



March 23, 2020

To Our Distributor and Retail Partners:

We first wanted to take a moment to acknowledge all that you are doing to ensure the health and welfare of pets in your area – ensuring access to essential goods like premium pet food for dogs and cats. So many of our partners have responded quickly to address the current landscape - introducing new services like curbside pickup and home delivery. What many of you have managed to accomplish in such a short period of time is truly remarkable.

We also wanted to communicate what Nulo is doing now to support these efforts, and to offer extra assistance during such times of uncertainty:

Employee & Business Partner Health and Safety:

Nulo headquarters employees are working remotely and continuing to support our field sales team and retail partners. Nulo field sales team members are working from home, supporting our retail partners through phone and e-mail to continue to provide first class partner support without risking their health or the health of our retail partners or their customers.

Manufacturing and Order Fulfillment:

As a growth brand, Nulo has always maintained multiple months of finished goods inventory above current sales rates. Due to recent surges resulting from pantry-loading and consumer-switching from grocery and mass, we've further increased our positions to ensure adequate supply. **We are fulfilling all distributor and retailer orders at industry-leading fill rates and within our normal lead times.** Our operations teams are monitoring this daily and continuously updating forecasts to meet demand.

Marketing Support:

We're providing business tools to assist with remote, centralized associate training solutions via NuloU™ as well as providing Social Media creative assets to help communicate special programs (like curbside pick-up and delivery) to your customer base. We continue to drive traffic to Independent retailers by deploying rich content and unique partnerships combined with a very experienced digital marketing team ready to assist you with your local marketing efforts.

Local Sales Support:

Our team of local sales managers is available to help you determine product selection, distribution set-up & promotional funding to ensure that you experience minimal business interruption during these challenging times. Whether it's setting shelves, providing signage or working with you on social media, we're here to help. Please e-mail sales@nulo.com to request a call with your local rep.

Outlook:

Nulo remains committed to providing our retail partners and their customers industry leading products and support to grow the independent pet specialty channel. Our outlook for 2020 remains bright despite the events surrounding Coronavirus. In fact, we continue to look for opportunities to highlight the special need for neighborhood pet stores across America and the essential role they play in providing the very best pet food to our local communities.

Healthier Together™,

Jennifer Gibbs, VP Sales

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