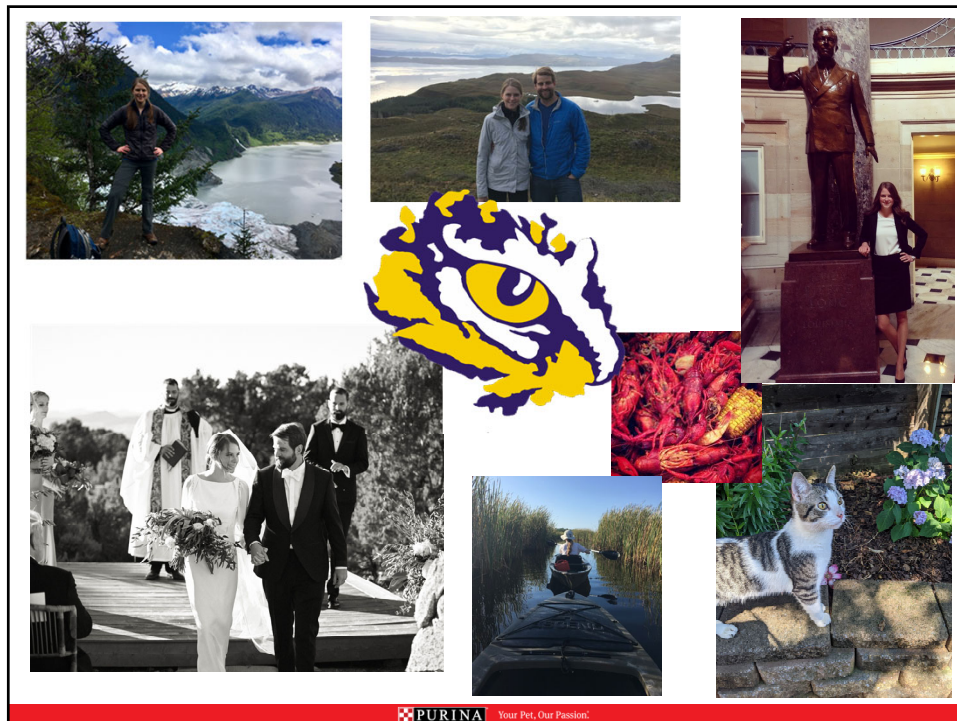




1



2

A culture of expert pet lovers

20_k/70

20,000 associates in more
than 70 countries


500+

Experts Worldwide

8,000+

Passionate, pet-loving
employees in the U.S



 **PURINA** Your Pet, Our Passion.

3

We craft 99% of our pet products in the US

Keeping your pet safe.

100K quality checks daily across our factories



**WE CAN TRACE
EVERY INGREDIENT**



**METICULOUS
QUALITY CHECKS,
REVIEWS AND
APPROVALS**



**VERIFIED
PACKAGING**



**FINAL CHECK
FOR TRANSPORT**

 **PURINA** Your Pet, Our Passion.

4

AT THE TOP OF THEIR GAME

Pro Plan Sport formulas are chosen by champions, recommended by experts, and trusted by pet owners.



FUELING VICTORIES YEAR AFTER YEAR

Purina Pro Plan is proud to have fueled 15 out of the last 16 Westminster Best in Show winners, including the 2022 champion, Trumpet, the Bloodhound.



ONLY ONE BRAND FUELS 95 OF THE TOP 100 SHOW DOGS

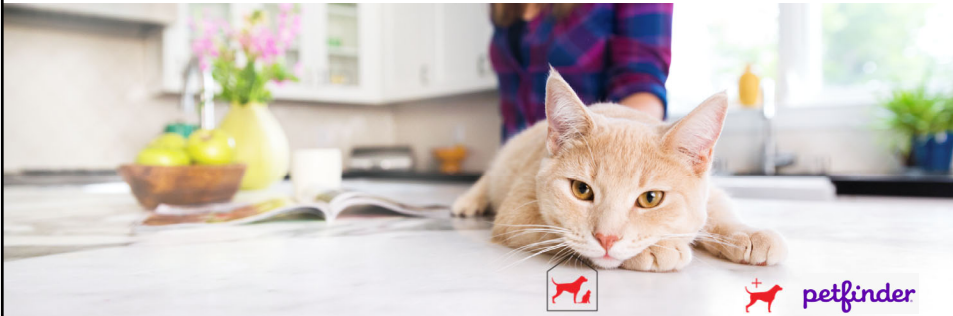
(2020 AKC All-Breed Show Dogs)

ONLY ONE BRAND FUELS 90 OF THE TOP 100* SPORTING DOGS


(2019 data)



5



We passionately support pet adoption.




