

Latest News! Canada Beef Brand Marketing Strategies	P1 P2
Paul Brandt shown in the Latest Canadiana Beef Brand Video!	P3
Annual Event: Upcoming Asian Market Activities	P4

Latest News! Canada Beef Brand Marketing Strategies



Since 2016, Canada Beef has begun a three-year long-term marketing strategic plan, which mainly focuses on cultivating a high degree of consumer brand loyalty. We intend to conduct our marketing campaign both on product and emotional levels, making consumers around the whole world more knowledgeable about our brand and further fall in love with Canadian beef.

Over the past few years, we have established good relationships with our global

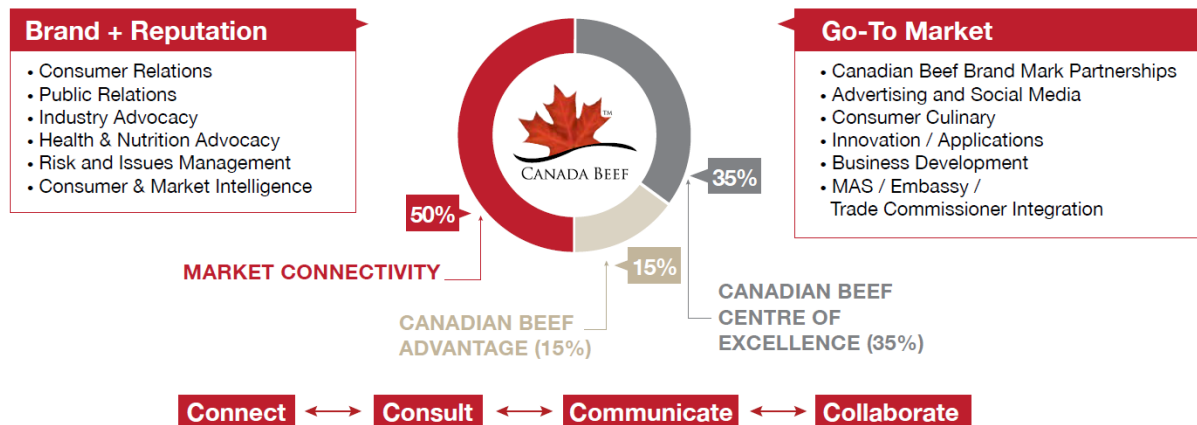
marketing partners. For example, we have held Beef Season campaign activities jointly with internationally renowned chefs and hotels to impress the food and beverage industry in the world with the incredible quality of Canadian beef. Moreover, we have established the Canadian Beef Centre of Excellence to invite professionals in the catering industry, helping us to successfully spread the reputation of Canadian beef. At the same time, we have also paid great attention to the effects of the Internet and social media, and thus we launched Canadabeef.ca in January to allow Canadian beef lovers to exchange their opinions here.

Today, Canada Beef has already established strong cooperative relations of mutual trust with global marketing partners, working together to promote brand. In the future, we expect that Canada beef can keep receiving the trust and love from consumers, deeply rooting the Canadian beef brand in people's minds.

Canada Beef promotes the brand under the premise of four major pillars: Product, Producer, World-class Standards and Sustainability. Product refers to the Canadian beef that comes from a high-quality environment and high-quality grains; Producer refers to the ranchers who raise the cattle with great dedication and diligence; World-class Standards refer to our strict hygiene and harvesting practices; Sustainability means that we also take care of the natural environment and avoid any unnecessary damages during the animal husbandry breeding process.

BUILDING OUR FUTURE TOGETHER

3 Year Strategy Map



Our brand marketing is divided into Brand & Reputation and Go-To Market, of which the former includes the establishment of the relations with consumers, risk management and the promotion of the quality and nutrition of Canadian beef, and the latter includes the establishment of relations with communication channels, advertising delivery, the innovative applications of Canadian beef dishes and the establishment and maintenance of partnership relations. All of these are the goals that we strive to achieve.

