

Nestlé Purina in Society Report

CREATING SHARED VALUE FOR CONSUMERS,
FOR SOCIETY AND FOR OUR BUSINESS



Creating Shared Value

This Nestlé Purina in the Americas in Society Report highlights our method to Creating Shared Value – a fundamental approach to the way we work that focuses on specific areas of business activity where value can best be created for both society and shareholders. To accomplish this, we seek ways to effectively impact key opportunities within our Company walls and create value beyond our Company doors.

This report describes our commitment to corporate citizenship and sustainability and highlights our many accomplishments in these areas during 2013. We recognize, however, that there is still much more to be done.

As part of the Nestlé S.A. family of companies, Nestlé Purina in the Americas (Nestlé Purina) embraces the tenets of Creating Shared Value. Globally, these focus areas are nutrition, water, rural development, sustainability and compliance. We align with these areas through our focus on pet welfare.

Letter from our CEO

At Nestlé Purina in the Americas, we're proud to put our values to work by providing high-quality, nutritious pet products that can help enrich pets' lives.

A fundamental part of our business strategy is guided by our corporate citizenship approach called Creating Shared Value. We believe Creating Shared Value is simply good business. Doing the right things the right way creates value and strengthens our position as a leader in the pet food industry.

In this report, you'll learn that Nestlé Purina's focus on Creating Shared Value for society, the environment and our business is reflected in the breadth of our commitments: from making discoveries that better the lives of pets everywhere to sourcing ingredients and operating our business as responsibly and efficiently as possible, to creating quality jobs and economic vitality, investing in the communities where we operate and advancing the pet welfare cause.

With consumers and their pets as our passion, we take pride in managing our business to the highest standards. For more than 85 years, we've provided nutritious food for pets. We've seen firsthand how proper feeding can help extend a dog's healthy years, and we're on a mission to raise the standards for pet nutrition for the next 85+ years.

Given all that we have been able to achieve, not only for our customers, partners and associates, but for society and the environment, I am energized by the opportunities ahead. I believe our commitments and actions will continue to make significant contributions to business and society as we advance our mission of enriching the lives of pets and the people who love them.

Sincerely,



W. P. McGinnis
President and CEO
Nestlé Purina PetCare Company

Creating Shared Value
Nutrition | Water | Community Development



“With consumers and their pets as our passion, we take pride in managing our business to the highest standards.”

– W. P. McGinnis
President and CEO

About Nestlé Purina in the Americas

Nestlé Purina stands for trust, and the Purina® brand consistently maintains a leadership position for trust with pet owners. We earn that trust every day through unparalleled knowledge of our consumers and their pets, expertise in nutrition, comprehensive range of high-quality established brands and dedicated associates whose mission is to enrich the lives of pets and the people who love them.

Nestlé Purina promotes responsible pet care, humane education, community involvement and the positive bond between people and their pets. A premiere global manufacturer of pet products, Nestlé Purina PetCare Company is part of Swiss-based Nestlé S.A., the world's leading nutrition, health and wellness company.

Nestlé Purina PetCare in the Americas

HEADQUARTERS

for Nestlé Purina's U.S. operating company and Latin America and Caribbean region are located at Checkerboard Square in St. Louis, Mo., USA. Nestlé Purina Canada is headquartered in Mississauga, Ontario

APPROXIMATELY
\$8.2
BILLION
SALES IN 2013



EMPLOYS APPROXIMATELY

10,200
PEOPLE



THROUGHOUT THE AMERICAS
7,000 (U.S.)
2,600 (LATIN AMERICA)
600 (CANADA)

29  MANUFACTURING PLANTS

WHERE WE OPERATE



#1 A MARKET LEADER:
In the U.S., Nestlé Purina PetCare Company is the No. 1 PetCare Company in sales, volume and market share

As of Dec. 2013, Nestlé Purina PetCare Company has achieved **10 consecutive years of improved sales growth and profit**



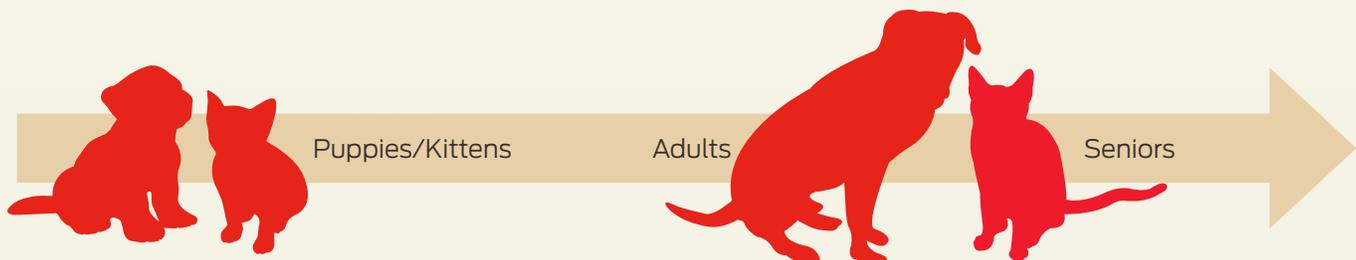
Nestlé Purina manufactures some of the **most popular and trusted pet food brands in the Americas.**

