# EquiTrace®
## Track & Trace Horse Health

The guide to the revolutionary horse health app

# INTRODUCTION

## Our Mission

To bring the horse industry into the digital age through outstanding technology.

## Our Vision

To deliver genuine value to breeders, owners, trainers, veterinarians and authorities.



## Our Story

EquiTrace was founded by two leading veterinarians Dr. Kevin Corley and Jennifer Corley who have a wealth of experience in creating apps. A strong and unique team of commercial and development specialists with experience at every level of the industry ensures EquiTrace is solving issues the entire horse industry faces in unique and easy ways.



EquiTrace unleashes the power of the microchip, converting any standard chip into not just a number but a way to access and a digital passport and health record. It cannot be lost and is always available at the side of the horse. Data is recorded in real time, it is verifiable and accurate.

This is state of the art software designed by specialist veterinarians and tested by leading trainers and breeders globally.
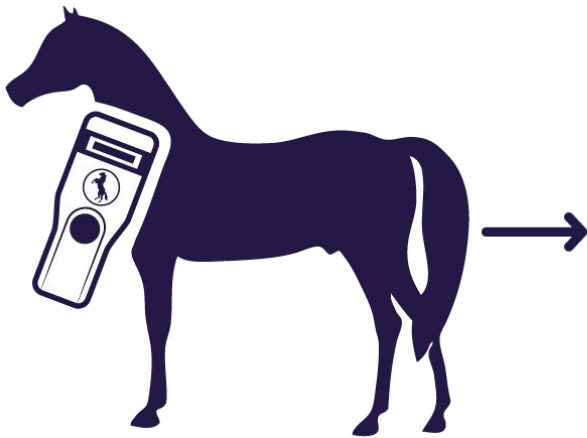
By giving the people on the ground software that is simple, fast and that they actually enjoy using, EquiTrace have created the pathway to lead the industry as a whole into the digital age.

**EquiTrace®**
Track & Trace Horse Health

Vet Technology Award Winner 2021

Global Tech Innovator Finalist 2022

# CORE FEATURES

STUD FARM

TRAINER

VETERINARIAN

COMPETITION AUTHORITY

RACE TRACK

INSURANCE COMPANY

GOVERNMENT

EquiTrace is used across the horse industry to improve the tracking and traceability of horse health records ensuring all records are in one place to access at any time of day.

The range of features improves data capture for riders, stud farms, racing trainers and veterinarians through our specialist features within the app. Some of these include:

## Temperature

Record & identify high temperatures in a second

## Identity

Ensure the right horse is scanned each and every time

## Reproduction

Identify the horse and the correct location instantly

## Time Saving

Save hours of unnecessary paperwork and admin

## Bio-Security

Rapid and reliable data to support bio-security

## Medication

The unique medication database to log treatments

# Functionality: How EquiTrace Works

## Microchips

EquiTrace translates each horse's microchip number into identifiable information. It works with standard ISO microchips[1] and with the Bio-Thermo® microchips, an ISO microchip containing a built-in temperature biosensor able to measure a horse's temperature at the implantation site.

It is an easy, safe, and quick alternative method of taking multiple temperature measurements

Reference: 1) Compatible e with ISO Standards 11784 and 11785

**EquiTrace works with standard ISO microchips and with Bio-Thermo® microchips.**
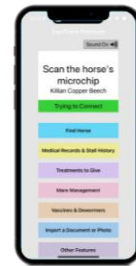
## The Scanner

The Global Pocket Reader Plus (GPR+) is an ISO compliant universal microchip scanner for horses. The GPR+ scanner is compatible with the EquiTrace® app, and when used in conjunction, syncs microchip numbers.
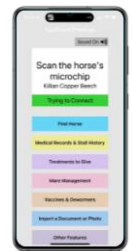
When used with the Bio-Thermo microchips, temperatures are also displayed in the app.

