



November 1, 2019

Dear valued partner,

We appreciate your continued support of Royal Canin. Partnering together, we are committed to making a better world for pets. As a global leader in pet health nutrition, we work to consistently bring the most precise nutritional solutions for cats and dogs, through Health Nutrition and shared knowledge.

Effective February 3, 2020, Royal Canin will be increasing price to ensure we are able to continuously invest in cutting edge innovation backed by industry-leading science to better serve cats and dogs.

An updated price list of Royal Canin products is attached. All orders taken prior to February 3, 2020 will be invoiced at the current price.

Additionally, to continue to promote the integrity of our products, we have modified our Minimum Advertised Price (MAP) Policy effective February 3, 2020. New Minimum Advertised Prices will now be:

0% below suggested retail price for all therapeutic diets requiring veterinarian authorization

Should you have any questions, please feel free to contact Royal Canin Order Services center at (800) 592-6687 or your Royal Canin USA District Manager.

Thank you for your continued support of Royal Canin.

Sincerely,

A handwritten signature in black ink, appearing to read "Bob Betz".

Bob Betz
Vice President Sales – Veterinary Pillar
Royal Canin USA