

## **BOEHRINGER INGELHEIM ANIMAL HEALTH**

### **United States Companion Animal Products Minimum Advertised Price (MAP) Policy**

**Effective Date (Version 7):** June 1, 2020 9:00 AM Eastern Time

**This is the Boehringer Ingelheim Animal Health USA Inc. ("BI AH") Minimum Advertised Price Policy for retailers selling BI AH companion animal products to consumers in the U.S. retail marketplace. Interpretation of the MAP Policy, including any determination of whether a given communication or price display conforms with the MAP Policy, is at the sole and unilateral discretion of BI AH, and BI AH will neither negotiate, nor agree, with Retailers about the MAP policy, or about MAP policy violations.**

Under NO circumstances will BI AH and a Retailer customer agree on what will be the specific retail price. Pricing decisions are the decision of the Retailer and the Retailer alone.

**Definition of Advertised Price:** An Advertised Price is the final price communicated to the consumer, net of all account offers, rewards, coupons, discounts, or other price reduction mechanisms mentioned in the advertisement in question. An Advertised Price may be communicated through any medium, including without limitation (a) traditional media (e.g, paper circulars, newspapers and other periodicals; radio; television; direct mail; catalogs; broadcast faxes; and out-bound electronic or phone solicitations) and (b) digital media (e.g., price displays on websites, whether the website is owned by Retailer or by a third party; podcast/other auditory digital media; online video; digital push communications; all Web site content and banner advertising content, whether visible or not; all content on third-party sites such as blogs, bulletin boards, portals, or news sites; broadcast e-mails; paid links; key word advertising; all methods of search engine optimization, including meta-tags; and auction sites where a minimum bid is communicated), and (c) any other proactive attempt by Retailer to communicate with a customer or prospective customer.

For purposes of this MAP Policy, any communication in any medium that includes a price quotation or references a price quotation such as "special pricing," "click for price," or "see price in cart" will be considered an Advertised Price.

In addition, the following types of promotional efforts may be considered prohibited Advertised Price activities under the MAP Policy:

- a. price matching
- b. math boxes and loyalty card discounts that net down price
- c. "bundle" sales – in which multiple products are sold at a single, combined price

Notwithstanding the above, subscription order pricing (e.g., auto-ship, subscribe & save) may not be considered an Advertised Price under this MAP Policy, upon previous approval by BI AH.

Advertised Price will not include shipping/handling fees (or waiver thereof).

**Policy Duration:** Minimum Advertised Price becomes effective upon the publication of MAP prices. Although MAP prices are identified by the month and year in which they are published, MAP prices continue in effect until revoked or superseded by BI AH. MAP prices may be changed or revoked at any time, at BI AH's option, upon notice to Retailers.

**Minimum Advertised Prices:** The attached **Schedule A** sets forth the products subject to this MAP Policy and the Minimum Advertised Price for each. Products not listed on **Schedule A** are not subject to the BI AH MAP Policy.

**MAP Violation Penalties:** Advertising below the published MAP set forth in the then-current **Schedule A** may result in a penalty escalation per violation, at the discretion of BI AH. BI AH may take actions up to and including the following examples; however, nothing in this policy shall obligate BI AH to take, or not to take, any particular action against a Retailer violating the MAP policy.

- 1st violation – Reduction of promotional funding, rebates, and other commercial incentives by up to 50%
- 2nd violation – Reduction of promotional funding, rebates, and other commercial incentives by up to 100%
- 3rd violation – Stop shipment for up to 365 days, for any or all BI SKUs covered by this MAP Policy, regardless of the product (or products) that was the subject of the violative advertising
- At any time – Termination of BI AH's relationship with a Retailer.

**Authorized MAP Communications:** BI AH employees do not generally have the authority to modify this policy, grant exceptions or discuss this policy or violations with distributors or resellers. Management and execution of MAP Policy violations is the sole responsibility of the BI AH Sales Operations Team. Questions regarding MAP can be sent to [AHMAP.US@boehringer-ingelheim.com](mailto:AHMAP.US@boehringer-ingelheim.com).