## Operating Platform

EquiTrace is built for iOs and Android devices (Apple and Android) available to download from your App Store. EquiTrace is also available in Spanish on Android.

iPhone          Android

> ❝
> *EquiTrace has saved us countless hours. I hate computers and paper, but I love EquiTrace* ❞
>
> *Tom Daly*
>
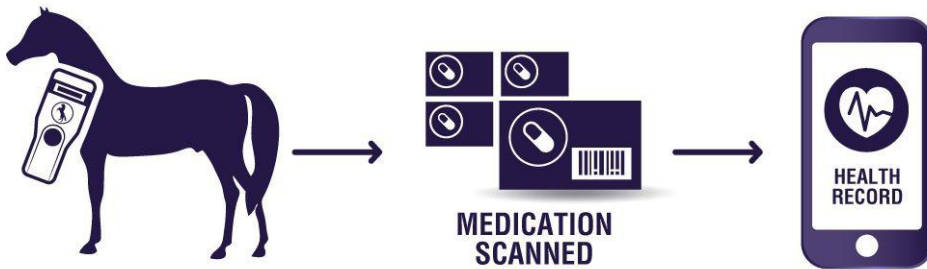> *Head Man at D.K Weld*

4

# USE CASES

Where there is need for traceability, recording information EquiTrace can be used.

**Identification**

Easily scan a horse and the EquiTrace apps gives you the horse information and records in the palm of your hand.

**Medication**

Recording Medications has never been easier. Scan the horse, scan the medication and all your treatments are recorded within the app.
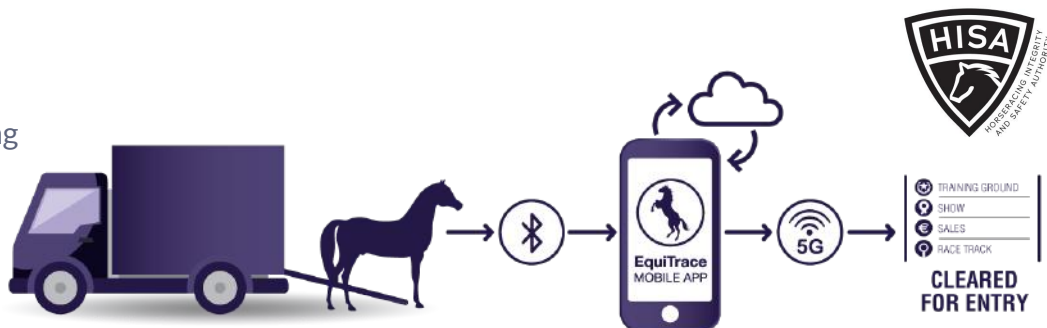
**Movement**

Tracing movement of horses keeps your barn up to date with what horses are where, logging GPS coordinates for each scan.

**Cleared to Race?**

Always know your racing status when your horse leaves your yard for competition and avoid any issues at the racetrack with the new HISA regulations.
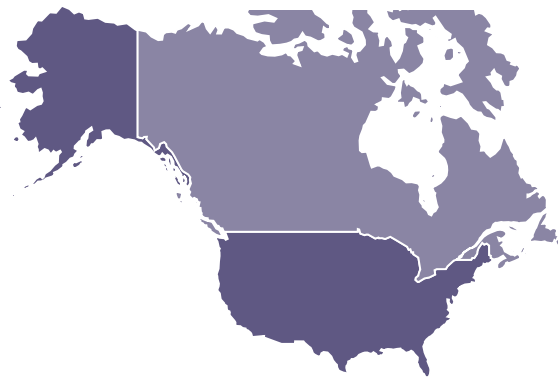
## Bio-Thermo® Temperature Monitoring



When Bio-Thermo® microchips are used in conjunction with the EquiTrace® app, temperature readings are instantly recorded on a graph, allowing rapid identification of any disease trend and daily health monitoring.

EquiTrace enables the seamless and rapid recording compared to other industry practices and removes the need for pen and paper records.

## Bio-Thermo®

**Microchip Availability**

Merck Animal Health have expanded the launch of the Bio-Thermo® worldwide being present in the US, Europe and Australia and New Zealand.

From 2023 both the US Jockey Club & Weatherby's are issuing Bio-Thermo® microchips in horses born in 2023. This is a step forward in the increased data availability to your app for horse health in the future.

