



COMMUNICATIONS

2017 PETCO LEADERSHIP SUMMIT

RED FUSION MEETING / 11.10.17



PLS Summary & Objective

Influence 1,500 Petco Store Managers to recommend Science Diet (& Youthful Vitality) more often in their stores by delivering an immersive education experience at the 2017 Petco Leadership Summit.

Format:

- **20 Minute Breakout Sessions (x31 over 2 days)**
- **1 Full-Day Product Expo**

OPPORTUNITIES

BREAKOUT SESSION

- Increase awareness of Youthful Vitality and how it helps pets fight the effects of aging
- Show how Predictive Biology is helping Hill's develop products like YV
- Keep the session fun, interactive & engaging

EXPO BOOTH

- Engage Petco Managers with further education on Hill's & Youthful Vitality
- Make Petco Managers feel great about Hill's & their products
- Educate Petco Managers about new Hill's offerings on petco.com

YOUR
CAT IS SO
OLD



BREAKOUT SESSION:

CREATIVE CHALLENGES

- Complex content
- 20 minute timeframe
- Presenter fatigue
- Differentiation
- Energy in the room
- Group participation

AVOID AT ALL COSTS



COUNTING DOWN THE
MINUTES JON



SPACE CADET JON



NEW HIGH SCORE JON



REM CYCLE JON

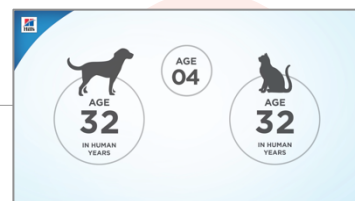
BREAKOUT SESSION ELEMENTS

1) INTRODUCTION

YV Pre-Roll

How fast do pets age?

Pet ages in perspective.



4) PREDICTIVE BIOLOGY PRIMER

Science at the PNC

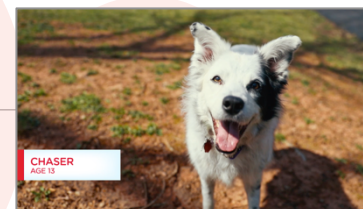
Predictive Biology Video

2) WHY AGING HAPPENS

Lifestage nutrition is critical.

Oxidative Stress

Antioxidants



5) RESULTS

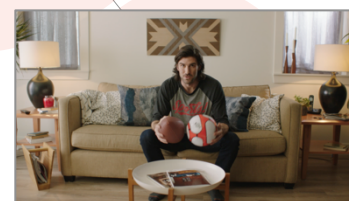
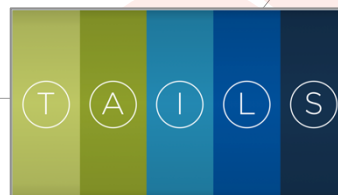
Improvements & Clinical Testing Results

Petco Partner Testimonial

Chaser

3) TAILS

TAILS Overview & Interaction



6) CLOSING

Exclusive discount for Petco Partners

Age doesn't matter – nutrition does

YV Buzz Videos



ANTIOXIDANTS

BREAKOUT SESSION – HOW ANTIOXIDANTS WORK

Many pet foods talk about antioxidants, but what do they do?



BREAKOUT SESSION –
PREDICTIVE BIOLOGY

What really is Predictive
Biology and how does it help
my pet?

