

Heartland Bank and AgriHQ launch free online livestock finisher tool

Heartland Bank Limited (Heartland Bank) (NZX: HBL) and NZX subsidiary, AgriHQ have launched a free online livestock finisher tool, *AgriHQ Finisher* (www.agrihq.co.nz/finisher) to assist sheep and beef farmers to calculate the potential trading margin after finishing any livestock they are considering buying.

Heartland Bank's Head of Rural, Ben Russell, says the old adage 'information is power' is particularly true in this instance.

"With store livestock prices at historically high levels, the arrival of *AgriHQ Finisher* couldn't be better timed.

"Information is crucial for farmers to make the best buying decisions and Heartland Bank is delighted to partner with AgriHQ to bring this unique tool to farmers for free.

"*AgriHQ Finisher* complements Heartland Bank's online lending platform www.openforlivestock.co.nz which is able to give farmers a decision on their loan application in seconds," he says.

To calculate forecast trading margin, the tool factors in a number of variables including: implied slaughter prices, number of growing days, target weight, live weight gain, killing-out percentage, transport and other associated costs.

"The tool was designed with ease of use in mind and allows users to quickly make calculations while they're at the sale yards or out on the farm," adds Russell. "And after making their calculations, users can export the result via email for future reference."

Head of NZX Agri, Jeremy Anderson says the *AgriHQ Finisher* tool is the latest in a number of tools AgriHQ has brought to market.

"I'm excited about the addition of the Finisher calculator to AgriHQ's growing stable of industry tools. This sits alongside our Milk Production Predictor and Farmgate Milk Calculator, all designed to support Kiwi farmers to make the best decisions."

Ends

For more information, please contact:

Ben Russell, Head of Rural, Heartland Bank
+64 27 535 8231
ben.russell@heartland.co.nz

Kelly Ryan, Business Manager, AgriHQ
+64 27 809 3130
Kelly.ryan@nzx.com

Note to Editors:

About Heartland Bank

Heartland Bank Limited is a New Zealand registered bank (NZX:HBL) that recognises, and is responding to, the changing banking sector. Its early strategic focus was product-centric; delivering innovative banking products

to market segments underserved by the other banks. Now, in the next phase of its strategy, Heartland is focused on the channels to deliver its products with an emphasis on digital distribution. Heartland has launched a number of digital platforms (including www.openforbusiness.co.nz and www.openforlivestock.co.nz) that deliver a fast and simple customer experience. Visit www.heartland.co.nz for more information.

About AgriHQ

NZX subsidiary, AgriHQ provides industry leading market intelligence, insight, tools and commentary from its team of first-class analysts. Its services cater for the needs of agri-business professionals with a stake in the performance of the New Zealand agri sector along with get-ahead farm operators all of whom need intelligent tools and services to make better business decisions. AgriHQ's agri-sector coverage is comprehensive spanning dairy, sheep and beef, forestry, and grains. It offers a range of analytical reports, data feeds, white-label and custom products and a growing range of tools and calculators.