## Stud Books issuing Bio-Thermo® microchips



www.jockeyclub.com



www.weatherbys.co.uk

Both the US Jockey Club & Weatherbys (UK & Ireland) are issuing Bio-Thermo® microchips for foals born in 2023. These can be purchased directly from the studbooks.
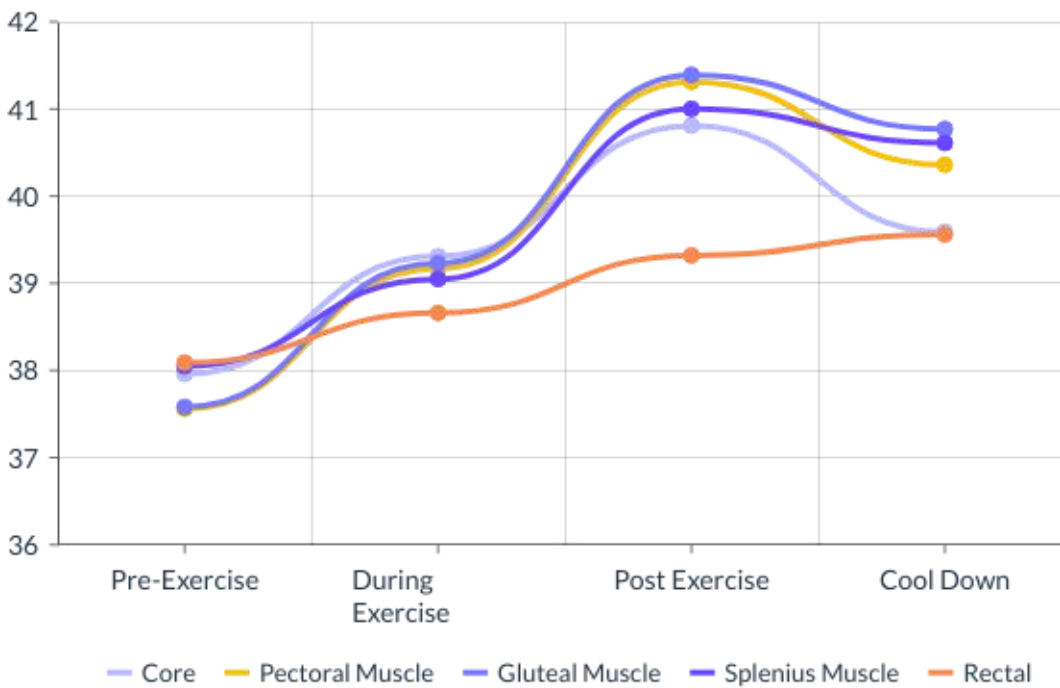
# Temperature Records

Each horse is an individual and what can be a high temperature for one may be normal for another horse.

EquiTrace records the baseline for each horse and will show high temperatures, baselines and most recent temperatures when used with a temperature sensing microchips.

Alerts are easily visible from the temperature graphs within the App.

Microchip 985383000000018
## War Bell (USA)
War baby

### Most recent temperature: 37.9°C

| | |
|---|---|
| Highest Temperature in last 7 days: | 40.1°C |
| Baseline Morning Temperature: | 38.1°C |
| Baseline Afternoon Temperature: | 38.2°C |
| Average Temperature: | 38.2°C |

## Accuracy of Temperature Sensing Microchips



Legend: Core — Pectoral Muscle — Gluteal Muscle — Splenius Muscle — Rectal

A study[1] conducted to determine the use of temperature sensing microchips in 2020 compared the correlation to core body temperature.
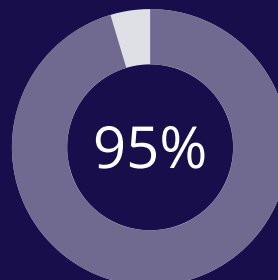
The study found that temperature reading microchips were more accurate to core body temperature than rectal temperatures, depending on placement in the. horse.

The splenius muscle and pectoral muscle gave the best readings in comparison to core body temperature.

