

Per**PET**ual Loyalty Program 2023



Advantage



MERCK
Animal Health

PerPETual Loyalty Program 2023

Merck Animal Health is thankful for your trust in our products, and we are dedicated to helping you grow your business. For your partnership and loyalty, we are excited to provide quarterly, year-end, and growth rebates on NOBIVAC®, BRAVECTO® (fluralaner), SENTINEL® SPECTRUM® Chews (milbemycin oxime/lufenuron/praziquantel), and SENTINEL® FLAVOR TABS® (milbemycin oxime/lufenuron).

How It Works

Purchase qualifying Merck Animal Health products to earn rebates, and as your loyalty grows, so do your savings on high-quality pet healthcare products.

- Receive a rebate on all purchases of NOBIVAC, BRAVECTO, and SENTINEL brand products for your clinic in 2023.
- Quarterly rebates are paid when minimum purchase requirements are met during that specific quarter. This means at least \$17,500 in combined purchases for BRAVECTO and SENTINEL and/or \$15,000 for NOBIVAC vaccines.
- Rebates are paid within 60 days after the close of each quarter, with a minimum payment threshold of \$150.
- Additional rebate is earned based on incremental purchases of NOBIVAC, BRAVECTO, and SENTINEL brand products.
- Year-end rebates are paid within 60 days at the conclusion of 2023.
- Please see the back page for the terms and conditions of the PerPETual Loyalty Program 2023.

How to Get Started

- Contact your Merck Animal Health Sales Representative to enroll in the PerPETual Loyalty Program anytime from January 1st to September 30th, 2023. The PerPETual Loyalty Program runs from January 1st to December 31st, 2023.
- Your Merck Animal Health Sales Representative must enroll your clinic to start tracking qualifying rebate purchases.

PerPETual Loyalty Program 2023

NOBIVAC	Purchase Level	Rebate
Quarterly Rebate	\$15,000	5%
Level 1	\$28,000	10%
Level 2	\$44,000	15%
Level 3	\$68,000	20%
Level 4	\$95,000	32%

BRAVECTO & SENTINEL	Purchase Level	Rebate
Quarterly Rebate	\$17,500	1%
Level 1	\$65,000	2%
Level 2	\$90,000	3%
Level 3	\$130,000	4%
Level 4	\$200,000	5%

2023 Year-End Growth Rebate	
Incremental Purchases	Growth Rebate on Total Program Purchases Back to Dollar One
\$50,000	2%
\$75,000	3%
\$100,000	4%

Additional AAHA Growth Member Rebate		
EOY Growth Rebate	Growth%	Plus Rebate
BRAVECTO, SENTINEL, & NOBIVAC	12%	1%

1% is paid on net sales of BRAVECTO, NOBIVAC, and SENTINEL products beginning with the effective member date to those accounts who achieve 12% growth vs the prior year in BRAVECTO, SENTINEL, and NOBIVAC purchases. Accounts must purchase a minimum of \$37,100 in net sales purchases of BRAVECTO, SENTINEL, and NOBIVAC products to qualify. Calendar annual sales history of member is used as part of performance/rebate calculation. Rebate is paid only for sales during account membership period.



Protection unites us.

CANINE

1-year vaccines

NOBIVAC[®] Canine 1-DAPPv
NOBIVAC[®] Canine 1-DAPPv+Cv
NOBIVAC[®] Canine 1-DAPPvL₂
NOBIVAC[®] Canine 1-DAPPvL₂+Cv
NOBIVAC[®] Lepto₄
NOBIVAC[®] Canine 1-DAPPv+L₄
NOBIVAC[®] Canine 1-Cv
NOBIVAC[®] Canine 1-Pv
NOBIVAC[®] Puppy-DPv
NOBIVAC[®] 1-Rabies

1-year low volume

NOBIVAC EDGE[®] DAPPv+L₄
NOBIVAC EDGE[®] Lepto₄
NOBIVAC EDGE[®] DAPPv

3-year vaccines

NOBIVAC[®] Canine 3-DAPv
NOBIVAC[®] 3-Rabies
NOBIVAC[®] 3-Rabies CA

CIRD Complex vaccines

NOBIVAC[®] Intra-Trac[®] KC
NOBIVAC[®] Intra-Trac[®]₃
NOBIVAC[®] Intra-Trac[®]₃ ADT
NOBIVAC[®] Intra-Trac[®] Oral Bb
NOBIVAC[®] Intra-Trac[®] Oral BbPi

FELINE

1-year vaccines

NOBIVAC[®] Feline 1-HCP
NOBIVAC[®] Feline 1-HCP+FeLV
NOBIVAC[®] Feline 1-HCPCh
NOBIVAC[®] Feline 1-HCPCh+FeLV
NOBIVAC[®] 1-Rabies

