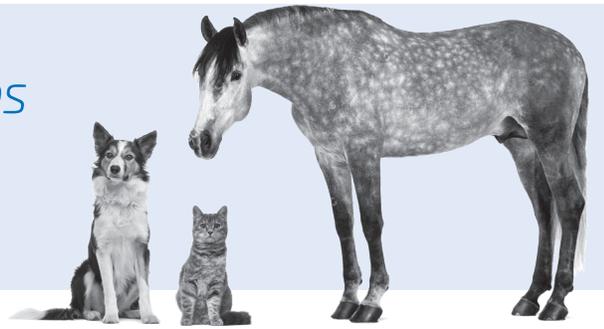




## The Power of Enzymes



### ABOUT PET KING BRANDS, INC.

Pet King Brands is led by President and Founder, Pamela Bosco, who first introduced **ZYMOX**® to the veterinary world in 1998. Based on years of research, she knew she had a product that was going to change the way people managed pet ear infections.

Pet King Brands' patented LP3 Enzyme System is used in the most complete and complex enzymatic dermatology and oral care products available on the market for both small and large animals. Its **ZYMOX** Dermatology products remain a stark contrast to other products on the market, offering effective solutions that are easy to use, free of harsh chemicals and antibiotics, and made in the United States. Pet King Brands' family of products includes solutions for ear and skin care plus brushless oral care.

The **ZYMOX** and **Oratene**® lines represent true advances in the field of veterinary healthcare. Bosco owes her discovery to her brother, Michael Pellico, the bioscientist credited with adapting his enzyme technology in Biotene®—the #1 dentist-recommended product for people suffering from Dry Mouth and owned by GlaxoSmithKline—and making it safe for use in animals. Pet King Brands' unwavering commitment to the well-being of animals is the reason they take such great pride in delivering high-quality products that are safe as well as effective. **ZYMOX** and Oratene products were previously only available through veterinarians but are now available through select pet specialty retailers and eCommerce sites.

To learn more visit [www.zymox.com](http://www.zymox.com)

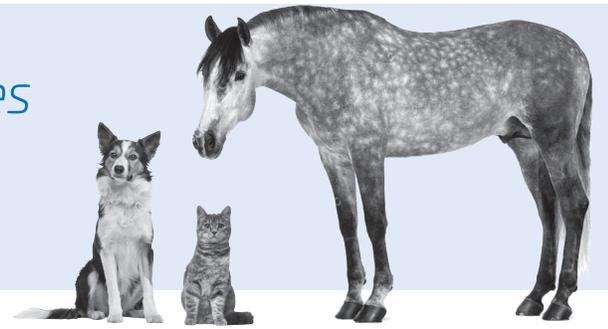
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# The Power of Enzymes



## Pet King Brands Commitment to a Fair and Competitive Marketplace

On May 15, 2019, due to unauthorized sellers and the potential for counterfeit products in the marketplace, Pet King Brands launched its Authorized Seller (“Brand Partner”) program to ensure the highest-quality customer experience going forward. Pet King Brands is committed to providing the best experience for both its customers and consumers of our products and also has been enforcing a Minimum Advertised Price (MAP) policy to ensure fair and equitable pricing marketwide.

### Authorized Seller (Brand Partner) Program

The Authorized Seller (“Brand Partner”) Program serves to protect Pet King Brands’ distribution channels, the integrity of our brands and the quality of the products through the removal of unauthorized sellers, Pet King Brands has invested in technology and legal services to identify and eliminate unauthorized sellers and reduce the potential of counterfeit products entering the marketplace, thus protecting consumers and their pets.

### MAP Policy Implementation and Enforcement

The Minimum Advertised Price (MAP) policy ensures fair and equitable pricing so a level playing field is created in the marketplace, as well as to protect the value and margins of the brands. This policy contains a robust plan which allows Pet King Brands to take swift

action against MAP violators and clean up the unauthorized sale of goods online. Pet King Brands has retained the services of Vorys, Sater, Seymour and Pease LLP to develop its Authorized Seller (“Brand Partner”) Program and to assist in enforcing the MAP Policy.