## *The Efficiency Factors*

**36 min**

Save 36 minutes for every 20 horses that you temperature check with temperature sensing microchips compared to normal rectal temperatures.
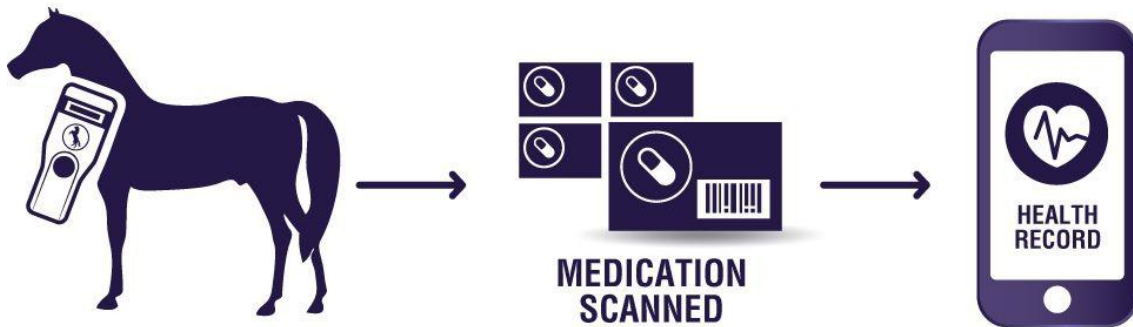
**95%**

Reduce administration time by 95%. Eliminates pen and paper record keeping ensuring a seamless digital record.

[1](Kang et al., 2020), The Use of Percutaneous Thermal Sensing Microchips for Body Temperature

# MEDICATION

EquiTrace has a unique medication module which is used daily by trainers, stud farms and veterinarians. EquiTrace scans the barcode of a product and recognises over 1,000 medications by barcode alone. A novel and unique feature to digital health recording.
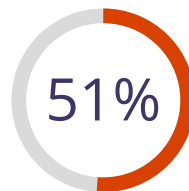


Horses who need medication during an event need a record for the legitimate treatment. EquiTrace can build the medication module into your app.

The medication record can be customised to ensure the prescribing veterinarian is recorded, the scan of the horse ensures the correct horse is given the correct medication when needed.

## Withdrawal Times

The dose rate and route of administration can alter the withdrawal period.

EquiTrace has a unique algorithm which will suggest the correct withdrawal time based on the computable information.

**51%** Of drug referrals are due to too short a withdrawal time being observed.

10% of referrals were because the wrong horse was medicated. **10%**

## Governing Bodies

EquiTrace recognises multiple governing bodies for the applicable withdrawal times relevant to your governing bodies rules. These include:



NEMAC
Nordic Equine Medication and Anti-doping Committee

EHSLC
European Horserace Scientific Liaison Committee

FEI™

US EQUESTRIAN

AQHA®
AMERICAN QUARTER HORSE RACING

USTA
US Trotting Association

# HISA  (US ONLY)

The Horseracing Integrity and Safety Authority will implement there AntiDoping and Medication Control (ADMC) policies in March 2023.

The rules of the ADMC will apply to all **"covered horses".**

A covered horse is any horse who is entered for a race, or has competed in a timed trial activity from the start of their career until they are retired. **All medication must be reported to HISA in 24 hours.**

With this information and the new medication guidelines and withdrawal times, trainers, veterinarians and stud farms need to ensure that all covered horses are treated and reported accordingly.

# EquiTrace has the solution to comply with HISA
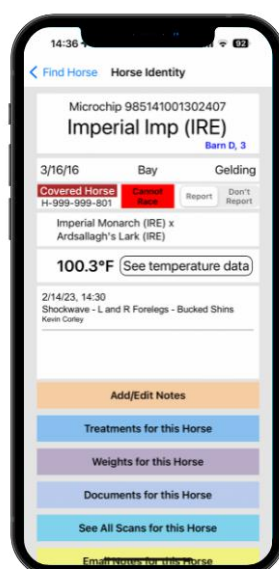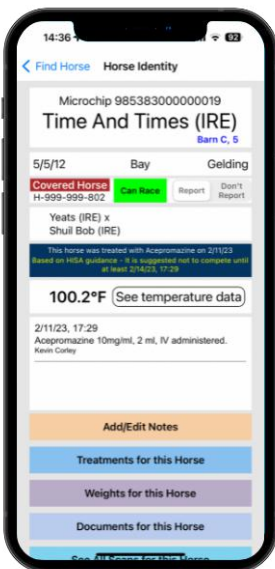
## Medication Reporting

EquiTrace can log all medication and has the new HISA ADMC withdrawn periods within the app. Medication must be reported by the "responsible person" within 24 hours of the medication given.