Commitment to Nutrition, Quality & Food Safety

Nutrition Philosophy

At Nestlé Purina, we believe in creating food that nourishes the whole pet, from giving them energy to chase a ball or conquer a feather, to providing them with cutting-edge nutrition that, when fed to an ideal body condition, gives them more healthy, happy years.

NUTRITIOUS, HEALTHY FOOD FOR PETS AT EVERY STAGE OF LIFE



SPECIAL DIETS FOR:

- Canine Athletes
- Veterinary Diets
- Sensitive Skin & Stomach
- Grain-Free
- Indoor Cats
- Weight Management

NUTRITION THAT PERFORMS

One of the ways we judge the quality of our foods is by studying the pets who eat our products. When we see that owners of exceptional, high-performing dogs count on one of our products to keep their dogs healthy and radiant, we know we've done our job.

- 93 of the top 100 show dogs in the U.S. are fed Purina Pro Plan®
- 8 of the last 8 Westminster Kennel Club Dog Show Best in Show champions have been fueled by Purina Pro Plan

Quality & Food Safety: Surpassing the Standards

We never tire of enriching pets' lives, as they enrich ours. That's why our top priority is to ensure the quality of the pet food we produce – after all, it's the same food we feed our pets. Because pet care isn't just our business, it's our passion.

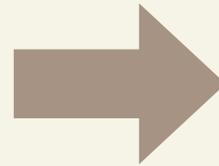
At Nestlé Purina, we see industry standards as just a starting place. Not only do all our products meet FDA, USDA or AAFCO (Association of American Feed Control Officials) standards, but we go beyond the requirements to provide optimal nourishment for pets. That's because we take pride in making sure our foods truly help pets thrive.



From source to bowl, the quality of our food is assured by taking the following steps:

Suppliers of ingredients for Nestlé Purina products must meet our stringent standards

for ingredient specifications, product safety, sanitation and manufacturing practices.



All of Nestlé Purina's manufacturing facilities in the Americas have implemented the Nestlé Quality Management System, which is aligned with ISO quality standards and certified by independent auditors. The Nestlé Quality Management System is supported by dedicated quality assurance staff at each facility.

Our Mississauga, Ontario, factory achieved the

Food Safety System Certification upgrade

to the ISO 22000/PAS 220 food safety standards and in 2013 introduced a behavior-based food safety observation process to improve food safety practices.

All of Nestlé Purina's North American pet food factories have implemented

Food Safety Management systems,

which have been certified by independent auditors to meet the internationally recognized FSSC 22002 standard.

Our sophisticated tracking system

ensures important measures of control: All raw ingredients are tracked from time of receipt at our plants through their inclusion in finished products and on to retail stores.

Our Distribution Centers in Latin America have implemented Occupational Health and Safety Management Systems that have been verified by independent auditors to meet the internationally recognized OHSAS 18001 standard.



We Do Our Homework

Our quest to drive pet nutrition forward and conduct industry-leading research on the well-being of pets pushes our company to do more year after year. We work hard for pets every day, and it's a job we love.

Nestlé Purina is a global leader in pet nutrition research. Our team of more than 500 global scientists, including nutritionists, aim to make discoveries that better the lives of pets everywhere and conduct extensive, non-invasive studies to see how our formulas benefit pets not just now, but for years to come.

Between our Research and Development Center in Northwest Missouri and our R&D headquarters in St. Louis, hundreds of our researchers are working to make discoveries that will better pets' lives, from finding the drivers of pet obe-



sity, to understanding how nutrition affects aging and studying the effects of new trends and discoveries in human nutrition. Beyond our home base, we also have researchers in France, China and Australia working to make new discoveries. We publish our results in top-tier academic journals and present at major veterinary conferences.

Nestlé Purina U.S. has a long history of providing strong support to the AKC Canine Health Foundation, whose mission is to help dogs live long, healthy lives by funding sound scientific research and supporting the dissemination of health information to prevent, treat, and cure canine disease. Nestlé Purina U.S. has contributed more than \$10 million over the past 18 years.



