchanged:

-  **High and stable egg numbers**
-  **Strong persistency over different production cycles**
-  **Proven adaptability across housing systems and climates**
-  **Reliable performance from every LOHMANN variety - Around the Globe!**



## Values around the Egg Counts are not regional

They are **global values** – shared transparently with customers and partners around the world via LinkedIn.



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Because wherever eggs are produced around the world:

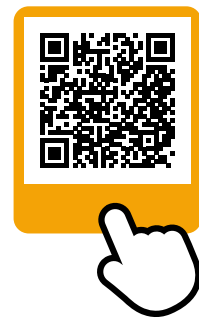
## LOHMANN BREEDERS – It's the egg.

### Reusable campaign content for our partners

As a **LinkedIn-based global campaign**, “Values around the Egg Counts – Around the Globe” was designed not only to showcase LOHMANN performance worldwide, but also to support our partners locally.

**All campaign content can actively be reused by our LOHMANN distributors across their own communication channels.**

**To ensure easy and consistent application, all campaign visuals and graphics are available for download in the LOHMANN Marketing Toolkit on our website.**



**This allows our LOHMANN distributors to share the global performance story, adapt it to regional markets, and strengthen a consistent LOHMANN message worldwide.**