EquiTrace makes it simple to send the medication reports directly to HISA when you click submit. This can be done at the end of each day, or as you treat each covered horse.

This only reports for covered horses so your other horses do not need to be submitted.

### Did you know?

Expected approval and implementation for HISA is due from the FTC on March 27th 2023

## Can Race / Can't Race

EquiTrace has a feature to tell you if your horse:

• Can Race
• Can't Race ( And Why)

EquiTrace integrates directly with HISA to lookup your horses based on their HISA ID and will give you a green light or a red flag depending on whether your horse is cleared.

This is vital for all trainers, veterinarians and racetracks to ensure all horses are cleared for racing before they arrive at the race track.
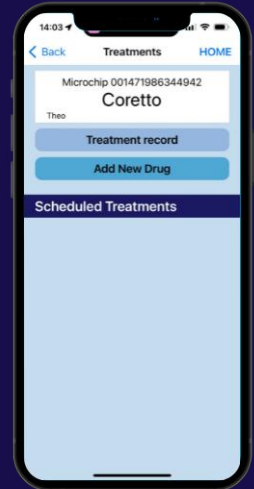
# As Easy As...

## 1. Scan The Horse



A quick scan with the microchip reader always ensures the right horse is getting the right medication.

Eliminates the biggest risk in medication referral tests.



## 2. Scan The Medication



EquiTrace has a unique algorithm to suggest the withdrawal times for all major competition and racing rules.

You can scan the product by barcode alone to save hours of paperwork.
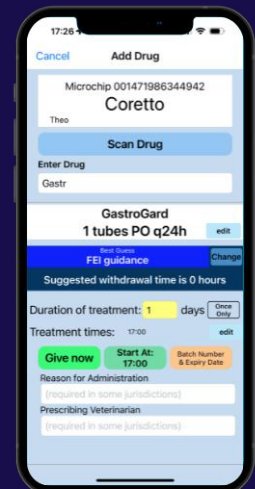


## 3. Log your Record

You can choose and change:
- The Quantity or dose rate
- The Frequency
- The Competition Rules
- The Treatment reason
- The Prescribing Veterinarian

Once you record your treatment record it saves to the horses profile.

This can be sent to competition authorities when needed but ensures you always have a digital trace of all treatment records for all your horses.
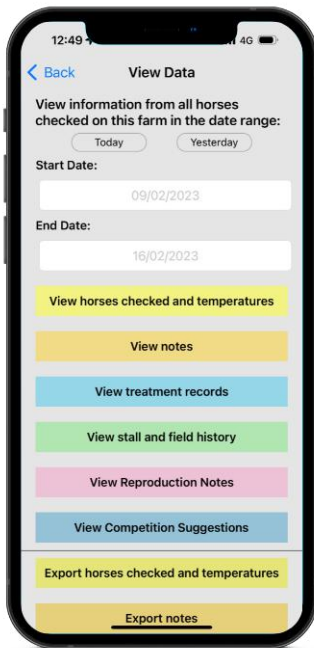
# IDENTITY & LOCATION

EquiTrace makes simple work of managing the health of horses but by making it easier to track and trace the horses, medications and activities that need to be carried out on each farm.