Commitment to the Environment

At Nestlé Purina, we're passionately committed to creating a better world for pets and the people who love them, now and for generations to come. That's why we're continuously working to use the earth's resources more efficiently and to further improve our impact on the environment.

Sustainability related initiatives have long been part of our business plan. Our commitment requires that we produce high-quality, nutritious pet foods in a caring and responsible way, and we're working with stakeholders inside and outside of Nestlé Purina, up and down the supply chain, to find solutions that are good for the environment and good for our business.

We believe the steps we're taking today will make us stronger in the future and will allow us to improve our environmental performance through our actions. This starts with identifying opportunities and designing smarter and more efficient systems.



OUR SUSTAINABILITY APPROACH



- Prioritizing and managing what matters most in terms of our environmental impact
- Looking across our company for ways to increase efficiency, reduce waste and conserve resources
- Working up and down our supply chain to responsibly source our high-quality ingredients
- Learning from others, including our customers, environmental organizations, retailers and companies in other industries

Sustainability is important to us, and as a leading pet food manufacturer we are committed to making high-quality and nutritious products while improving our impact on the Earth. From utilizing solar energy, using recyclable packaging and responsibly sourcing ingredients, our Nestlé Purina team is committed to a more sustainable future.

Sourcing Responsibly

Growing or raising the grain and meat used in our products takes significant amounts of energy, water and nutrients and generally represents a large share of the total environmental impact of these products. In order to improve the impact these ingredients have, we are working closely with our suppliers and others to better understand our supply chain, identify the issues and opportunities that matter most and improve our performance over time.

Across Nestlé, including Nestlé Purina, we are implementing a Responsible Sourcing Audit Program in which suppliers are audited on four main pillars: Health & Safety, Labor Standards, Environment and Business Integrity. In addition, a traceability program addresses sustainability risk and opportunities and focuses on issues such as deforestation, overfishing, human rights, child labor, water scarcity and animal welfare.

Operating Efficiently

Air. Water. Land. We need all three to survive, much less thrive. We're taking positive steps to help protect each by continuously improving our environmental impact.

REDUCING THE IMPACT OF MINING

We harness the power of nature to improve the environmental impact of producing cat litter. Our Maricopa, Calif., mine uses the sun to evaporate some of the moisture in the clay – reducing the electricity otherwise needed for drying.

- Ponds at most of our mine sites naturally filter mine water before it returns to waterways.
- When an area of the mine is no longer needed, we restore the land to help wildlife and vegetation flourish.

We Source Salmon with Alaskan Ecosystems in Mind

In the sparkling, pristine waters off the coast of Alaska comes some of the tastiest salmon in the world. Wild-caught by small fishing vessels and processed in towns nestled along the rugged shoreline, this salmon commands a hefty price when sold in supermarkets and restaurants worldwide. When the filets are removed for the human market, the rest of the fish, also highly nutritious and rich in Omega 3 oils, remains. Today, that nutritious salmon is used by Nestlé Purina for a portion of our complete and balanced salmon-containing pet foods.

This wasn't always possible. Over the last decade some of the Alaskan salmon processing houses would simply discard the unused portions. While some amounts of this non-filet salmon could go back to nature and be used as food by certain predatory fish, the quantities discharged by these large processing houses were often more than the ecosystem could absorb. In addition, this rich and flavorful protein and nutrient source was going to waste.

In a move that benefitted the fish processors, Nestlé Purina and the environment, Nestlé Purina opened a dialogue to evaluate using this fresh and high quality non-filet salmon. Our highly skilled specialists worked alongside the processing house professionals to establish new processing capabilities that met Nestlé Purina's stringent food safety standards. The move went smoothly for all involved and today, this salmon is a delicious component in a number of our recipes.

SAFEGUARDING WATER

To help conserve this precious resource, we've put a significant amount of focus on where we use the most water: our wet pet food manufacturing sites. In 2013, in the U.S. we reduced year-over-year water use at these plants by 7.6 percent, surpassing a goal of 5 percent. In addition, water usage at our Canadian factories was reduced by more than 33 percent.



ENVIRONMENTAL MANAGEMENT SYSTEMS

Nestlé Purina's U.S. and Latin America Headquarters in St. Louis and all North American manufacturing locations have implemented and maintain comprehensive environmental management systems, which have been certified by independent auditors to meet the internationally recognized ISO 14001 standard. Our Latin American Distribution Centers also are ISO 14001 Certified. These systems ensure that all environmental aspects and impacts of facility operations are identified, monitored and controlled and establish suitable targets, objectives and plans to continually improve the facility's environmental performance.