40 +

We provide food, financial and marketing support for over 40 pet shelter and rescues.



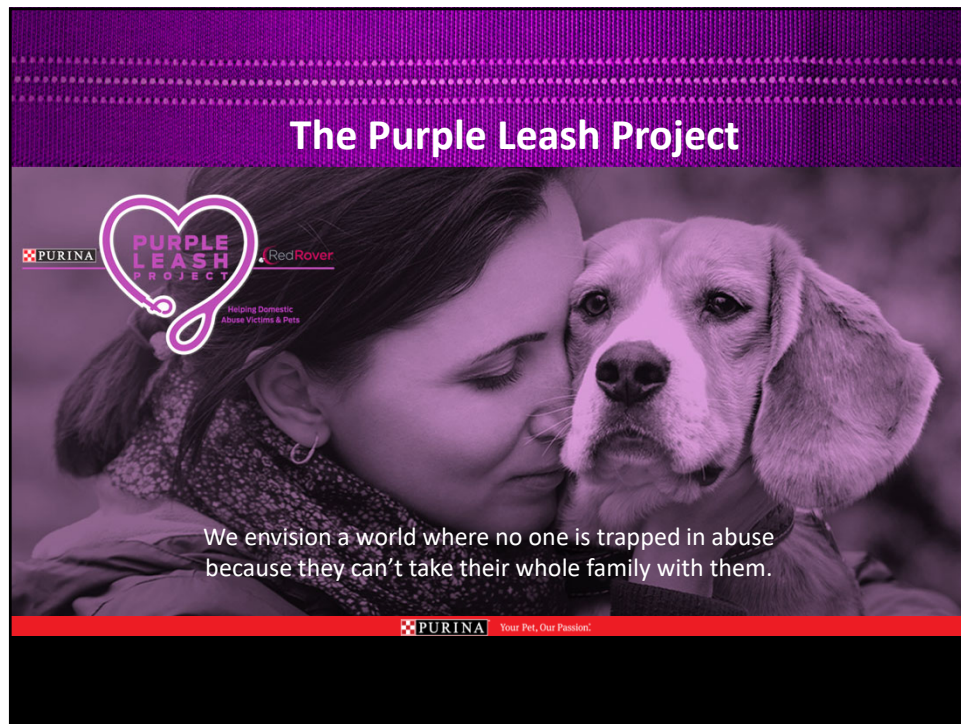
1.4m

Purina + Petfinder power over 1.4m pet adoptions annually.



PURINA Your Pet, Our Passion.

6



7

Nestlé

Largest Food Company in the World

Global R&D Community

Pioneers in Microbiome Research

PURINA Your Pet, Our Passion.

8

PURINA Institute
Advancing Science for Pet Health

See The CentreSquare Tools In Action

Whether you have 5 minutes or 30 minutes, you will always find something helpful and relevant on CentreSquare.

GET TO KNOW THE PURINA INSTITUTE

The Purina Institute is a global professional organization with a mission to advance nutrition science and put nutrition at the forefront of pet health discussions **to help pets live better, longer lives.** We are here to partner with you by sharing the latest scientific insights on pet nutrition.

To see the CentreSquare tools and topics in action, scan here or visit PurinaInstitute.com/CentreSquare.

9

THANK YOU FOR YOUR TIME

PURINA Looking for product updates, CE, and staff training resources?

Check out the Purina Post!

PURINA Your Pet, Our Passion.

10

PURINA[®] PRO PLAN[™]
VetDirect
 NUTRITION @ DELIVERED

**Nutrition
Delivered Right
To Your Front
Door.**

ProPlanVetDirect.com

PURINA[®]
UPS[®] carbon neutral shipment

PURINA[®] Your Vet, Our Passion.