***“We understand the impact that an unregulated MAP environment creates for every good-standing Reseller as well as the serious effects of counterfeit products to the health of our pets. That is why we are committed to taking swift action against MAP violators and cleaning up the unauthorized sale of goods online.”***

— Pamela K. Bosco, Founder and President,  
Pet King Brands

**Pet King Brands pledges to continue providing high-quality, cruelty-free solutions for pets’ ears, skin and mouth. We are also committed to fostering and enforcing a fair and competitive business landscape.**

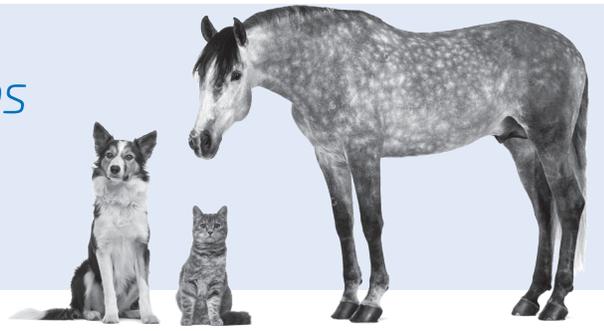
To obtain a copy of the Pet King Brands MAP Policy, email [mappolicy@petkingbrands.com](mailto:mappolicy@petkingbrands.com)  
For a list of approved brand partners, email [customerservice@petkingbrands.com](mailto:customerservice@petkingbrands.com)

[zymox.com](http://zymox.com)

Manufactured in a USA FDA-approved GMP Facility



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## EXECUTIVE PROFILE



**Pamela K. Bosco**  
Founder and President  
Pet King Brands, Inc.

[pbosco@petkingbrands.com](mailto:pbosco@petkingbrands.com)

**Pamela K. Bosco is the Founder and President of Pet King Brands, Inc., the maker of veterinarian-recommended brands ZYMOX® Dermatology and Oratene® Brushless Oral Care. Bosco combined her lifelong love for pets, concern for animal welfare and astute business skills to lead and build Pet King Brands into a pet care industry leader. During 2019, the organization celebrates 20 years of helping small and large animals find relief from problematic ear, skin and mouth conditions**

A true maverick and visionary, Bosco found inspiration to start the company in 1998 when her beloved German Shepard was suffering from chronic ear infections and witnessed her dog not only heal but be happy and pain-free again after using **ZYMOX**. She knew she could help countless pets find relief too. When **ZYMOX** was introduced it was at a time when the market was flooded with pet care products but Bosco seized the opportunity to offer her products when antibiotic resistance was just starting to be a concern for pets and people. As veterinarians and pet owners continued to see pets' health problems improve, Pet King Brands quickly secured the position as a leader in the pet care products industry.

Bosco launched Pet King Brands with three products that utilized the advanced enzyme technology of the patented LP3 Enzyme System developed by Bosco's brother, Michael Pellico. Pellico is the bioscientist who developed the enzyme-based Biotene® (now owned by GlaxoSmithKline). Today, the LP3 continues to be the most complete complex enzymatic formulation available in pet care products on the market. Bosco's mission has remained unchanged since the company's inception to honor the

hippocratic oath to first, do no harm and to provide products that are not only antibiotic free but also non-toxic, safe and easy to use.

Pet King Brands product family quickly expanded to include enzyme-based **ZYMOX** topical dermatologicals for the skin and the first-ever line of brushless oral care products for animals under the brand Oratene.

Since first being introduced through veterinarian clinics nationwide, Pet King Brands has distributed over 1 million bottles of its flagship product **ZYMOX** Otic Ear Solution. Pet King Brands continues to provide pet health products that provide solutions for the most common pet health problems veterinarians see with their patients. Today in addition to veterinarian clinics, **ZYMOX** and Oratene products are available at pet specialty retailers and select eCommerce sites.

Recognizing the positive impact the products have had on thousands of pets' health and quality of life, Bosco has been also dedicated to helping promote pet adoptions, reducing the number of homeless pets and supporting pets in shelters. During 2018, Bosco created a new internal Cause Marketing program which is focused on the health care of pets in shelters and foster homes and providing substantial donations to help pets in need. Pet King Brands has donated over \$300,000 in products for shelters and rescues across the nation.

Bosco, a native of Chicago where she founded Pet King Brands, currently resides in the Austin, Texas area with her family. Her ranch serves as both a sanctuary and home to a community of dogs, cats, horses, cats, fowl, cattle and other exotic animals.

