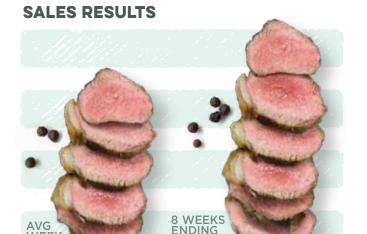
## We love our Lamb

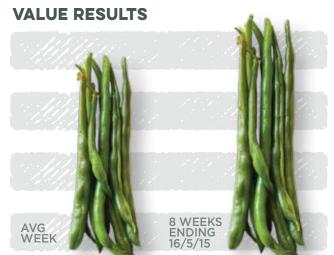


## LAMB ROAST 2015 CAMPAIGN RESULTS









13.3% INCREASE

2/3/4/0/5/0/5/0/CUMULATIVE REACH (MEDIA + PR)



A MILLWARD BROWN STUDY SHOWED THAT THE CAMPAIGN MESSAGE WAS WELL UNDERSTOOD WITH 69% AGREEING THAT 'LAMB IS LOVED BY AUSTRALIANS'.