WAGING WAR ON WASTE

We work hard to avoid losses of our pet food during the manufacturing process. Thanks to a Company-wide initiative to reduce waste, our dry and treat factories in the U.S. and Canada reduced raw material waste sent offsite by approximately 22 percent in 2013, surpassing our goal of 10 percent.

NEARLY **360,000** pounds of waste recycled at our U.S. Headquarters in St. Louis in 2013 through single-stream recycling

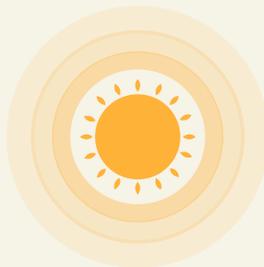
REDUCING ENERGY USE

Nestlé Purina is increasing its use of renewable energy at a number of sites to supplement our power mix, although it still makes up a very small percentage of our overall energy requirements. Here's a look at the types of power we're exploring.

SOLAR

Nestlé Purina continues to expand our generation of solar power. We currently have solar arrays at five locations and annually generate over 1 megawatt of solar power, some of which is returned to the local utility.

- Atlanta, Ga.
- Denver, Colo.
- Flagstaff, Ariz.
- St. Joseph, Mo.
- St. Louis, Mo.



HYDROELECTRIC

Nestlé Purina's Dunkirk, N.Y., plant derives about 65 percent of its total electricity from renewable sources – mostly hydroelectric power from Niagara Falls.



In addition, **WE HAVE IMPLEMENTED COGENERATION**, the production of two types of energy - electricity to power the factory and thermal energy to dry the litter - from one source, at our Maricopa facility. This allows us to get the most out of the energy that we use there. The 1 megawatt cogeneration unit powers nearly 82 percent of the plant's electrical usage.



Improving Building Efficiency

New buildings are designed to incorporate leading efficiency standards from the beginning, and we're looking at ways to improve our current facilities.

ENERGY CERTIFICATIONS

Danforth Building (St. Louis)

LEED GOLD

Purina Farms Event Center (Gray Summit, Mo.)

LEED SILVER

Office Building (Oklahoma City)

LEED SILVER

Two Office Buildings (St. Louis)

**U.S. ENVIRONMENTAL PROTECTION
AGENCY'S ENERGY STAR CERTIFICATION**



The Danforth Center in St. Louis received LEED Gold Certification.



In St. Louis, U.S. Headquarters campus systems – heating, ventilation, HVAC, lighting and energy – are monitored, measured and controlled from a single point.

The U.S. Headquarters campus benefits from a dedicated, cross-functional team of sustainability experts who continually explore and implement environmental improvements in St. Louis, including:

- **A NEW LIGHTING PLAN** that has reduced energy consumption and maintenance costs by 50 percent
- **REPLACED TWO-THIRDS OF THE PARKING LOT LIGHTING TO LED** (Implementing new LED lighting plan for offices, renovated spaces and new construction)
- **RAIN-SENSING TECHNOLOGY** used on irrigation systems
- **CONTINUED IMPROVEMENTS** to the Campus Energy Management Plan
- **PURCHASE OF THREE ELECTRIC VEHICLES** for Purina Farms (Gray Summit)

Optimizing Packaging

The packaging of our products is crucial to preventing food waste, guaranteeing our high-quality standards and informing our consumers. In addition to optimizing the weight and volume of our packaging, we also lead the development and use of materials from sustainably managed renewable resources, consider packaging and product performance requirements and support initiatives to recycle or recover energy from used packaging.

Consumers can visit Purina.com to learn more about recycling their pet food packages by product type.

TOUGH BAGS

By switching to a lighter, yet strong polypropylene “tough bag” for most large pet food bags, Nestlé Purina was able to save resources and improve product protection. For example, by moving to large polypropylene woven bags for Beneful® pet food alone, we reduced packaging weight by more than 2,000 tons.



LIGHTWEIGHT LITTER

Tidy Cats® introduced its LightWeight litter product in 2013. The new product generates lower energy use and fewer greenhouse gas emissions.

Depending on the product mix, this could mean a nearly 48 percent reduction in trucks on the road transporting LightWeight litter than traditional bentonite scooping litter.



Transportation

We look for the most efficient way to deliver our products to consumers and their pets.

Nestlé Purina is taking steps to optimize the environmental impact of transportation. For example, more than 80 percent of Nestlé Purina’s domestic products by spend are shipped by contract trucking and rail companies that are members of the EPA’s SmartWay® energy efficient transportation program.

When packing trucks, slip sheets – thin, pallet-sized sheets of plastic or other material – are used where possible in place of wooden pallets. This reduces the weight of loads, allowing more product weight per truckload and reducing the number of trucks on the road. Use of slip sheets eliminates the need for one in 17 trucks as well as the need to transport pallets back and forth. In addition, the slip sheets can be recycled.

