

Dairy.com and ever.ag Partnership

QUESTIONS YOU MAY HAVE

Dairy.com has announced that it has acquired ever.ag, bringing together 30 years of expertise from proven agribusiness innovators. The acquisition furthers Dairy.com's quest to empower supply chains to feed a growing world by offering customers an unrivaled portfolio of software, risk management resources, vital services, and market intelligence offerings. Read more: www.dairy.com/ever-ag-partnership

What does this announcement mean?

This announcement shows our commitment to increasing Dairy.com's offerings, building on the company's existing risk management, insurance, and market intelligence businesses. It also reflects our desire to provide end-to-end solutions for the dairy industry, while opening up new opportunities in additional agriculture markets.

Who is Dairy.com and what services do they provide?

Dairy.com is the largest software provider focused on the dairy supply chain. Every day, our software is used by hundreds of dairy companies to manage their operations, ranging from farm analytics and milk collection through production and delivery to the consumer. Dairy.com ventured into the dairy market intelligence and risk management space with its 2013 acquisition of Blimling and Associates. The collection of companies that make up Dairy.com have decades of experience, providing customers with visibility and operational control over their milk through our continually growing software platform. Our software modules include tools used to track a drop of milk from an individual farm, all the way to

Who is ever.ag and what services do they provide?

Ever.ag is a comprehensive agriculture risk management company focused on providing clients with multiple tools and knowledge. They specialize in brokerage and insurance services specifically tailored to the dairy, livestock, and grain value chains.

How will this impact Blimling and Associates?

As long-time participants in the dairy risk management space, the Blimling companies and ever.ag have a lot in common. The acquisition will give customers access to "best of both worlds" tools and services.

Why did Dairy.com purchase ever.ag?

Dairy.com remains committed to offering clients the top services and solutions, and adding ever.ag to the portfolio creates a team with unparalleled knowledge, software, and expertise for our customers. The acquisition also adds additional agriculture verticals to Dairy.com's portfolio, providing another link to connect every stakeholder across the supply chain from farm to table.

What does this mean for Dairy.com and ever.ag?

With ever.ag and Blimling, Dairy.com will have 200 team members in 7 global locations, 65 of them supporting the risk management and market intelligence needs of thousands of farmers and hundreds of commercial firms. Dairy.com, Blimling and ever.ag employees are excited to begin working together, as they've long admired each other's work and expertise.

Is Dairy.com planning additional acquisitions as a result of the announcement?

We are always looking for growth investment opportunities and will make investments that further our business plans.

Will ever.ag be changing its name?

The ever.ag brand will remain, and it will become part of the Dairy.com family. Our overall branding will continue to evolve in phases in the future.

Will the current ever.ag management team remain in place?

Yes, an important part of this transaction for Dairy.com was the strength of the ever.ag team. The team you know and trust at ever.ag will remain the same.

Is Dairy.com diversifying to other market sectors?

Yes - in addition to dairy, ever.ag also offers services to the overall agriculture industry, specifically grains and livestock. We intend to focus on these new markets moving forward.

What can Dairy.com, Blimling and ever.ag customers expect in the coming weeks and months?

Customers can expect business to continue as usual, but with more exciting announcements to come as we combine our industry expertise.

Will there be any changes to the current service level or existing customer contracts?

We will honor existing agreements while determining the best path forward for all of our customers. Our top priority is continuing to drive significant value for our clients as they utilize Dairy.com, Blimling and ever.ag services and solutions.

If you have any other questions that were not covered in this FAQ, please contact us at connections@dairy.com

for more information, please visit:
www.dairy.com/ever-ag-partnership