Canadian beef has an extremely high quality owing to the high-tech harvesting process and strict hygiene standards, which allows the consumers to enjoy the tasty beef dishes while ensuring the safety and security of the beef. Nevertheless, such information is difficult to deliver to our consumers within only a few words. Therefore, we have decided to share the stories of the farm and ranch owners to help consumers to build a strong, and emotional bond with beef producers and feel the intentions and commitments that Canada Beef has possessed towards made to consumers.

P.2



Paul Brandt shown in the Latest Canadian Beef Brand Video!



Of course, Canadians know best about how good Canadian beef is! This year, Canada Beef invited the well-known Canadian country music superstar, Paul Brandt, to participate in the brand campaign to promote the high-quality, delicious Canadian beef.

In the beginning of the video, Paul Brandt, in his sharp cowboy hat, starts to recommend with

confidence that “the world’s perfect place for raising beef is Canada.” It is because Canada has abundant natural resources, including clear, clean water, fresh air and uncontaminated pure soil, providing a great environment for cattle to grow healthily.

The vast sky and the beautiful grassland of Canada are fully shown in the video. The director uses the bird’s eye-view shots to express the splendid landscape with various colors of cattle, including black, brown, white and others, strolling in the green grassland. The harmonious and beautiful scene brings refreshing sensations to viewers.

Another important group of people in the video are the farmers and ranchers who are dedicated to their work and have raised cattle for generations. They personify the brand spirit of Canadian beef, including the high degree of professionalism and the animal husbandry breeding approach that emphasizes harmony with the nature. With a thankful heart, Canadians take care of this land carefully, bringing the world-class high-quality beef to you.

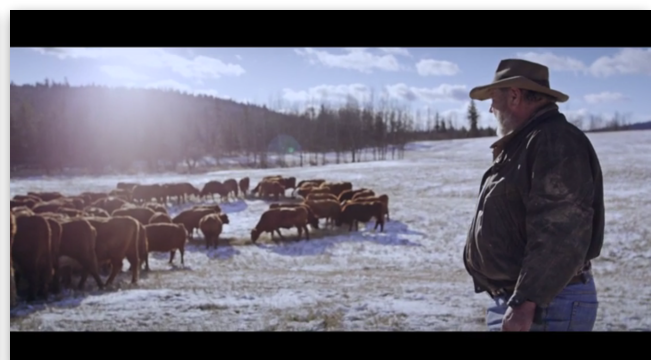


Connect, Innovate and Inspire.

The latest promotional video in 2016 fully shows how Canada Beef integrates the Canadian values and a core value of sustainable development into its brand spirit.

Learn more about Canadian beef by Paul Brandt:
https://www.youtube.com/watch?v=v_IH4egPtDk

P.3



Annual Event: Upcoming Asian Market Activities



Canadian beef has great development potential in Asian markets as expected. After several years of efforts, we have gradually exploited many channels and formed cooperative relations with a number of partners, receiving a good market response from Japan, China and Taiwan customers. Now, apart from forging an even deeper bond with our existing marketing partners, we also put our 100% effort into developing the Southeast Asian market. In the second half of this year, we expect to hold Canadian beef campaign activities in Vietnam, the Philippines and Singapore.

Canada Beef will collaborate with renowned hotels, restaurant owners, and chefs to deliver Canadian beef seasonal campaign activities. We hope that the world-class quality of Canadian beef can be fully shown with the participation of ambassadors, Canadian cattle producers and renowned chefs. Furthermore, media exposure can also help Canadian beef to build consumer brand loyalty.

In addition to holding events, establishing a close relationship with consumers is also very important. For example, since mascots are very popular in Asian, we often arrange for Canada Beef's mascots, Rocky and Maple, to meet and interact with our customers to increase their favorability of our brand. Currently, the activities in the second half of this year are mainly in Southeast Asia. After Taiwan is re-opened for importing of Canadian beef, we will also arrange relevant marketing events.



For any questions or information about the quarterly report, please contact:

Canada Beef International Institute
7C12 7FL, No.5 Hsin - Yi Road Sec.5, Taipei, 11011, Taiwan
Tel: 02-8780-1206 Fax: 02-8780-1207
Email: ichang@canadabeef.ca (Ms. Isabelle Chang)