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## Media release

# Record online bids at Scone

Scone Regional Livestock Selling Centre held its second store sale in two years yesterday, with over 40% of the sale receiving bids from online platform StockLive, achieving almost \$100,000 in sales.

StockLive Manager Libby Hufton said there was strong interest online for the sale with 86 viewers and 19 bidders.

"Ninety-four head of stock was sold via the platform at Scone, which is great result. We have been successfully supporting Scone's prime sales over the past three months, along with its first store sale in two years last month. Yesterday's result reinforces how comfortable people are becoming in purchasing their livestock online. This is reflected across all the sites we're operating at too," she said.

Scone Site Manager, Brett Peel said the growth in online bidding is not surprising given the ease and convenience of StockLive.

"The StockLive system is easy to set up and very robust, with the agents having their own viewing screen allowing them to see the bids come in online. We have had lots of comments about how good it has been to be able watch the sale online and the quality of the footage is great of the livestock coming into the ring. I expect we'll see more growth in coming sales."

Steven Magazzu, Director of Tender Quality Meats and High Quality Cattle Company based in Kurrajong, has been purchasing stock for his business via StockLive at Scone over the past few months.

"I've been buying 5-15 head of stock via StockLive at Scone at almost every sale and love it. The whole set up at Scone from access to StockLive, the viewing and pre-weight is the best, and the agents and boys at the yard are great. The whole process is seamless and makes my life that much easier."

Store sales will be held monthly at Scone Regional Livestock Selling Centre.

**ENDS**

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StockLive is 100% owned by the Australian independent and privately owned AAM Investment Group, not a corporation. AAM stands for Agricultural Asset Management (AAM) which is the core of what our business has always done and still does today.

Our founders' roots are firmly grounded in regional and rural Australia, and the Group operates a diverse range of agricultural enterprises across the supply chain; from our online auction platforms and saleyard operations stretching the length of eastern Australia, to our cattle operations at Legune Station in the Kimberley and mixed farming and livestock operation near Forbes in NSW, with the addition of cattle and sheep operations near Blackall in QLD to be added to our portfolio soon.

AAM's focus and mandate is to proactively develop businesses, systems and investment in agriculture that underpin a strong livestock sector now and for the future. We are proud of the fact that 100% of the investments made by our business across a whole range of industries to date including beef, sheep, cropping, broiler chickens and timber milling, have been wholly supported by Australian investors.