2-year vaccines

NOBIVAC[®] Feline 2-FeLV

3-year vaccines

NOBIVAC[®] Feline 3-HCP
NOBIVAC[®] 3-Rabies
NOBIVAC[®] 3-Rabies CA

Intranasal vaccines

NOBIVAC[®] Feline-Bb



(fluralaner and
moxidectin topical
solution) for Cats



PerPETual Loyalty

Choose From Our Portfolio of Innovative Solutions

Protection pays with earned rebates for NOBIVAC®, BRAVECTO® (fluralaner), SENTINEL® SPECTRUM® Chews (milbemycin oxime/lufenuron/praziquantel), and SENTINEL® FLAVOR TABS® (milbemycin oxime/lufenuron).

Quarterly Rebate Payout Example				
	NOBIVAC® (Level 2)		BRAVECTO® & SENTINEL® (Level 3)	
	NOBIVAC Purchases	NOBIVAC Quarterly Rebate	BRAVECTO & SENTINEL Combined Purchases	BRAVECTO & SENTINEL Quarterly Rebate
Q1	\$16,300	\$815	\$48,000	\$480
Q2	\$18,100	\$905	\$33,000	\$330
Q3	\$19,200	\$960	\$26,000	\$260
Q4	\$12,800		\$21,000	
2023 Totals	\$66,400	\$2,680	\$128,000	\$1,070
	See year-end payout below		See year-end payout below	

Year-End Payout Example				
	Purchases	Total Rebate Earned	Quarterly Rebates Paid	Year-End Rebate Payment
NOBIVAC	\$66,400	\$9,960	\$2,680	\$7,280
BRAVECTO & SENTINEL	\$128,000	\$3,840	\$1,070	\$2,770
Growth Kicker (Achieved 2%)	\$194,400	\$3,888		\$3,888
2023 Total Rebate Earned		\$17,688		\$13,938

Customer Service: 1-800-521-5767 (Monday – Friday, 9:00 AM – 6:00 PM EST)

Technical Services: 1-800-224-5318 (Monday – Friday, 9:00 AM – 7:00 PM EST)

Terms and Conditions

Program valid for veterinary accounts that pay full vet retail price. Clinic may also take advantage of other commercial offers within the year. Enrollment Sign-up period is anytime from January 1st to September 30th, 2023.

Cash Rebate:

There are three different types of rebate payments:

- Quarterly rebates paid 60 days after Q1, Q2, and Q3. Quarterly rebates apply to purchases made within the quarter the clinic signs up for the program and thereafter will be included.
- Year-end rebate will be paid within 60 days at the conclusion of 2023. All rebates are paid to registered accounts only. Purchases made within the quarter the clinic signs up for the program and thereafter will be included. Total qualifying purchases will be included in the year-end rebate reconciliation.
- Growth rebates will be calculated when PerPETual Loyalty Participants reach Level 1 of either BRAVECTO/SENTINEL and/or NOBIVAC categories. The growth rebate is paid out at year-end in a separate check from the year-end rebate.

Quarterly Cash Rebates:

To receive a quarterly rebate, you will have to reach the minimum for NOBIVAC and/or BRAVECTO/SENTINEL and it is inclusive of that quarter. A quarterly rebate of 5% will be paid on qualifying NOBIVAC purchases once the account has purchased a quarterly minimum of \$15,000 in NOBIVAC vaccines. A quarterly rebate of 1% will be paid on qualifying combined BRAVECTO and SENTINEL purchases once the account has purchased a quarterly minimum of \$17,500 combined in BRAVECTO and SENTINEL. Quarterly rebates will be paid within 60 days at the conclusion of Q1, Q2, and Q3. Rebate checks will be paid when the minimum amount of \$150 is exceeded (or reached).

Year-End Cash Rebates:

The year-end rebate will be paid within 60 days at the conclusion of 2023 and will consist of the total rebate level the account has achieved MINUS the quarterly rebate payments made during the year. Year-end rebates will be paid only on vet retail purchases.

Merck Animal Health reserves the right to terminate or amend the PerPETual Loyalty Program, including price changes, at any time. Accounts under this program must adhere to the Merck Animal Health Distribution Policy, which includes, but is not limited to, no resale through catalogs, the internet, farm stores and similar outlets, and no resale through any other distributor channel. Merck Animal Health shall own and be entitled to use information related to the clinic's purchase of products under the program.

The PerPETual Loyalty Program 2023 is valid only for veterinary clinics that have a valid veterinarian-patient-client relationship with their clients, as defined by AVMA. Participation in the PerPETual Loyalty Program 2023 is valid only for clinics in the fifty (50) United States or the District of Columbia only.