**BOEHRINGER INGELHEIM ANIMAL HEALTH**  
**United States Companion Animal Products**  
**Minimum Advertised Price (MAP) Policy**

**SCHEDULE A**  
**Minimum Advertised Prices**

New Information

| <b>PRODUCT DESCRIPTION</b>       | <b>BI AH PART #</b> | <b>BI AH UPC</b> | <b>MINIMUM ADVERTISED PRICE</b> | <b>SPECIES</b> |
|----------------------------------|---------------------|------------------|---------------------------------|----------------|
| CENTRAGARD L 1 SYR X 10          | 74251               |                  | \$15.59                         | CAT            |
| CENTRAGARD L 3 SYR X 10          | 74252               |                  | \$43.29                         | CAT            |
| CENTRAGARD S 1 SYR X 10          | 74243               |                  | \$15.99                         | CAT            |
| CENTRAGARD S 3 SYR X 10          | 74244               |                  | \$43.79                         | CAT            |
| EQUIOXX, TABS 180 57MG           | 126675              | 350604733102     | \$245.00                        | EQUINE         |
| EQUIOXX, TABS 60 57MG            | 126676              | 350604733096     | \$86.00                         | EQUINE         |
| FRONTLINE GOLD KITTEN/CAT 3 DOSE | 73369               |                  | \$45.99                         | DOG            |
| FRONTLINE GOLD KITTEN/CAT 6 DOSE | 73374               |                  | \$80.99                         | DOG            |
| FRONTLINE GOLD LARGE DOG 3 DOSE  | 73367               |                  | \$45.99                         | DOG            |
| FRONTLINE GOLD LARGE DOG 6 DOSE  | 73372               |                  | \$80.99                         | DOG            |
| FRONTLINE GOLD MEDIUM DOG 3 DOSE | 73366               |                  | \$45.99                         | DOG            |
| FRONTLINE GOLD MEDIUM DOG 6 DOSE | 73371               |                  | \$80.99                         | DOG            |
| FRONTLINE GOLD SMALL DOG 3 DOSE  | 73365               |                  | \$45.99                         | DOG            |
| FRONTLINE GOLD SMALL DOG 6 DOSE  | 73370               |                  | \$80.99                         | DOG            |
| FRONTLINE GOLD XLARGE DOG 3 DOSE | 73368               |                  | \$45.99                         | DOG            |
| FRONTLINE GOLD XLARGE DOG 6 DOSE | 73373               |                  | \$80.99                         | DOG            |
| FRONTLINE PLUS CAT 3 DOSE        | 74272               | 350604287407     | \$34.99                         | CAT            |
| FRONTLINE PLUS CAT 6 DOSE        | 74277               | 350604288404     | \$63.99                         | CAT            |
| FRONTLINE PLUS LARGE DOG 3 DOSE  | 74270               | 350604287209     | \$36.49                         | DOG            |
| FRONTLINE PLUS LARGE DOG 6 DOSE  | 74275               | 350604288206     | \$66.59                         | DOG            |
| FRONTLINE PLUS MEDIUM DOG 3 DOSE | 74269               | 350604287100     | \$35.69                         | DOG            |
| FRONTLINE PLUS MEDIUM DOG 6 DOSE | 74274               | 350604288107     | \$65.29                         | DOG            |
| FRONTLINE PLUS SMALL DOG 3 DOSE  | 74268               | 350604287001     | \$34.99                         | DOG            |
| FRONTLINE PLUS SMALL DOG 6 DOSE  | 74273               | 350604288008     | \$63.99                         | DOG            |
| FRONTLINE PLUS XLARGE DOG 3 DOSE | 74271               | 350604287308     | \$37.19                         | DOG            |
| FRONTLINE PLUS XLARGE DOG 6 DOSE | 74276               | 350604288305     | \$67.99                         | DOG            |
| FRONTLINE PLUS CAT 8 DOSE        | 72221               | 611030624861     | \$76.99                         | CAT            |
| FRONTLINE PLUS SMALL DOG 8 DOSE  | 72217               | 611030624489     | \$76.99                         | DOG            |
| FRONTLINE PLUS MEDIUM DOG 8 DOSE | 72218               | 611030624557     | \$76.99                         | DOG            |
| FRONTLINE PLUS LARGE DOG 8 DOSE  | 72219               | 611030624625     | \$76.99                         | DOG            |
| FRONTLINE PLUS XLARGE DOG 8 DOSE | 72220               | 611030624793     | \$76.99                         | DOG            |
| FRONTLINE PLUS CAT 12 DOSE       |                     | 350604000013     | \$115.99                        | CAT            |