11

A New Platform for an Enhanced Experience

Purina[®] Pro Plan[™] Vet Direct has launched a new website featuring a fresh, new look, along with greater functionality for your clinic and clients—including mobile compatibility!

A New Dashboard That Lets You Do More


- A refreshed layout featuring intuitive navigation and organization
- Quick access to valuable marketing tools for Vet Direct
- Easily view clinic performance and growing business results
- Customizable prescription expiration dates

New Client-Friendly Features

- Mobile compatibility makes shopping easier for clients
- Streamlined client enrollment process for Vet Direct

The image shows a desktop monitor displaying the VetDirect website. The website features a header with navigation links (HOME, ABOUT US, CONTACT, MY ACCOUNT, MY ORDERS, MY WISHLIST, MY CART), a main banner with the text "Nutrition delivered right to your door" and a sub-header "We'll take care of the shipping and home delivery, all while supporting a local business in your community.", and three main sections: "Direct Rewards", "Direct Rewards", and "Auto Ship". In front of the monitor are a laptop, a smartphone, and a tablet, all displaying the VetDirect interface. The laptop screen shows a "Business Results" dashboard with a line graph for "Gross Performance" and two summary cards: "Total Commission \$218.80" and "Total Sales \$991.44". The smartphone and tablet show the mobile app interface with a "Log In" button and a "Sign Up" button.

12



Relationships


82%

of respondents agree they would recommend their veterinary clinic to others because the clinic offers Purina® Pro Plan® Vet Direct.*


*Neutle Purina PetCare Company conducted a survey among 1,500 Purina® Pro Plan® Vet Direct users who had placed at least one order on the site in 2020. The online survey was conducted in June/July of 2020.

86%

of respondents agreed using Purina® Pro Plan® Vet Direct made it easier to adhere to their veterinarians' diet recommendations.*



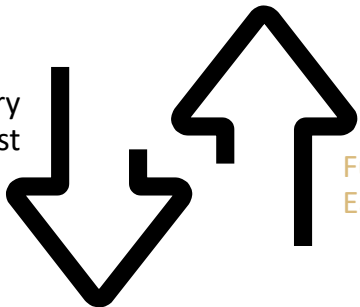
13

 Effortless Earnings


What can Vet Direct do for your business?

Inventory Cost

Full Clinic Earnings



Clinics that participate in Vet Direct not only benefit from incremental sales, but also decrease their inventory expenses.



14


INTRODUCING

Direct Rewards

Give your clients yet another reason to shop on Vet Direct! Direct Rewards is a NEW loyalty program that rewards clients for their purchases.

By enrolling in Direct Rewards, clients can earn 10 points for every dollar spent. Those points are redeemable on future Vet Direct purchases. The more they spend, the more points they'll earn!

Vet Direct is a program that benefits everyone with earnings on orders for your clinic, no service fees, and new client incentives. Tell your clients to enroll today!



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 **PURINA**
PRO PLAN
VETERINARY
DIETS

**A Nutritional
Approach to
Managing Lower
Urinary Tract Signs
(LUTS)**




NUTRITIONALLY MANAGING PETS WITH LUTS


16

PURINA® PRO PLAN® VETERINARY DIETS URINARY® FORMULAS
Nutritionally Managing Pets with LUTS

Inappropriate urination is one of the most common causes of owner surrender for both cats AND dogs



