

ZOETIS ADVANTAGE PROGRAM

REWARDS AS YOUR CLINIC GROWS





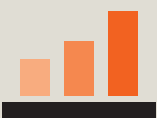
ZOETIS ADVANTAGE PROGRAM

REWARDS AS YOUR CLINIC GROWS

As a veterinarian, you are constantly making a positive difference in the lives of animals and their owners. Beyond a genuine love of animals and medical interests, you spend most of your time resolving issues and doing your best to keep people's pets healthy and providing the best care for sick animals.



We at Zoetis are proud to share your passion for animal health. Zoetis has been fortunate to have helped vets deliver on their commitment of delivering the best quality care by providing products and services that make a difference to pet's lives for over 75 years.



Over this time, we've been part of the evolution of the industry and have happily seen many vet practices grow and prosper. We are invested in helping animals and that can help make your practice more successful. With the launch of the **Zoetis Advantage Program (ZAP)** we can further support your practice.



ZAP is a program that gives back to practices that choose to partner and grow with Zoetis. As a ZAP member, your practice will have access to **exclusive member only** product promotions, activities and support. We are committed to working with you to help build your business, as we know that healthy patients and happy owners mean healthy practices.

GROW AND EARN WITH ZAP REWARDS AND EXCLUSIVE MEMBER ONLY OFFERS!



YOUR ZAP PRACTICE REWARDS

The number of Zoetis products your practice purchases each month will be supplied to us automatically by your nominated wholesalers (in units). Each Zoetis product included in ZAP has a standard ZAP price. A list of these values can be seen at www.zoetis.com.au/zap. ZAP products are grouped into five product bundles and each bundle has a purchase goal. Your clinics ZAP purchase goals are measured by:



At the start of each reward period, you will receive an email that outlines what your practice purchase goals are for each of the five product bundles and the minimum reward your practice could earn as a rebate. There are two types of purchase goals your practice needs to meet to be eligible for rewards in each of the two rewards periods:



1. OVERALL PRACTICE GOAL

Exceed your practices overall ZAP purchase value across all eligible Zoetis products, compared to the same reward period in the previous year.



2. PRODUCT BUNDLE GOALS

If your practice has met its Overall Practice Goal, and you exceed one or more of the five Product Bundle Goals, your practice will be rebated the reward on the achieved product bundle(s).

REWARD PERIODS

Starting 1 December 2016, ZAP product purchases and rewards will be measured during two periods throughout the year.

Purchase Window	Rebate Paid
1 December 2016 – 31 May 2017	July 2017
1 June 2017 – 30 November 2017	January 2018

TRACK YOUR PROGRESS

Every month you will receive email updates confirming how your practice is tracking against the ZAP purchase goals. Your Zoetis representative will also be able to update you on your practices progress towards your ZAP purchase goals.

INCREASE YOUR PRACTICES REWARD BY HITTING MORE GOALS

If you have met the Overall Practice Goal, your practice will be able to access two levels of reward based on how many Product Bundle Goals you have achieved.

Standard Reward

Rebated when 1 or 2 Product Bundle Goals are achieved

Accelerator Reward

Rebated when 3 or more Product Bundle Goals are achieved

The Accelerator Reward is double the amount of the standard reward

Rewards are rebated based on the ZAP value of products purchased in the product bundle(s) that have been achieved.

Your practice statements will include the minimum amount of reward available to your practice by product bundle.

Product bundle

Prescription parasiticides

ProHeart^{SR-12}
INJECTION

All product pack sizes of these Zoetis brands are included in ZAP

Over the counter parasiticides

revolution[®] **Cazitel[®]**  **SIMPARICA[™]**

Anti-infectives + Non-steroidal anti-inflammatories

ANTIROBE[®] **Clavulox** **VibraVet** **Trocoxil[®]** **RIMADYL[®]**

Vaccines

FelineGuard³ **fevac[®]** **canvac[®]** **parvac[®]** **Cylap[®]RCD**

Other

ANTISEDAN[™] **apoquel[®]** oclacitinib **Cerenia[®]** **Depo-Medrol[®]** **DOMITOR[®]**
OVASSAY[®]Plus **Palladia[®]** **Torbugesic[®]** **WITNESS[™]**

The following products are excluded from ZAP in 2017:

 **Zeniquin[®]**  **EQUINE**

Payments: ZAP rewards are automatically uploaded on to your practices ZAP VISA Debit Card. If you don't have a card, please contact your local Zoetis representative for sign-up details.

Communications: ZAP updates on goals, tracking to goals and confirmation of rebates earned will be sent to practice owners by email to the address provided during the sign-up phase. If your preferred email address changes, please send the updated details to zap.australia@zoetis.com or inform your local Zoetis representative.

For support activating your practices ZAP VISA Debit Card or for balance enquiries please contact the card supplier, iChoose, on **1800 914 332** or visit their website ichoose.mycardplace.com
Full terms and conditions for ZAP can be found at www.zoetis.com.au/zap
For general ZAP support please email zap.australia@zoetis.com or call **1800 097 056**.