EquiTrace automates To-Do lists based on:
- Horses to treat
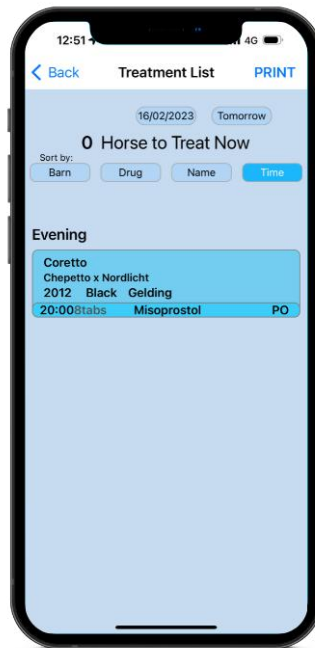- Horses to check
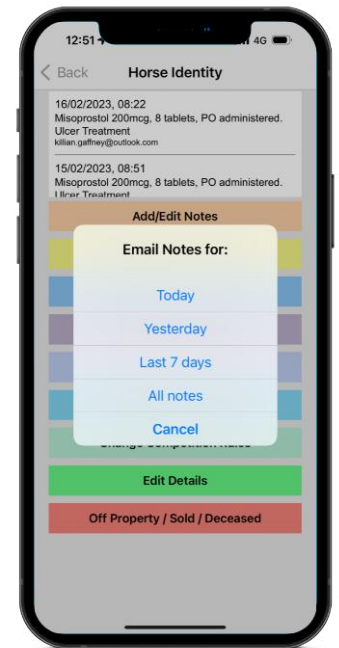- Reproduction activities





## To Do Lists

All your lists in one place for all your team to ensure nothing is forgotten or not completed. Even when you're away, stay alert.

## To Treat Lists

All medication treatments in one place to make sure the whole team always treat the right horse at the right time, every time.

## Export Records

If you need to export treatment records, horse locations and notes, all this can be done from within the app through email.
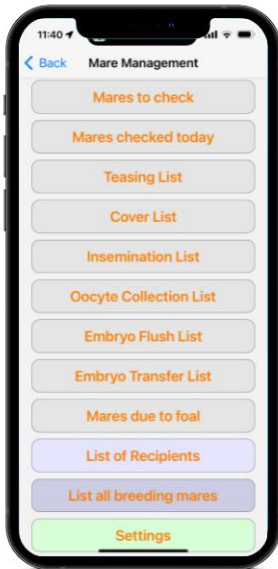
# REPRODUCTION

Every farm wants to ensure their fertility rates are as high as possible. With multiple checks, teasing and schedules to monitor.

EquiTrace keeps the whole team up to date and ensures that each record can be shared with managers, stable staff and veterinarians.

No more paper records, no more missed treatments. A simple to use digital record for all your breeding needs all in one place.
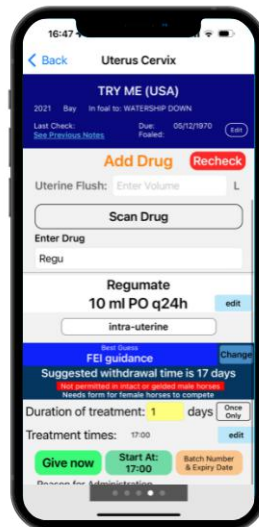


## Mare Management Made Easy

EquiTrace has a comprehensive mare management system ensures all of your team have their day to day lists populated from the data entered into the app. This can be shared with your veterinarian.

Mare Management by EquiTrace gives lists for mares to be checked, teased, inseminates or to support advanced reproductive techniques.

Mare management will also create lists of due dates for mares based on the historical reproduction exams, coverings and records.

## Intuitive Reproduction Examinations



EquiTrace has a created an intuitive recording feature for those performing repro exams.

All data can be entered rapidly at the side of the horse and can be performed with one hand whilst the other hand scans the mare.

Numerous stud farms and veterinarians have praised this feature to cut down on admin and speed up repro exams.

# HFM INTEGRATION



EquiTrace has launched an integration with The Jockey Club for Horse Farm Management (HFM).

This new integration enables users of HFM to easily capture data at the horse side and it automatically pushes the data directly to the HFM platform.

With this integration you can now eliminate multiple hours of excess data entry.

## How to connect to HFM

1. Open the app and go to settings.
2. Click the button "Request HFM Connection"
3. Complete the form and our team will in touch to connect you to HFM.
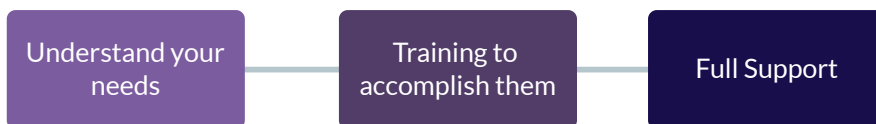


# ON BOARDING



Once you've decided on which subscription is best for your business we then take you through our on boarding process to ensure you and all your staff are fully trained and comfortable with how to use EquiTrace and all its features.