2-4 X
MORE LIKELY

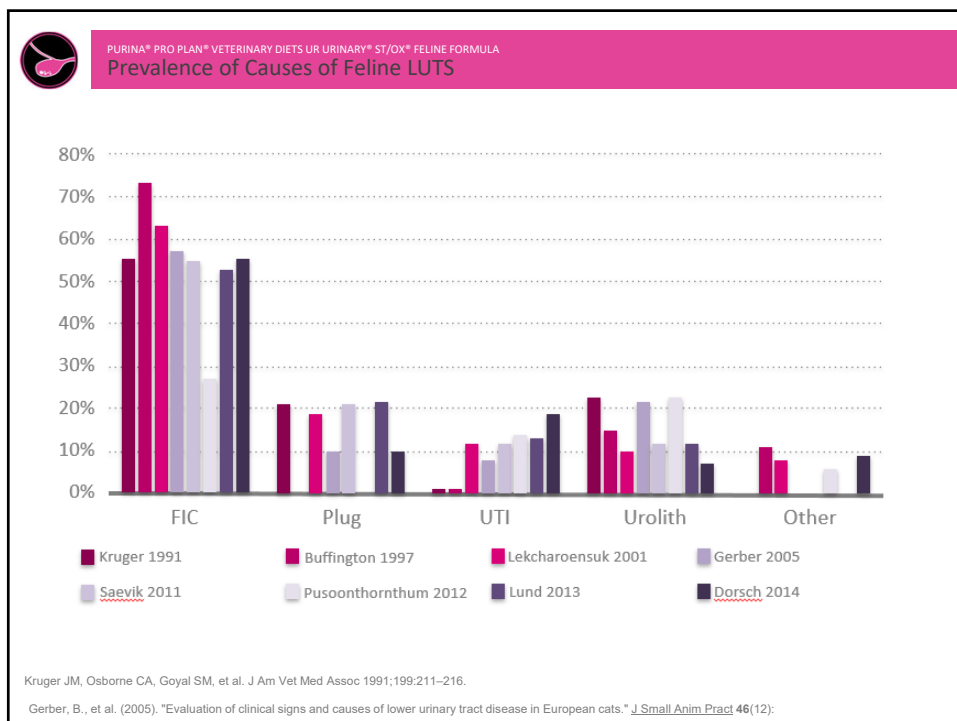


2-6 X
MORE LIKELY

SURRENDERED

Scarlett, J. M., et al. (2002). *J Am Vet Med Assoc* 220(3): 306-311

17



18

PURINA® PRO PLAN® VETERINARY DIETS UR URINARY® ST/OX® FELINE FORMULA

Nutritional Approaches to FIC and Urolithiasis

FELINE IDIOPATHIC CYSTITIS (FIC)

↓

Reduce
STRESS

↑

Increased
WATER
INTAKE and
urine volume

UROLITHIASIS (STONES)

pH

Maintain
appropriate
URINE pH
(6.0-6.4)

↑

Increased
WATER INTAKE and
urine volume
recommended for
both STRUVITE
and CaOx


NUTRITIONAL APPROACH TO MANAGING LOWER URINARY TRACT SIGNS (LUTS)

