

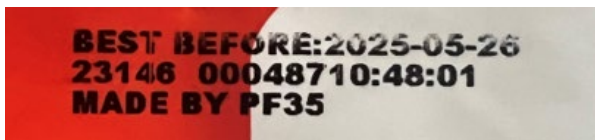


Dear Valued Customers,

As Pet Nutrition has grown, we have endeavoured to bring as much of our Kiwi Kitchen's production in house as possible. One of the accomplishments we had a few years ago was to install our own clean, MPI certified Packaging Room. So, over the past two years, we have transitioned the packing of our Freeze Dried Raw products to our own facility, Vital Petfoods Ltd (a subsidiary of Pet Nutrition of New Zealand). This transition marks a significant step forward in ensuring the quality and consistency of our products.

As part of our commitment to compliance and transparency, we want to bring to your attention the requirements set forth by the Ministry of Primary Industries (MPI), the New Zealand Government regulator for all exports. MPI mandates that all manufacturers correctly identify the place of manufacture on the packaging.

To adhere to MPI regulations, our packaging now reflects the updated place of manufacture, with Vital Petfoods Ltd being clearly indicated with our Best Before Date Code as shown below.



However, we want to acknowledge that there may still be some packaging in circulation that bears the previous identifier "by FDF01." We assure you that this does not affect the quality or integrity of the product in any way.



To comply with MPI regulations, we chose to replace FDF01 with PF35, being the code for Vital Petfoods Ltd. MPI were uncomfortable with using a sticker as it could be removed, so MPI approved that we "blackout" FDF01 and then print Made by PF35 with the Best Before Date as stated above. This "blackout" is illustrated below:



We understand the importance of transparency and consistency in our communication with you, our valued customers. Should you have any questions or concerns regarding this update, please do not hesitate to reach out to us.

Thank you for your continued trust and support as we strive to provide you with the highest quality products and service.

Best regards,

Calvin Smith
CEO / Founding Director