

1. **Overview** – Details and background about your company and how it is to be used.

SACC (SOUTHERN AUSTRALIAN CATTLE COMPANY PTY LTD), the original name was Elders International Australia Pty Ltd, founded in 1972, and the company is registered in Adelaide, Australia. The company originally belonged to Elders Rural Services Ltd, which is an ASX-listed agribusiness which operates in Australia and internationally. Wholly-owned by Chinese investors (Our company named Fanda) in June 2017, renamed SACC.

SACC has historically focused on the export of livestock and export of beef and mutton, with professional procurement, fattening, quarantine, feed nutrition teams and live animal transport ships, and a full set of Australian meat export licenses, serving long-term customers in China, Southeast Asia, the Middle East, Japan, Russia, Kazakhstan and Turkey.

In 2015 and 2016, SACC successfully delivered the first two air shipments of slaughter cattle from Australia to China to help authorities in both countries assess and improve protocols for future deliveries. And in 2017, we delivered first shipment to China, became the first overseas exporter to deliver the cattle to China by seaborne.

Since 1996, we cooperate with China enterprises, total exports about 129 shipments of cattle to China.

2. **Target market** – The audience you are trying to attract to your company

Our company is the Australian Company, and our customers are the importers of livestock and beef and mutton all over the world, **mainly in China**, Southeast Asia, the Middle East, Japan, Russia, Kazakhstan and Turkey and so on.

3. **Design preferences** – Directions for the designers regarding any specific requirements or ideas relating to Form, Style, Colour, Font, Imagery, etc.

The logo design mainly base on live cattle and the beef

We hope our logo can be remembered at first glance, and the logo will reflect our company

And as following are logo of our Fanda Company and another subsidiary company (NACC), for your reference.