Economic Vitality and Creating Quality Jobs

Investing in our Business

In 2013, we invested approximately \$229 million across many projects in North America – both at our factories and in St. Louis.

Investing in Our People

Nestlé Purina’s success relies on our associates’ ability to create and innovate – in business and in their communities.

Pets may be the main focus, but associates also enjoy a friendly workplace, unique benefits and a sense of pride, all of which have led to long tenures.

OUR CULTURE: BETTER WITH PETS

At our U.S. and Latin American Headquarters in St. Louis, and at our Canadian Headquarters in Mississauga, you’ll find plenty of pets hanging out with their owners while they work. That’s because pets are at the center of not just our lives, but our workdays, too. We love having pets at work so much that we’ve launched the “Pets @ Work” initiative in the U.S. to help other companies make their offices more pet-friendly.



*Figures from 2013



DIVERSITY & INCLUSION

We recognize that in order to have the best products, we must openly embrace diversity not just in our workforce, but in our communities and with our customers. Our mission is to elevate Nestlé Purina as a top destination for diverse talent while fostering an environment of inclusion that empowers all associates to bring their best to work.

Diversity Partners

Through our Diversity & Inclusion Council in the U.S., we've established partnerships with:

- Hispanic Chamber of Commerce of Metropolitan St. Louis
- FOCUS St. Louis Coro Fellows Program
- Inroads
- The Starkloff Disability Institute
- Urban League of Metropolitan St. Louis Young Professionals
- National Sales Network
- OCA Pan Asian
- Human Rights Campaign

“A wide array of unique talents, different perspectives, and deep insights can only enrich and strengthen our business for future success. We make diversity a priority here because we want our organization to reflect the diverse nature of our consumers. It's important to understand the traditions and expectations of today's consumers so we can develop products and market initiatives that appeal to them.”

- Joe Sivewright, *President, NPP North America*



NESTLÉ PURINA U.S. WAS NAMED AS ONE OF THE TOP 100 EMPLOYERS IN 2013 BY DIVERSITY EMPLOYERS MAGAZINE.

Nestlé Purina is frequently recognized by local, national and international organizations for our positive work environment, focus on our associates and career opportunities. To us, each award is a true testament to the culture at Nestlé Purina, and shows that the company not only has a passion for pets, but also strives to improve the quality of our associates' lives at work. Here is a sampling of some of the awards we are proud to have received recently:

BEST PLACES TO WORK - U.S. 2014 Associate's Choice

Nestlé Purina ranked No. 10 on Glassdoor's 50 Best Places to Work – a 2014 Associates' Choice Award. This recognition is based on the feedback provided by associates who elected to take Glassdoor's anonymous company survey.



ARCUS AMEREN CORPORATE CITIZENSHIP AWARD - U.S.

In 2013, Nestlé Purina accepted the St. Louis Regional Chamber's Ameren Corporate Citizenship Arcus Award, which acknowledges overarching achievement in community leadership, economic development and philanthropy. We've received this prestigious honor two out of the past three years.

ST. LOUIS BUSINESS JOURNAL BEST PLACES TO WORK - U.S.

For the the seventh consecutive year Nestlé Purina has had the honor to receive this award from the St. Louis Business Journal. This award is based on associate feedback regarding a variety of topics, and identifies Nestlé Purina as one of the Top 20 Best Places to Work in St. Louis.

ST. LOUIS POST-DISPATCH TOP WORK PLACES - U.S.

Nestlé Purina was recognized as the Best Place to Work in The Greater St. Louis Area by the St. Louis Post Dispatch for 2013 for the second consecutive year.



GOODLIFE FITNESS HEALTH & WELLNESS LEADERSHIP AWARD - CANADA

This award was earned demonstrating significant efforts to foster cultures of workplace wellness through continuous improvement in fitness, activity, nutrition, education and employee behavioral change.

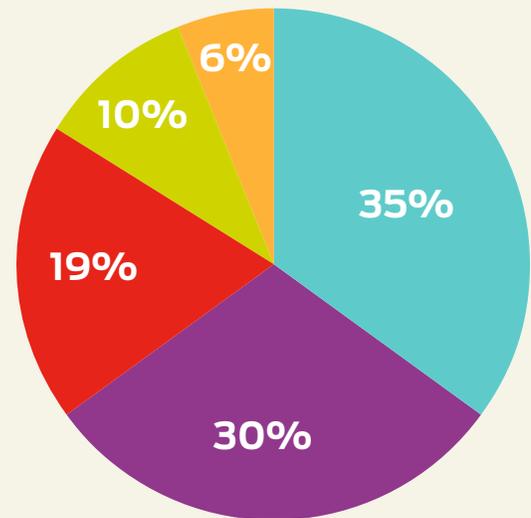
Community Development

Our business can only be as healthy, vibrant and resilient as the communities we proudly serve.

