



# LEADERS' EDGE™ RESELLER FREQUENTLY ASKED QUESTIONS

## Q. What is LEADERS' EDGE and what does contract enrollment include?

A. When a veterinarian or animal health account enrolls in LEADERS' EDGE™, they are enrolling in the LEADERS' EDGE pricing program that provides a discount off list price for Cattle and Pork products that are most frequently used by Cattle and Pork producers. When resellers enroll in LEADERS' EDGE, they have the option to agree to the terms and conditions to be eligible for revenue sharing allowance (RSA) payments to those resellers that report sales to contracted LEADERS' EDGE producers.

## Q. How can resellers enroll in LEADERS' EDGE?

A. It's simple. Reach out to your Zoetis sales representative to confirm if you qualify. Veterinarian and animal health account customers, with the exception of Pork resellers, need to meet a \$10,000 annual purchase commitment to qualify for enrollment. Pork resellers need to meet a \$50,000 annual purchase commitment to qualify.

## Q. What is My Zoetis Rewards?

A. My Zoetis Rewards and the My Zoetis Rewards Petcare Discount Program is a customer loyalty program that includes, but is not limited to, upfront discounts on qualifying Zoetis Cattle, Pork, Equine and Petcare products. A majority of the products included in LEADERS' EDGE price lists are also included in My Zoetis Rewards, with the exception of Equine and Petcare products.

## Q. How can resellers enroll in My Zoetis Rewards?

A. Talk to your Zoetis sales representative. They'll answer any questions and quickly enroll you in the program at the level you qualify for based on your previous annual purchases with Zoetis. There are no contracts to sign — just read and accept the terms and conditions, and you're a member of the My Zoetis Rewards loyalty program.

## Q. How do I know which program I should join?

A. All veterinarians and animal health accounts that provide service and sell products to contracted LEADERS' EDGE producers must sign a LEADERS' EDGE contract and agree to the terms and conditions if they wish to receive RSA payments from Zoetis. If the veterinarian or animal health account purchases only cattle and pork products with purchases amounting to less than \$25,000 per year, LEADERS' EDGE is the appropriate program to enroll in.

If Equine and/or Petcare products are part of your business, or if purchases will exceed \$25,000 per year, you should talk to your Zoetis rep about enrollment in My Zoetis Rewards and the My Zoetis Rewards Petcare Discount Program in addition to LEADERS' EDGE. My Zoetis Rewards pricing covers more products and more species across the Zoetis portfolio.

Veterinarians and animal health accounts that do not service and sell product to contracted LEADERS' EDGE™ producers are eligible only for My Zoetis Rewards.



## Q. When do I start realizing the benefits of LEADERS' EDGE™ and My Zoetis Rewards?

A. Your LEADERS' EDGE™ reseller contract will become effective 10 business days after enrollment is complete.

Your My Zoetis Rewards benefits including pricing will be active starting approximately 10 business days from your enrollment date. Updated pricing will be effective for both direct as well as indirect purchases. You will receive confirmation via email when your pricing is active.

## Q. What are the differences between LEADERS' EDGE and My Zoetis Rewards?

A. The LEADERS' EDGE program is maintained and administered apart from the My Zoetis Rewards program. While you may be enrolled in both programs, you must enroll in the LEADERS' EDGE program separately from My Zoetis Rewards.

LEADERS' EDGE is intended only for resellers who are practicing livestock veterinarians and animal health accounts as classified by Zoetis. Accounts enrolled in LEADERS' EDGE receive upfront discounts on qualified Zoetis cattle and pork products based on the contract. LEADERS' EDGE resellers selling to LEADERS' EDGE producers are opting in to receive a standard 7% RSA when they 1). Accept the terms and conditions and sign the agreement in the LEADERS' EDGE contract and 2). Submit to Zoetis the invoices of LEADERS' EDGE producers buying Zoetis products.

**IMPORTANT NOTE ON DROP-SHIPMENTS:** For direct-to-customer shipments of DRAXXIN® (tulathromycin injection) Injectable Solution, DRAXXIN 25 (*tulathromycin injection*) and EXCENEL® RTU EZ (ceftiofur hydrochloride) Sterile Suspension, suppliers will receive an additional RSA of 6% on top of the standard RSA — for a total RSA of 13% on these products. Reseller orders drop-shipped from distribution will receive an adjusted RSA of 5% on all products, except DRAXXIN, DRAXXIN 25 and EXCENEL RTU EZ, which will be awarded an 11% RSA for drop-shipments.

Accounts enrolled in My Zoetis Rewards receive upfront savings on select Zoetis products purchased directly through a Zoetis authorized distributor. Nearly all the products on LEADERS' EDGE™ price lists are also on My Zoetis Rewards price lists.

Members of LEADERS' EDGE are automatically re-enrolled each year, as long as they continue to meet the annual purchase requirements.\*