

22/04/2025

Dear Valued Customer

Now formulated for every age and stage

We're excited to share some improvements to our Proudi recipes. You'll start to see Proudi products* with updated typical analysis nutritional information stickered on back-of-pack, reflecting a change we've made to our recipes.

Here's what's changed:

- We've increased the ratio of meat in our original recipes to match the ratio we've used in the new flavours we introduced last year.
- All Proudi products now contain **97% fresh, human-grade meat, organs and bone**, with **3% vitamins and minerals**. Previously, our recipes were 95% fresh, human-grade meat, organs, and bone, with 5% vitamins and minerals.
- This change in ratio means all Proudi recipes are now **suitable for all life stages**, meaning they're perfect for puppies, kittens and adult dogs and cats alike.

These recipe updates have been expertly formulated by our Registered animal Nutritionist, ensuring they continue to meet the highest nutritional standards. Proudi recipes have always been, and still are, **complete and balanced** to AAFCO and Australian standards for animal nutrition, providing everything your pet needs to thrive.

These changes will not affect the quality or texture of our products - in fact, the higher meat ratio improves the structure and stability of the food, ensuring it remains as premium as ever.

If your customer's pet is sensitive to dietary changes, they may need a little time to adjust to the updated recipes (just like transitioning to a raw diet). However, most pets will transition seamlessly and not experience any problems.

Production for these recipes is already underway, and they will start flowing through to your store. Any product with a batch date after the 21st of October 2024 is the new formulation.

If you have any questions or need assistance, please don't hesitate to contact the Proudi team directly via info@proudi.com.

Thank you for choosing Proudi and your ongoing support

David Gould

Chief Revenue Officer

david@proudi.com

(+61)07 3268 3110

5/252 Earnshaw Road, Northgate, QLD, 4013 Australia

Proudi Pty Ltd, ABN 38 622 483 327

Head Office: Unit 5 252 Earnshaw Road, Northgate, Queensland, Australia 4013

Factory: 9 Production Avenue, Warana, Queensland, Australia 4575

P: +61 (07) 3268 3110 E: info@proudi.com W: www.proudi.com