Nestlé Purina believes in helping the communities that have allowed us to flourish, grow, and prosper. We have a rich history of community involvement in our U.S. Headquarters city of St. Louis and in the cities where we operate manufacturing facilities, and we are proud of our reputation for service and support. We work hard to bring the community into our workplace and bring the workplace into our communities.

We believe that people and pets are better together. That’s why our primary giving focus is centered around the well-being of pets and the people who love them. We know that owning a pet can increase a person’s happiness and well-being and reduce stress, so by supporting pets and pet welfare causes across the Americas, we’re also creating value for pet owners in return.

In 2013, Nestlé Purina in the U.S. bestowed more than \$5.2 million to U.S. pet-related charities and other community organizations and civic groups (see graph to right).



- General Community Involvement/Civic
- Pet Welfare
- Education and Youth
- Service and Therapy Pets
- Human and Pet Health

Alongside Headquarters and factory associates, **Nestlé Purina donated more than \$1.5 million** to the United Way in North America in 2013.

As of 2013, Nestlé Purina Canada donated \$450,000 over a four-year partnership with the Canadian Breast Cancer Foundation.



HELPING OUR NEIGHBORS

For more than 100 years, Nestlé Purina U.S. has supported the Near Southside Neighborhood, an extremely underserved area of St. Louis located right in the backyard of our Headquarters. We are the backbone organization for the Near Southside Neighborhood Coalition – a group of social service agencies, schools and churches that operate near our Headquarters – to facilitate collaboration and resource sharing. We also lead the Peabody School Task Force, a diverse and committed partnership of local businesses, faculty, city government, non-profit agencies and involved citizens whose mission is to provide a superior learning environment and needed resources for the students.

Commitment to Pet Welfare

Real pets. Real people. Real change.

The world of pet welfare goes far beyond shelter walls and into envisioning what we can do to create a better world for pets and the people who love them. Guided by a passion for pets, we're committed to using our scale to do more than just donate.

We are dedicated to making sure the world gets to know shelter pets as they really are – friendly, attractive and wonderful lifelong companions. That's why, in collaboration with shelters, we have created tools and resources to help more shelter pets get adopted.

MEET OUR PARTNERS IN THE U.S.:

- ▶ Adoptapet.com
- ▶ Animal Protective Association of Missouri
- ▶ Animal House Fund
- ▶ Animal Humane Society
- ▶ Atlanta Humane Society
- ▶ Cat Adoption Team
- ▶ HALO Animal Rescue
- ▶ Humane Society of Boulder Valley
- ▶ Humane Society of Broward County
- ▶ Humane Society of Greater Miami
- ▶ Jacksonville Humane Society
- ▶ Michigan Humane Society
- ▶ Nebraska Humane Society
- ▶ North Shore Animal League
- ▶ Rescue Bank
- ▶ San Francisco SPCA
- ▶ Shelter-Me Photography, INC
- ▶ Shelter Art Foundation
- ▶ SPCA Serving ERIE County
- ▶ St. Louis County Animal Care & Control
- ▶ Tony La Russa's Animal Rescue Foundation
- ▶ Virginia Beach SPCA

CANADA:

Nestlé Purina Canada also donates to animal rescue organizations, large and small, across the country; including SPCAs, community leash-free parks, animal education programs and small rescue groups in remote communities in Canada.

LATIN AMERICA:

Nestlé Purina Latin America supports animal rescue organizations in several countries with pet food donations as well as monetary support.

ST. LOUIS PETLOVER COALITION

The coalition formed when public and private, large and small, city and county animal service providers came together to discuss improving the lives of dogs and cats in the St. Louis community. We work closely with these animal rescue organizations to provide ideas and resources and bring initiatives to life that benefit pets and people.

Nestlé Purina and Petfinder™

In July 2013, Nestlé Purina took a stride forward in the area of pet adoption through the acquisition of Petfinder, the largest pet adoption website.

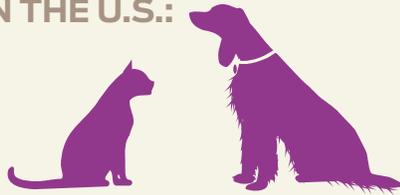


Through a network of almost 14,000 animal welfare associations and pet shelters, Petfinder links people looking for a pet with hundreds of thousands of cats and dogs seeking a new home, and has facilitated more than 24 million adoptions since its founding in 1996.