PREDICTIVE BIOLOGY

BREAKOUT SESSION FEEDBACK



Summit Feedback- Hills

Final Rating: 4.01

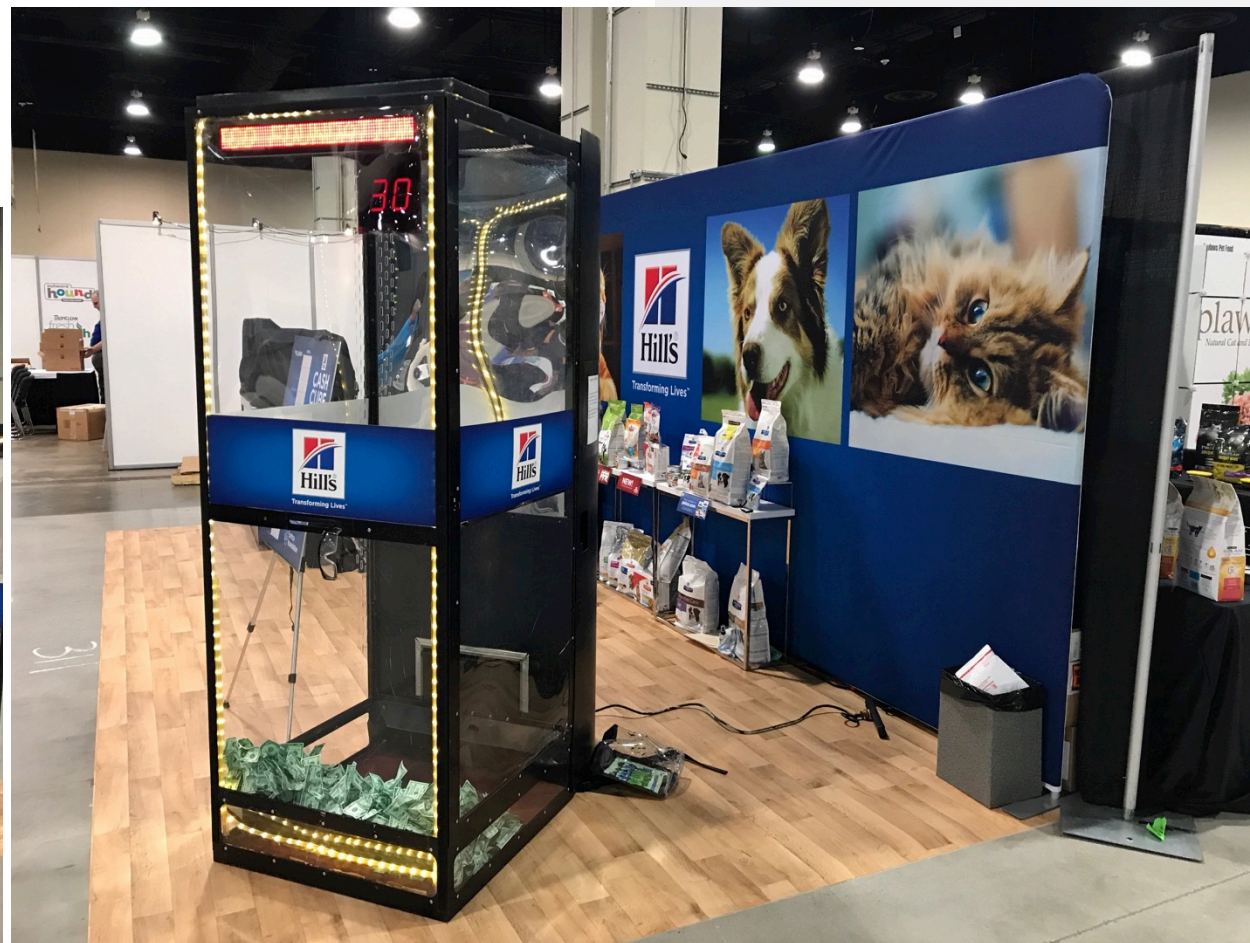
Top Comments:

- "Presenters were funny and kept me entertained. Very informative. I love the age tool!!!"
- "Really clarified the difference in this new line!"
- "Love the presentation techniques!"
- "Love their new marketing campaign with youthful vitality!"
- "Good info. Good sounding product. Will recommend."

*Ratings are out of 5

EXPO BOOTH

(Pre-Event)



EXPO BOOTH

(During Event)



EXPO BOOTH

(During Event)



ANTIOXIDANT STORY

HOW IT USED TO LOOK:

Oxidative damage contributes to the effects of aging in all cells

Chicken, Brewers Rice, Yellow Peas, Cracked Pearled Barley, Whole Grain Oats, Whole Grain Corn, Egg Product, Chicken Fat, Corn Gluten Meal, Chicken Liver Flavor, Pork Liver Flavor, Soybean Oil, Rastseed, Lactic Acid, L-Lysine, Potassium Chloride, Calcium Carbonate, Dicalcium Phosphate, Canoli, Dried Tomato Pomace, Dried Citrus Pulp, Spinach, Fish Oil, Iodized Salt, Lipic Acid, Vitamins (Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate (source of Vitamin C), Niacin Supplement, Thiamine Mononitrate, Vitamin A Supplement, Calcium Panthothenate, Biotin, Vitamin B12 Supplement, Pyridoxine Hydrochloride, Riboflavin Supplement, Folic Acid, Vitamin D3 Supplement), Choline Chloride, Taurine, minerals (Ferrous Sulfate, Zinc Oxide, Copper Sulfate, Manganous Oxide, Calcium Iodate, Sodium Selenite), Natural Flavors, L-Tryptophan, Mixed Tocopherols for freshness, L-Carnitine, Beta-Carotene.

A comprehensive antioxidant package.
Just look at the package

Our important discoveries

Antioxidants Free Radicals Inflammation

Vitamin E Vitamin C

Beta carotene Phytonutrients

What are the antioxidants commonly used in Hill's foods?

CHALLENGES:

- Complex science
- Difficult to explain with static imagery
- Keeping audience engaged

PREDICTIVE BIOLOGY

HOW IT USED TO LOOK:

Predictive biology is used to study the connections of aging, genes, and nutrients

Genes that are differentially expressed in older pets affect **key metabolic pathways**

When gene expression studies are conducted, the results look like this...

DOGS AGED 2-6 DOGS AGED 7-14

There are genes that are **down-regulated in older dogs**, but up-regulated in younger dogs

CHALLENGES:

- Complex science
- Difficult to explain with static imagery
- Keeping audience engaged