



Hill's Pet Nutrition Pty Ltd

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Dear Valued Hill's Partner:

I am excited to share some exciting news! Hill's Pet Nutrition has officially completed the acquisition of Care TopCo Pty Ltd (Prime100), the #1 fresh pet food brand in Australia.

This acquisition marks a significant step forward for Hill's & Prime100, bringing together two organisations with a shared passion for science-led nutrition, veterinarian endorsement, and improving pet health.

This acquisition enhances our ability to deliver high-quality pet nutrition solutions to your clients and pet parents, ultimately leading to improved health outcomes. It aligns with our long-standing mission to enrich and lengthen the special relationship between people and their pets through the power of nutrition.

Prime100 will become part of Hill's organisation. Still, it will continue to operate as a standalone subsidiary with its existing teams and leadership in place to build on its strong foundation in Australia.

What This Means for You:

Your key contacts for both Hill's & for Prime100 remain unchanged - it's business as usual for the foreseeable future, and you should continue to contact the same people you've always worked with. There's no changes to emails, phone numbers or other key contacts.

Over time, we anticipate some collaboration between the Hill's & Prime100 teams, however that will take time to build the high standard of knowledge, service and excellence you have come to expect from both organisations, so until then please continue to contact & engage Hill's and Prime100 contacts separately for any support you need on the respective brands.

As we embark on this exciting new chapter, our priority remains delivering innovative and advanced nutrition that meets the evolving needs of Australian pets.

Thank you for your continued partnership and belief in our mission. Here's to an extraordinary next chapter for both our business and the pet families we serve.

Warm regards,

Emma Grant
General Manager, Hill's Pet Nutrition, Australia & New Zealand