The Petfinder website reaches a large and engaged audience of animal lovers and pet owners across the U.S., Canada and Mexico, averaging 7 million unique users per month. Nestlé Purina aims to enrich and add value for Petfinder's pet-loving visitors and shelter partners.

Pet Welfare Contributions

IN THE U.S.:



Touched the lives of more than
250,000

homeless pets and brought to life our true belief that pets and people are better together

\$200,000



Donated nearly \$200,000 to St. Louis-area pet welfare organizations that went toward pet welfare initiatives such as facility improvements; education for pet owners, staff and volunteers; and spay and neutering programs



Contributed more than
5 MILLION POUNDS

of pet food and litter to more than 600 pet shelter and rescue organizations in the U.S.

IN CANADA:

Expanded our Paws for the Planet initiative in Canada with Evergreen to transform and beautify the green spaces at animal shelters across the country. **NESTLÉ PURINA DONATED \$50,000 TOWARD GREENING THESE SHELTERS AND \$50,000 TOWARD EVERGREEN'S STEWARDSHIP INITIATIVES.**

SUPPORTED THE ONTARIO VETERINARY COLLEGE PET TRUST'S "KEEP CANCER ON A LEASH" FUNDRAISING PROGRAM WITH A \$125,000 DONATION

IN LATIN AMERICA:

DONATED SEVERAL HUNDRED TONS OF PET FOOD TO ANIMAL WELFARE ORGANIZATIONS THROUGHOUT LATIN AMERICA.

PET SERVICE AND THERAPY DOGS



click for video

- Nestlé Purina U.S. announced in August 2013 that the Company would contribute \$500,000 over five years to Support Dogs, Inc., a St. Louis, Mo., not-for-profit organization, to support the building of its new facility. Nestlé Purina has been a supporter of the organization for approximately 20 years.
- In 2013, Nestlé Purina was the premier sponsor of Pet Partners, the leading international advocate for the healing benefits of positive connections between people and their pets. More than 20 Nestlé Purina associates in St. Louis are registered with their dogs as Pet Partner teams and volunteer at local hospitals, nursing homes and daycare centers to share the joy of pets.
- Nestlé Purina is a proud partner with Variety the Children's Charity in St. Louis, and since 1983, we have provided the organization with more than \$1.6 million. Our contribution has supported the organization's service dog program for children with disabilities, as well as provided many Variety children with food for their pets.
- Our Purina Pro Plan brand supports Leader Dogs for the Blind in the U.S. with the annual sponsorship of an event that pays tribute to the organization's 500 puppy raisers and breeding host families.
- Nestlé Purina Latin America provides support for Brigada de Rescate Topos Tlatelolco, a professional Mexican rescue team deployed during national and international disasters. In 2013, Nestlé Purina donated 2 tons of Pro Plan for the organization's rescue dogs, as well as 100 vests and 100 uniforms.
- Nestlé Purina Canada fully supports feeding programs for seven service dog organizations across Canada.

DISASTER RELIEF

In the U.S., Nestlé Purina donated more than **60,000 pounds of pet food, 41,000 pounds of litter and \$35,000 in cash donations** (to areas affected by natural disasters) in 2013.

Nestlé Purina Canada donated approximately **\$8,500 to the Canadian Red Cross and animal rescue organizations** directly affected by natural disasters in 2013.

PetCare Pride Day: Building Trust. Enriching Lives.

Each year, Nestlé Purina celebrates PetCare Pride Day – a day of community service – in the U.S.

In St. Louis, associates logged more than 3,000 hours volunteering on PetCare Pride Day. Activities included:



Building 30 dog houses, 203 dog and cat beds and 17 cat scratching posts for local animal shelters



Assembling 1,000 new pet owner kits for area shelters

PREPARING 6,000 READY-TO-EAT MEALS AND 1,000 TOILETRY KITS FOR THE HOMELESS

Making 150 fleece blankets that were donated to area children's hospitals, and another 150 blankets that were made to keep dogs and cats warm at local animal shelters



RENOVATING A LOCAL PET SHELTER AND MEN'S HOMELESS SHELTER IN LESS THAN 3 HOURS

Many of our remote facilities also participate in PetCare Pride Day. For example, our Product Technology Center in St. Joseph, Mo., spent the day at the local United Cerebral Palsy facility to work with adults in their program on academics, arts and computer skills; the Second Harvest Food Bank to sort food in the warehouse and plant seeds in the onsite garden; and collecting items for a food drive.



Education

Forging Veterinary Partnerships in the U.S.

In addition to our own research, we collaborate with veterinary universities around the world as well as organizations that share our high standards of care and compassion for pets.

