



NEWS RELEASE

## AgriClear Announces Agreement with Boehringer Ingelheim

8/2/2016

Web-based cattle platform will feature Canadian Boehringer Ingelheim (Canada) Ltd. Express Verified® cattle.

August 2, 2016 (CALGARY) – AgriClear, North America's premier online transaction and payment platform for cattle buyers and sellers, today announced a new agreement with Boehringer Ingelheim (Canada) Ltd.'s Animal Health Division to begin featuring Express Verified® cattle on the AgriClear platform and managing them on the Express Verified® cattle listing website [www.expressverified.ca](http://www.expressverified.ca).

Boehringer Ingelheim provides innovative solutions for the prevention and treatment of diseases in both beef and dairy cattle. Under its unique pre-breeding vaccination program, Boehringer Ingelheim's Express® vaccines are administered to cows and heifers to protect unborn calves from a range of harmful viruses and diseases, including BVD. Under the terms of this agreement, AgriClear will feature Boehringer Ingelheim's Express Verified® cattle in its online platform and Boehringer Ingelheim will promote the AgriClear livestock platform and settlement services to Express Verified® cattle producers across Canada.

"AgriClear is pleased to announce this new agreement as we continue our work to connect with key industry stakeholders," said David Moss, Vice President and Co-Founder, AgriClear. "Boehringer Ingelheim is doing essential work in creating innovative ways to reduce health risks in Canadian herds, and we look forward to providing their members with a new cost effective and secure opportunity to market their verified cattle with the added benefit of

payment and settlement assurance."

"In a recent research study<sup>1</sup>, Boehringer Ingelheim has proven that Express Verified® calves have lower treatment and morbidity rates once they arrive at the feedlot when compared to non-Express Verified® calves" said Lee Irvine, Sales Manager with Boehringer Ingelheim (Canada) Ltd. "Our partnership with AgriClear will provide Express Verified® producers with another option to promote and market the attributes of their calves, including their health program, directly to feedlots across North America with the assurance of payment."

To learn more about cattle marketing on your terms, visit [www.agriclear.com](http://www.agriclear.com) and follow AgriClear on Twitter: **@AgriClear**

To learn more about the Express Verified® Program, our newest Canadian research or how to Express Verify your animals, visit [www.expressverified.ca](http://www.expressverified.ca) or email [info@expressverified.ca](mailto:info@expressverified.ca).

1 Data on file with Boehringer Ingelheim (Canada) Ltd, 2016.

## About Boehringer Ingelheim Animal Health

Boehringer Ingelheim is committed to fostering the health and well-being of mankind by promoting the emotional and physical benefits arising from the human animal bond. It has been providing solutions for the prevention and treatment of diseases in animals for almost 60 years.

## About Boehringer Ingelheim

The Boehringer Ingelheim group is one of the world's 20 leading pharmaceutical companies. Headquartered in Ingelheim, Germany, Boehringer Ingelheim operates globally with 145 affiliates and a total of more than 47,500 employees. The focus of the family-owned company, founded in 1885, is researching, developing, manufacturing and marketing new medications of high therapeutic value for human and veterinary medicine.

Social responsibility is an important element of the corporate culture at Boehringer Ingelheim. This includes worldwide involvement in social projects, such as the initiative "Making more Health" and caring for employees. Respect, equal opportunities and reconciling career and family form the foundation of the mutual cooperation. In everything it does, the company focuses on environmental protection and sustainability.

In 2015, Boehringer Ingelheim achieved net sales of about 14.8 billion euros. R&D expenditure corresponds to 20.3 per cent of its net sales.

The Canadian headquarters of Boehringer Ingelheim was established in 1972 in Montreal, Quebec and is now located in Burlington, Ontario. Boehringer Ingelheim employs approximately 600 people across Canada.

For more information please visit [www.boehringer-ingelheim.ca](http://www.boehringer-ingelheim.ca)

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About AgriClear and TMX Group (TSX:X)

AgriClear's unique platform offers cattle buyers and sellers the highest level of security and assurance. Through a partnership with TMX Group and NGX, a wholly-owned subsidiary of TMX Group, AgriClear leverages a wide range of knowledge and expertise. Backed by the financial support and clearing expertise of these two entities, clients are assured of receiving payment for delivered cattle and receiving cattle as negotiated.

TMX Group's key subsidiaries operate cash and derivative markets and clearinghouses for multiple asset classes including equities, fixed income and energy. Toronto Stock Exchange, TSX Venture Exchange, The Canadian Depository for Securities, Montréal Exchange, Canadian Derivatives Clearing Corporation, NGX, AgriClear and other TMX Group companies provide listing markets, trading markets, clearing facilities, depository services, data products and other services to the global financial community. For more information about TMX Group, visit our website at [www.tmx.com](http://www.tmx.com).

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