| PRODUCT DESCRIPTION                          | BI AH PART # | BI AH UPC    | MINIMUM ADVERTISED PRICE | SPECIES    |
|--|--------------|--------------|--------------------------|------------|
| FRONTLINE PLUS SMALL DOG 12 DOSE             |              | 350604000020 | \$115.99                 | DOG        |
| FRONTLINE PLUS MEDIUM DOG 12 DOSE            |              | 350604000037 | \$118.39                 | DOG        |
| FRONTLINE PLUS LARGE DOG 12 DOSE             |              | 350604000044 | \$120.39                 | DOG        |
| FRONTLINE PLUS XLARGE DOG 12 DOSE            |              | 350604000051 | \$123.29                 | DOG        |
| FRONTLINE SPRAY FOR DOGS & CATS 250ml        | 284206       | 350604284208 | \$27.99                  | DOG OR CAT |
| FRONTLINE SPRAY FOR DOGS & CATS 500ml        | 281806       | 350604281801 | \$54.99                  | DOG OR CAT |
| GASTROGARD, 1 SYRINGE                        | 126646       |              | \$35.00                  | EQUINE     |
| GASTROGARD, 72 PACK                          | 126631       |              | \$2,520.00               | EQUINE     |
| GASTROGARD, 14 PACK                          | 127273       |              | \$490.00                 | EQUINE     |
| GASTROGARD, 28 PACK                          | 126639       |              | \$980.00                 | EQUINE     |
| HEARTGARD CAT MD (5 TO 15LBS) 6pk            | 3816560      |              | \$39.99                  | CAT        |
| HEARTGARD CAT MD (5 TO 15LBS) 12pk           |              |              | \$79.99                  | CAT        |
| HEARTGARD CAT SM (UP TO 5LBS) 6pk            | 3805560      |              | \$39.99                  | CAT        |
| HEARTGARD CAT SM (UP TO 5LBS) 3pk            |              |              | \$20.99                  | CAT        |
| HEARTGARD CHEW LG DOG (51 TO 100LBS) 6pk     | 3817660      |              | \$56.99                  | DOG        |
| HEARTGARD CHEW LG DOG (51 TO 100LBS) 12pk    |              |              | 112.99                   | DOG        |
| HEARTGARD CHEW MD DOG (26 TO 50LBS) 6pk      | 3817560      |              | \$46.99                  | DOG        |
| HEARTGARD CHEW MD DOG (26 TO 50LBS) 12pk     |              |              | \$92.99                  | DOG        |
| HEARTGARD CHEW SM DOG (UP TO 25LBS) 6pk      | 3817460      |              | \$36.49                  | DOG        |
| HEARTGARD CHEW SM DOG (UP TO 25LBS) 3pk      |              |              | \$18.29                  | DOG        |
| HEARTGARD CHEW SM DOG (UP TO 25LBS) 12pk     |              |              | \$72.99                  | DOG        |
| HEARTGARD PLUS LG DOG (51 TO 100LBS) 12 DOSE | 37813060     |              | \$105.49                 | DOG        |
| HEARTGARD PLUS LG DOG (51 TO 100LBS) 6 DOSE  | 3781360      |              | \$56.49                  | DOG        |
| HEARTGARD PLUS MD DOG (25 TO 50LBS) 6 DOSE   | 3781260      |              | \$46.49                  | DOG        |
| HEARTGARD PLUS MD DOG (26 TO 50LBS) 12 DOSE  | 37812060     |              | \$88.99                  | DOG        |
| HEARTGARD PLUS SM DOG (UP TO 25LBS) 12 DOSE  | 37811060     |              | \$68.99                  | DOG        |
| HEARTGARD PLUS SM DOG (UP TO 25LBS) 6 DOSE   | 3781160      |              | \$36.49                  | DOG        |
| HEARTGARD PLUS SM DOG (UP TO 25LBS) 3 DOSE   |              |              | \$18.99                  | DOG        |
| HEARTGARD TAB LG DOG (51 TO 100LBS) 6pk      | 38173A60     |              | \$54.99                  | DOG        |
| HEARTGARD TAB MD DOG (26 TO 50LBS) 6pk       | 38172A60     |              | \$44.99                  | DOG        |
| HEARTGARD TAB SM DOG (UP TO 25LBS) 6pk       | 38171A60     |              | \$34.99                  | DOG        |
| LEGEND, INJ VI 20ML 1/10MG/ML                | 126669       |              | \$460.00                 | EQUINE     |
| LEGEND, INJ VI 4 ML, 1 VIAL                  | 126671       |              | \$95.00                  | EQUINE     |
| LEGEND, INJ VI 2ML 6/10MG/ML                 | 126667       |              | \$365.00                 | EQUINE     |
| LEGEND, INJ VI 4ML 6/10MG/ML                 | 126668       |              | \$570.00                 | EQUINE     |
| MARQUIS, 1 PACK SYRINGE                      | 126672       | 350604731443 | \$300.00                 | EQUINE     |