**Our Process**

| Understand your needs | Training to accomplish them | Full Support |
|---|---|---|

**Lorna Moore** is our Customer Success Manager who will lead your onboarding.

If you have all of your horse data together and to save you time, EquiTrace can upload all of these on to the system so you have instant access to your horses within the app from your first use.
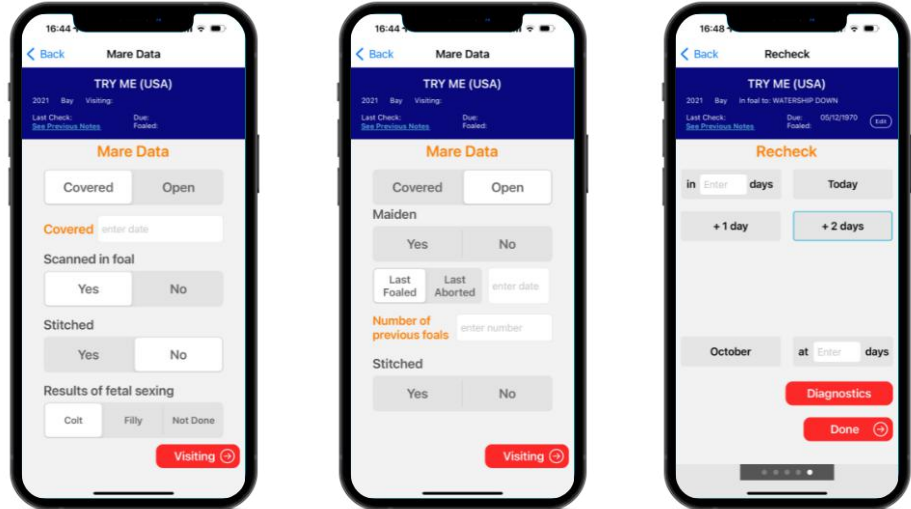
We have a full range of support articles and training videos and always available to deal with your issues by reaching out to us at support@equitrace.app
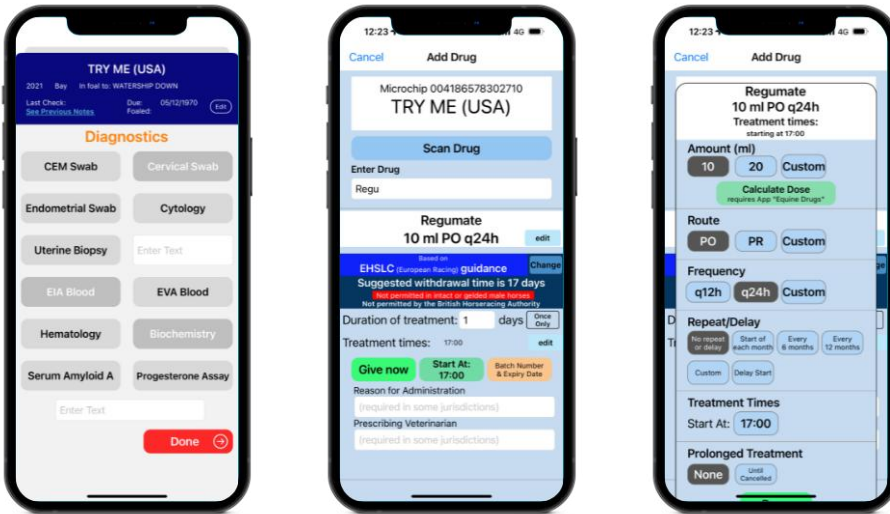
# Mare Scheduling

EquiTrace enables quick scheduling of mares to check, whether in foal or to cover and any associated re-checks that are needed throughout.

Entering data through here then creates lists for your stud farm to manage each day reducing admin and time wasted searching through records.
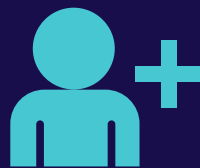


# Medication Scheduling



When conducting repro exams and a medication treatment is required, you can scan the medication rapidly to add to the horses record.