PURINA® PRO PLAN® VETERINARY DIETS

19

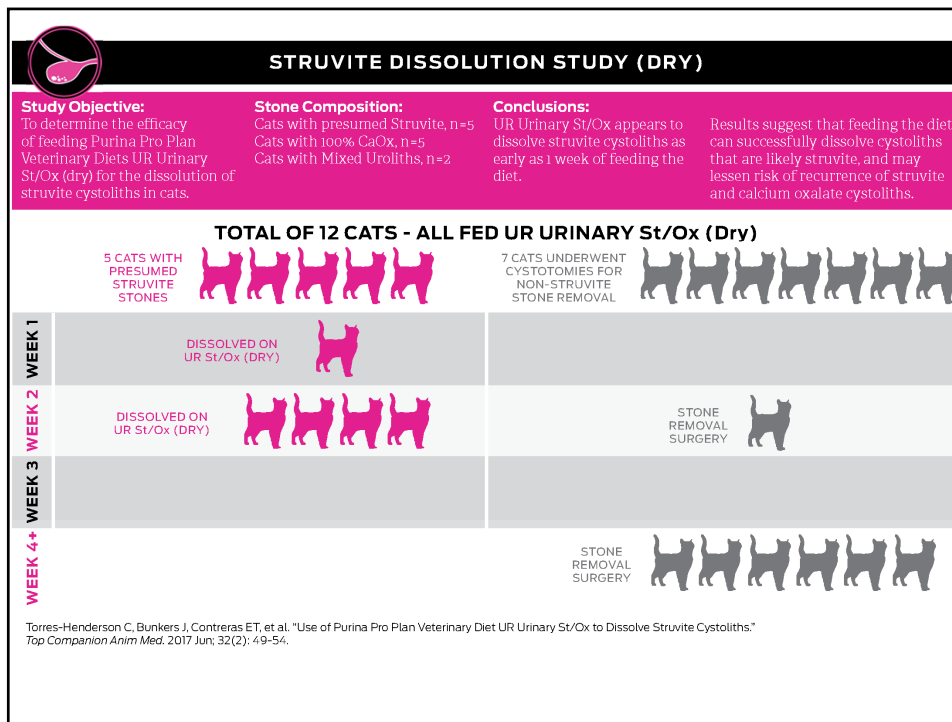
PURINA® PRO PLAN® VETERINARY DIETS UR URINARY® ST/OX® FELINE FORMULA

Medical Indications



- Dissolution of sterile struvite uroliths
- Reducing the risk of calcium oxalate and sterile struvite uroliths
- Struvite associated feline LUTS
- Idiopathic cystitis
- *** Renovation launched Q3 2022***
 - Dry: weight loss guidelines
 - Savory Selects and Pate (wet) formulas are all low calorie

20



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PURINA® PRO PLAN® VETERINARY DIETS UR URINARY® ST/OX® FELINE FORMULAS WET SS

How Does Purina Wet Formula Compare?

FELINE URINARY WET FORMULAS (NON-LOAF)

	PPVD UR St/Ox SS TURKEY & GIBLETS RECIPE (5.5 OZ.)	PPVD UR St/Ox SS SALMON RECIPE (5.5 OZ.)	HILL'S c/d MULTICARE CAV STEW (2.9 OZ.)	HILL'S c/d MULTICARE V,T&R STEW (2.9 OZ.)	HILL'S c/d MULTICARE + METABOLIC V&C STEW (2.9 OZ.)	RC URINARY SO (3.0 OZ.)	RC URINARY SO MODERATE CALORIE (3.0 OZ.)	RC URINARY + CALM GRAVY (3 OZ.)
Protein g/100 Kcal	15.07 g	15.45	9.8	10.2	10.6	11.19	12.34	9.82
Fat g/100 Kcal	3.41 g	3.79	4.5	4.4	4	3.91	3.9	4.29
Protein/CHO ratio	3.92:1	3.85:1	1.24:1	1.29:1	1.23:1	2.94:1	4.31:1	1.86:1
Kcal/can	135	134	69	67	60	65	56	60
Animal feeding test using AAFCO procedures	No	Yes	Yes	Yes	Yes	No	No	No

FELINE URINARY DRY FORMULAS

	PPVD UR St/Ox	HILL'S c/d MULTICARE WITH CHICKEN	HILL'S c/d MULTICARE WITH OCEAN FISH	HILL'S c/d CHICKEN FLAVOR	HILL'S c/d MULTICARE + METABOLIC CHICKEN FLAVOR	HILL'S c/d MULTICARE STRESS WITH CHICKEN	RC URINARY SO	RC URINARY SO MOD CALORIE	RC URINARY SO + CALM
Protein g/100 Kcal	13.14	8.3	8.2	7.6	11.3	8.3	8.86	9.76	9.5
Fat g/100 Kcal	2.89	4	4.2	5.9	3.5	4	3.85	3.16	3.07
Protein/CHO ratio	1.56:1	0.78:1	0.80:1	1.13:1	1.26:1	0.78:1	1.03:1	1.04:1	0.97:1
Sodium g/100 Kcal	0.40	0.096	0.093	0.080	0.101	0.097	0.33	0.34	0.34
Kcal/cup	287	349	397	545	286	349	315	275	322
Animal feeding test using AAFCO procedures	Yes	Yes	Yes	Intermittent or supplemental feeding	Yes	Yes	No	No	No

Purina Pro Plan Veterinary Diets Product Guide 2022 (Average Nutrient Content), Hill's Key to Nutrition 2022 Edition (Average Nutrient Content), Royal Canin Product Guide 2022 (Typical Analysis)

22

 PURINA® PRO PLAN® VETERINARY DIETS UR URINARY® ST/OX® FELINE FORMULA
St/Ox Urinary Defense Formulas





Diet of choice for cats with LUTS

For cats with certain health conditions, these formulas provide nutritional options + the added assurance of urinary tract health.


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THANK YOU FOR YOUR TIME

 Looking for product updates, CE, and staff training resources?



Check out the Purina Post!



 Your Pet, Our Passion.

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