| PRODUCT DESCRIPTION                        | BI AH PART # | BI AH UPC    | MINIMUM ADVERTISED PRICE | SPECIES |
|--|--------------|--------------|--------------------------|---------|
| MARQUIS, 4 PACK SYRINGE                    | 126674       |              | \$1,100.00               | EQUINE  |
| METACAM 0.5mg/mL 15mL BOTTLE               | 138776       |              | \$38.79                  | DOG     |
| METACAM 0.5mg/mL 30mL BOTTLE               | 100944       |              | \$53.59                  | DOG     |
| METACAM 1.5mg/mL 100mL BOTTLE              | 140354       |              | \$121.99                 | DOG     |
| METACAM 1.5mg/mL 10mL BOTTLE               | 136325       |              | \$33.59                  | DOG     |
| METACAM 1.5mg/mL 180mL BOTTLE              | 140364       |              | \$179.89                 | DOG     |
| METACAM 1.5mg/mL 32mL BOTTLE               | 140335       |              | \$59.59                  | DOG     |
| NEXGARD CHEW LG DOG (24 TO 60LBS) 12 DOSE  |              |              | \$229.99                 | DOG     |
| NEXGARD CHEW LG DOG (24 TO 60LBS) 3 DOSE   | 72409        |              | \$59.99                  | DOG     |
| NEXGARD CHEW LG DOG (24 TO 60LBS) 6 DOSE   | 72410        |              | \$116.49                 | DOG     |
| NEXGARD CHEW MD DOG (10 TO 24LBS) 12 DOSE  |              |              | \$226.99                 | DOG     |
| NEXGARD CHEW MD DOG (10 TO 24LBS) 3 DOSE   | 72407        |              | \$59.99                  | DOG     |
| NEXGARD CHEW MD DOG (10 TO 24LBS) 6 DOSE   | 72408        |              | \$114.49                 | DOG     |
| NEXGARD CHEW SM DOG (4 TO 10LBS) 12 DOSE   |              |              | \$222.99                 | DOG     |
| NEXGARD CHEW SM DOG (4 TO 10LBS) 3 DOSE    | 72405        |              | \$58.99                  | DOG     |
| NEXGARD CHEW SM DOG (4 TO 10LBS) 6 DOSE    | 72406        |              | \$111.49                 | DOG     |
| NEXGARD CHEW XL DOG (60 TO 121LBS) 12 DOSE |              |              | \$234.99                 | DOG     |
| NEXGARD CHEW XL DOG (60 TO 121LBS) 3 DOSE  | 72411        |              | \$59.99                  | DOG     |
| NEXGARD CHEW XL DOG (60 TO 121LBS) 6 DOSE  | 72412        |              | \$118.99                 | DOG     |
| ORAVET LARGE DOG 14CT                      | 73247        | 350604732471 | \$24.49                  | DOG     |
| ORAVET LARGE DOG 30CT                      | 73001        | 350604730019 | \$42.69                  | DOG     |
| ORAVET MEDIUM DOG 14CT                     | 73246        | 350604732464 | \$16.99                  | DOG     |
| ORAVET MEDIUM DOG 30CT                     | 73000        | 350604730002 | \$31.69                  | DOG     |
| ORAVET SMALL DOG 14CT                      | 73245        | 350604732457 | \$14.99                  | DOG     |
| ORAVET SMALL DOG 30CT                      | 72999        | 350604729990 | \$24.69                  | DOG     |
| ORAVET XSMALL DOG 14CT                     | 73244        | 350604732440 | \$11.59                  | DOG     |
| ORAVET XSMALL DOG 30CT                     | 73008        | 350604730088 | \$22.39                  | DOG     |
| PRASCEND, TABS 160 PC 1/1MG                | 131356       | 012313448929 | \$337.00                 | EQUINE  |
| PRASCEND, TABS 60 PC 1/1MG                 | 139668       | 012313448912 | \$156.00                 | EQUINE  |
| PREVICOX DOG L (227mg) 10X10               | 279170       |              | \$35.19                  | DOG     |
| PREVICOX DOG L (227mg) 30 X 6              | 279130       |              | \$100.19                 | DOG     |
| PREVICOX DOG L (227mg) X 180               | 72176        | 350604721765 | \$592.99                 | DOG     |
| PREVICOX DOG S (57mg) 10 X 10              | 279160       |              | \$16.69                  | DOG     |
| PREVICOX DOG S (57mg) 30X 6                | 279120       |              | \$46.29                  | DOG     |
| PREVICOX DOG S (57mg) X 180                | 72175        |              | \$274.19                 | DOG     |
| PREVICOX LARGE DOG 60 ct BOTTLE            | 279140       | 350604279143 | \$209.69                 | DOG     |
| PREVICOX SMALL DOG 60 ct BOTTLE            | 279150       | 350604279150 | \$97.39                  | DOG     |
| PROZINC 1 BOTTLE                           | 139527       |              | \$107.29                 | CAT     |

