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ASX Announcement

Strategic Alliance with MilkTestNZ

HRL Holdings Limited (ASX: HRL) (**HRL**) is pleased to announce that it has entered into a five-year strategic alliance agreement with MilkTestNZ to provide analytical testing services to the New Zealand dairy industry. The strategic alliance agreement represents a continuation and expansion of the existing arrangement between HRL's recently acquired subsidiary Analytica Laboratories (**Analytica**) and MilkTestNZ.

Both HRL and Analytica are party to the strategic alliance agreement, which not only reaffirms the existing relationship but also provides the ability for MilkTestNZ and HRL to potentially explore new opportunities in the future, both in New Zealand and other geographical territories.

MilkTestNZ is a world leading milk testing laboratory using highly automated processes and advanced technology. Over 97% of New Zealand dairy farm supplier samples are tested at MilkTestNZ. A range of microbiology, composition, analytical and specialty tests are carried out in the laboratory on a variety of milk types including cow, goat, sheep, buffalo and deer milk.

During the peak season, MilkTestNZ process over 25,000 samples per day. In addition to the standard milk tests required for farmer payment and milk quality purposes, MilkTestNZ through the strategic alliance agreement with Analytica, provide an expanded testing scope to include milk products and residue testing.

The partnership embodies the Analytica philosophy of using technology and innovative solutions to provide world class service to customers. Over the last few years a number of issues have emerged in the dairy industry which have required immediate action. MilkTestNZ and Analytica were able to respond by providing rapid testing solutions for the dairy industry.

HRL and Analytica are excited to continue the ongoing relationship with MilkTestNZ and look forward to exploring new opportunities together in the future.

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