

2024 FRESH START DEALER PROGRAM

MIX, MATCH & SAVE ON SELECT PRODUCTS

JANUARY 2, 2024 – MARCH 28, 2024

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|--------------|------------------------|-----------------------|--------------|------------------------|-----------------------|
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| PROMO REBATE | CROSS-PORTFOLIO REBATE | TOTAL POSSIBLE REBATE | PROMO REBATE | CROSS-PORTFOLIO REBATE | TOTAL POSSIBLE REBATE |
| 10% | 2% | 12% | 10% | 2% | 12% |

| | | | | | |
|--------------|------------------------|-----------------------|--------------|------------------------|-----------------------|
| | | | | | |
| PROMO REBATE | CROSS-PORTFOLIO REBATE | TOTAL POSSIBLE REBATE | PROMO REBATE | CROSS-PORTFOLIO REBATE | TOTAL POSSIBLE REBATE |
| 2% | 2% | 4% | 18% | 2% | 20% |

Promo Rebates Spend a minimum of \$1,500 on cumulative orders throughout the program period to receive dealer rebates on corresponding products.

Cross-Portfolio Rebates Order \$500 of three out of the four brands, and receive an additional 2% across all products.

Contact your **Boehringer Ingelheim** representative for complete details.

PROGRAM RULES:

Offer only available to dealers and cooperatives that are not currently engaged in an equine product pricing program with **Boehringer Ingelheim Animal Health USA**. **Boehringer Ingelheim** has the right to end or modify this program, in whole or in part, including the removal of specific products or premiums, at any time without notice. This program cannot be combined with any other programs. Rebate checks will only be issued for amounts greater than \$50. Void where prohibited by law or regulations. All federal, state, and local laws and regulations apply. If an eligible customer returns any qualifying product purchased during the program term that impacts the minimum purchase amount, **Boehringer Ingelheim** may (in its sole discretion) deduct the difference from any other rebates earned during the program term.

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CERTIFICATE

Job Title Equine Winter Dealer Program 2024
Product EQUI-JEC ULCERGARD ZIMECTERIN ZIMECTERIN GOLD
Country United States
Job Number US-EQU-0378-2023

Material Classification Promotional

Material Sub-Classification

Target Audience Dealer

Certification:

We certify that we have examined the material referred to above, a copy of which is enclosed in the job bag and it is our belief it is:

- a) in accordance with the requirements of the relevant regulations in the country stated above
- b) where applicable, is not inconsistent with the product licence and the data sheet and
- c) is a fair and truthful presentation of the facts about the products

Team Members

| Group / State | Date / Certifier |
|--|--|
| Task - Regulatory: Review Material (eSignature) Approve | Task - Regulatory: Review Material (eSignature) Verdict: Approve Date: 21-Dec-2023 22:50:26 GMT+0000 User: Julie Hawk (julie.hawk@bi-vault.com) on behalf of Lindy Tarr - Certified |