

**BOEHRINGER INGELHEIM ANIMAL HEALTH
United States Companion Animal Products**

Manufacturer's Suggested Retail Price Guidance

Effective Date: June 1, 2020

Boehringer Ingelheim Animal Health USA Inc. ("BI AH") is announcing Manufacturer's Suggested Retail Prices ("MSRPs") for the following products in the U.S. retail marketplace. Based on our market research, BI AH believes that these MSRPs reflect the value our products bring to consumers in the marketplace.

These MSRPs are provided merely as a reference for retailers in the U.S. marketplace ("Retailers"). Under NO circumstances will BI AH and a Retailer agree on the Retailer's resale price for any product. Resale pricing decisions are the decision of the Retailer and the Retailer alone.

BI AH may amend or revoke MSRPs at any time, in its sole discretion. The announcement, amendment or revocation of MSRPs will have no effect on the BI AH United States Companion Animal Products Minimum Advertised Price Policy.

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Q&A

Why is BIAH announcing Manufacturer's Suggested Retail Prices ("MSRPs") on certain products?

BIAH is announcing MSRPs on certain products to maintain the value of our brands in the market. Maintaining the value of our brands enables BIAH and retailers to support our products with programs and services that are critical to the success of our brands in a highly competitive industry.

Do retailers have to agree to BIAH's MSRPs?

No. As always, retailers remain free to establish their own resale prices. MSRPs are announced merely to provide retailers with guidance regarding the value our products bring to consumers.

How does BIAH determine MSRPs?

BIAH determines MSRPs unilaterally based on market research.

Is receiving an MSRP announcement an authorization to resell all of the products listed in the announcement?

No. Receiving an MSRP announcement is not an authorization to resell the covered BIAH products.

How can retailers help BIAH with the MSRP program?

Similar to implementation and enforcement of BIAH's Minimum Advertised Price Policy, it is very important that BIAH's determination and announcement of MSRPs remain unilateral. To avoid even the appearance of impropriety in this regard, we ask that retailers refrain from communicating with BIAH representatives regarding MSRPs. If, however, you feel that you must communicate with BIAH regarding MSRPs, please send your correspondence to the following email address:
AHMAP.US@boehringer-ingelheim.com.