Further medication scheduling is quickly logged within the app to ensure that there are no missed treatments and the right horse receives the right medication.

# User Access

EquiTrace has different level of access depending on the need of each user. The main account holder can manage what each user has access to and can see.

There is also Limited Views, View Only & Reject User Options.



### Full Access

Full Access to all functions of the App including historical data and ability to set treatments and export data.

### Level 1

Only the last 24 hours of notes, temperatures and scans are displayed. Can see the treatment diary but no data export.

### Level 2

Identity of the horse and notes displayed at the time taken but not afterwards. No access to history and no data export.

# SUBSCRIPTIONS PACKAGES

EquiTrace has a range of subscriptions to suit each level of information yards, trainers and stud farms need to capture. To discuss which subscription is best suited please contact us here:

| | EquiTrace Light | EquiTrace Pro | EquiTrace Premium | EquiTrace Stud |
|---|---|---|---|---|
| **Identity** | ✔ | ✔ | ✔ | ✔ |
| **Location** | ✔ | ✔ | ✔ | ✔ |
| **Communication** | ✔ | ✔ | ✔ | ✔ |
| **Temperature** | ✔ | ✔ | ✔ | ✔ |
| **Medication** | | ✔ | ✔ | ✔ |
| **HISA** | | | ✔ | ✔ |
| **Reproduction** | | | | ✔ |
| **Users** | 1 User | 1 User | Multiple | Multiple |
| **Horse Numbers range from 5 to 1,500+** | | | | |

# Which subscription best suits your needs?

EquiTrace Light is perfect for recording basic information for smaller groups of horses.

EquiTrace Premium is for professional yards that need multiple ensuring full medication compliance.

EquiTrace Pro is suited for a yard that has competition needs and wants accurate record medications.

EquiTrace Stud is the ultimate tool for stud farms to manage their reproduction and breeding operations.

# Client Testimonials

*"I found EquiTrace particularly easy to use. I like the App's ability to suggest appropriate stand down periods required for intra-articular medication, where injections into different joints require different numbers of days withdrawal before competition."*

**Vincent O'Connor**
**Senior Veterinarian at Sycamore Lodge**

*"I find it extremely helpful. It dramatically reduces the amount of paperwork which is the bane of any trainer's life'. The Irish Horse Racing Board (IHRB) requires every yard keep a Blue Book which has to be submitted monthly to the IHRB. EquiTrace enables a trainer to email the blue book information direct from their mobile phone, no handwriting—or hunting down the physical blue book—required"*

**Dermot Weld**
**Champion Horse Trainer**

*"Lane's End Farm has used the reproductive version of the EquiTrace app this year and highly recommended it. The real-time information and scheduling have been invaluable, it is effective and efficient helping us to streamline our daily routine. The EquiTrace team have been brilliant, quick to answer any questions and queries, and have been open to suggestions to help adapt the reporting side to fill our needs."*

Louise Roden
Director of Equine Operations
Lanes End Farm, Versailles, Kentucky

## Used by leading organisations worldwide

GESTÜT LEWITZ

Fasig-Tipton

F·EI™

LANE'S END

GOFFS
SINCE 1866

USTA
Chip ID

**EquiTrace**®
Track & Trace Horse Health

# OUR TEAM

## Executive Team

**Killian Gaffney**

Chief Executive Officer

**Email Here**

**Dr. Kevin Corley**

Chief Product Officer

**Email Here**

**Jennifer Corley**

Chief Scientific Officer

**Email Here**

## Sales & Marketing Team

**Christine O'Donnell**

**Sales & Marketing Executive**

Email Here

**Lorna Moore**

**Customer Success Manager**

Email Here

**Kelsie Bricker**

**Sales - Kentucky**

Email Here

**Sheri Graham**

**Sales - New York/East Coast**

Email Here

# EquiTrace®
## Track & Trace Horse Health

## Want to know more?



**Visit us at**    www.equitrace.app

**Sales:**    sales@equitrace.app

**Support:**    support@equitrace.app

**Equitrace Ltd**
National Equine Innovation Centre,
The National Stud,
Kildare, Co. Kildare,
R51 KX25, Ireland.