

We love our Lamb



AUSTRALIA DAY 2016 CAMPAIGN RESULTS

\$2.89
RETURN FOR EACH \$1 SPENT

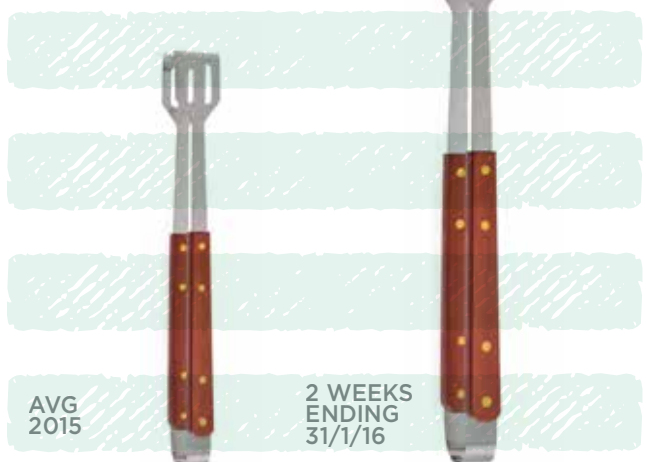


SALES RESULTS



36.9% INCREASE
IN AVERAGE SALES, A
RECORD HIGH FOR LAMB

VALUE RESULTS



13.8% INCREASE

433,800,000

CUMULATIVE REACH (MEDIA + PR)



**5.4M COMBINED VIEWS OF CAMPAIGN
CONTENT, AN MLA RECORD**