| PRODUCT DESCRIPTION                       | BI AH PART # | BI AH UPC          | MINIMUM ADVERTISED PRICE | SPECIES    |
|---|--------------|--------------------|--------------------------|------------|
| SEMINTRA                                  | 144497       |                    | \$105.99                 | CAT        |
| TRESADERM 15mL bottle                     | 55871152     |                    | \$31.99                  | DOG OR CAT |
| TRESADERM 7.5mL bottle                    | 55871754     |                    | \$22.49                  | DOG OR CAT |
| ULCERGARD, 1 SYRINGE                      | 126590       |                    | \$35.00                  | EQUINE     |
| ULCERGARD, 20 PACK                        | 126649       | 1 03 50604 72054 3 | \$700.00                 | EQUINE     |
| ULCERGARD, 40 PACK                        | 126652       | 1 03 50604 72051 2 | \$1,400.00               | EQUINE     |
| ULCERGARD, 60 PACK                        | 126653       | 1 03 50604 72052 9 | \$2,100.00               | EQUINE     |
| VETMEDIN 1.25 mg TABLETS (50 ct)          | 103183       |                    | \$47.79                  | DOG        |
| VETMEDIN 10.00mg TABLETS (50ct)           | 103186       |                    | \$127.69                 | DOG        |
| VETMEDIN 2.50 mg TABLETS (50 ct)          | 103184       |                    | \$71.99                  | DOG        |
| VETMEDIN 5.00 mg TABLETS (50 ct)          | 103185       |                    | \$88.69                  | DOG        |
| VENTIPULMIN, SYRUP, 100 ML 1/7.25MG/100ML | 140250       |                    | \$100.00                 | EQUINE     |
| VENTIPULMIN, SYRUP, 330 ML 1/7.25MG/100ML | 140254       |                    | \$225.00                 | EQUINE     |

**ACKNOWLEDGEMENT OF RECEIPT**  
**BOEHRINGER INGELHEIM ANIMAL HEALTH**  
**United States Companion Animal Products**  
**Minimum Advertised Price (MAP) Policy**

I hereby acknowledge that I have received, on the date indicated below, a copy of the BOEHRINGER INGELHEIM ANIMAL HEALTH United States Companion Animal Products Minimum Advertised Price (MAP) Policy.

\_\_\_\_\_  
Retailer Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

Please sign, scan and attach in an email to [AHMAP.US@boehringer-ingelheim.com](mailto:AHMAP.US@boehringer-ingelheim.com)