For more than a decade, the Nestlé Purina Veterinary College Program has established strong relationships with all 28 U.S. Veterinary Schools. This scientific and marketing program engages veterinary students, technicians, interns, residents and faculty members to advance the veterinary profession and enhance the role of nutrition in companion animal health.

BRANDS IN ACTION

50 YEARS. 50 SHELTERS.

In celebration of the Cat Chow® brand's 50th anniversary, the brand teamed up with hundreds of volunteers and cat people everywhere to help make life better for thousands of cats in search of their forever homes. Volunteers worked more than 500 hours, donated 12,000 pounds of food and gave over 8,000 supplies to touch the lives of more than 13,000 cats. And with the support in the form of clicks from the online Cat Chow community, the brand donated more than \$75,000 to 50 cat shelters – one in every U.S. state.



FRISKIES: THE GIFT THAT KEPT GIVING

In 2013, the Friskies® brand made its largest one-time donation in brand history.



Through YouTube views of its holiday music video "Hard to Be a Cat at Christmas," the brand donated 600,000 cans of wet cat food to 25 charities.

PRO PLAN RALLY TO RESCUE®

Small rescue groups play a major role in providing care and finding homes for rescued pets. However, they are often unheard and unseen. Purina Pro Plan Rally to Rescue is committed to helping these groups get the funding, awareness and support they need. They assist hundreds of small rescue groups across the country by providing them with financial support, marketing materials, networking opportunities and the strength and nourishment of high-quality, Purina Pro Plan nutrition. Since 2005, the Rally to Rescue network of rescue groups has found homes for more than 650,000 pets. In 2013, in addition to donating \$37,500, Pro Plan provided more than 276,000 pounds of food to more than 350 animal welfare groups nationwide.



These partnerships take on a myriad of forms. Through the Nestlé Purina Institutional Development Program, we partner with veterinary medical schools in order to provide funding for scientific training programs of excellence. Examples of such support include funding for Professorships, Residencies, and Technicians. The installation of Nestlé Purina Nutrition Centers at 11 of the 28 veterinary schools, such as the recently installed facility at the Auburn University College of Veterinary Medicine, represents an unparalleled commitment to advancing the role of nutrition in the care and well-being of canine and feline patients. The Purina Advisory Council consists of a standing group of 19 world renowned veterinarians across various medical specialties that work closely with us to advance pet nutrition, health and wellness.

Purina Pet Advocate Leaders Program in the U.S.

For more than 30 years, Nestlé Purina in the U.S. has funded and facilitated the Pet Advocate Leadership (PAL) Program, designed to educate urban youth in St. Louis about the workplace and to empower them to be more engaged within their communities. Annually, we provide more than \$100,000 to support this program that educates teens about pet welfare issues and helps them develop leadership, presentation, peer education, career and important life skills.

Purina Farms in the U.S.

Purina Farms in Gray Summit, Mo., is a place where pet lovers of all ages go to get up-close and personal with the animals that bring so much joy and unconditional love to all of our lives. The 350-acre attraction, which features a visitor's center that is operated at no cost to guests, focuses on children ages 3-12 as a means to creating a more empathetic, respectful and responsible society when it comes to relating to others, including dogs and cats.

PawsWay in Canada

In 2013 Nestlé Purina Canada launched the PawsWay Pet Loyalty program, which rewards businesses within the city of Toronto that welcome pets into their establishments. Since opening in 2008, the five-year evolution of PawsWay continues. A unique pet-focused education center in Toronto, Ontario, PawsWay continues to engage pet lovers as a place to connect, share, learn and celebrate their four-footed friends. Whether it is a current pet owner or potential pet owner, PawsWay offers a variety of activities and classes designed to educate the general public on responsible pet care, in an effort to encourage a more pet-friendly society.

Responsible Pet Ownership in Latin America

Each year Nestlé Purina Latin America carries out programs in several countries, educating thousands of children about responsible pet ownership.

In Santa Fe, Mexico, at Kidzania - a replica of a city where children can learn the value of work and money by experimenting with various professions - the Purina Hall is the most visited area, with 77,000 kids experiencing what it's like to be a dog trainer or veterinarian during 2013. Children are taught the basic principles of training a pet and the importance of a complete and balanced pet food diet.

PETS IN THE COMMUNITY

Pet trainers from Purina Farms travel to schools in the St. Louis area with their rescued dogs to take part in assemblies promoting responsible pet care.

30,000+

STUDENTS AND FACULTY REACHED

15-20 SCHOOLS

ANNUALLY

LESSONS LEARNED:

the power of giving second chances and the importance of looking for the potential in every person and pet