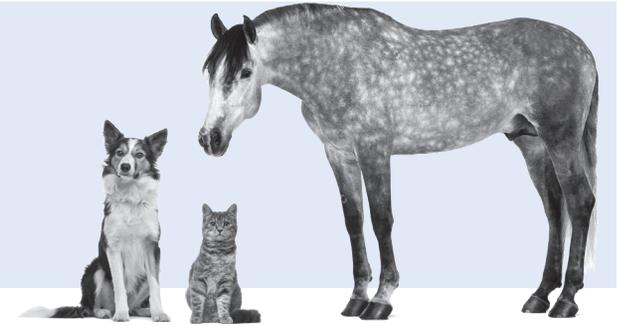
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# The Power of Enzymes



## Proudly Providing Safe, Effective Dermatology and Oral Care Solutions for 20 Years

The advanced enzyme technology of **ZYMOX**® and **Oratene**® was introduced over 35 years ago but harnessed and brought to the animal health industry 20 years ago by Pet King Brands founder Pamela K. Bosco. Pet King Brands initially launched with just three products and has since grown to include a full portfolio of products for the ears, skin, and mouth for small and large animals. In the early years antibiotic resistance was scarcely discussed and the marketplace was flooded with products with very little differentiation.

**ZYMOX** and **Oratene** disrupted the market and have changed how pets find relief and have helped break the chain of dependence on antibiotics. As the demand for antibiotic alternatives grew, so has the company. Growth has been marked by new product development, as well as expansion from being offered exclusively through veterinarians to being available online and in pet specialty retailers. **ZYMOX** Otic Ear Solution, the company's best seller has now sold over 1 million bottles, helping pets worldwide.

<p><b>1999</b> <b>ZYMOX</b>® Otic and Grooming Products Introduced to Veterinarians</p> 	<p><b>2003</b> <b>ZYMOX</b> Ear Cleanser Added to Product Family</p>	<p><b>2005</b> <b>Biotene</b> Water Additive and Oral Gel Market Introduction</p> 	<p><b>2006</b> <b>ZYMOX</b> Otic Made Available to Veterinarians in 4 oz. and 8 oz. Bottle Sizes</p> 	<p><b>2009</b> Pet King Brands Offers <b>ZYMOX</b> Ear Solution Product Through Pet Specialty Stores</p>	<p><b>2011</b> <b>ZYMOX</b> Advanced Otic Offered to Veterinarians</p>	<p><b>Oratene</b>® Brushless Oral Care</p>	<p><b>2013</b> <b>ZYMOX</b> Enzymatic Oral Care Renamed <b>Oratene</b>® after <b>Biotene</b> is sold to GlaxoSmithKline (GSK)</p>	<p><b>2013</b> Pet Business Magazine Names <b>ZYMOX</b> Oral Care Solutions to Its Annual Top Ten Pet Product List</p> 	<p><b>2014</b> Pet King Brands Launches <b>ZYMOX</b> Equine Defense Dermatology and Oral Care Solutions to Veterinarians and Pet Specialty and Farm and Feed Stores</p>	<p><b>2016</b> <b>ZYMOX</b> Oratene Introduced to Pet Specialty Stores Nationwide</p>	<p><b>2017</b> Pet King Brands Expands Executive Management Team</p>	<p><b>2018</b> Pet King Brands Expands Footprint with New Distribution Center</p>
<p><b>2001</b> <b>Biotene</b>® Enzymatic Oral Care Sold to Veterinarians</p> 	<p><b>2004</b> <b>ZYMOX</b> Veterinarian Product Family Adds New Topical Cream, and Topical Spray</p> 	<p><b>2005</b> Pet King Brands Japan Organized</p> 	<p><b>2008</b> Pet King Brands Expands Product Family with Equine Products</p> 	<p><b>2010</b> <b>ZYMOX</b> Shampoo, Conditioning Rinse, Topical Cream and Topical Spray Sold by Pet Specialty Stores</p>	<p><b>Pet Business</b> <b>2011</b> Pet Business Magazine Recognizes the <b>ZYMOX</b> Dermatology Product Family as a Top Ten Pet Product</p>	<p><b>2013</b> Pet Specialty Stores Offer <b>Oratene</b></p> 	<p><b>2014</b> Pet King Brands Wins First Big Box Pet Specialty Store as Customer</p>	<p><b>2015</b> Pet King Brands Hits \$10 Million in Sales</p> <p><b>10</b></p>	<p><b>2016</b> <b>Oratene</b> Brushless Oral Care Line Recognized as Top Ten Pet Product by Pet Business Magazine</p> 	<p><b>2018</b> <b>ZYMOX</b> Otic and <b>Oratene</b> Products Brand Grow Through Ecommerce</p> 	<p><b>2018</b> New Cause Marketing Program Supports Shelters and Rescue Groups</p>	

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