## 2019 Cattle Loyalty Program

January 1 – December 31, 2019

**SIGN UP TODAY TO PARTICIPATE IN OUR LOYALTY PROGRAM**

- Earn quarterly rebates on Elanco products purchased

<table>
<thead>
<tr>
<th>QUALIFYING PRODUCTS</th>
<th>ANNUAL CUMULATIVE PURCHASE LEVEL</th>
<th>PCNTAGE OF GROWTH</th>
<th>REBATE PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cattle vaccines*</td>
<td>≥ $100K</td>
<td>11%</td>
<td>3%</td>
</tr>
<tr>
<td>Compudose® &amp; Encore®</td>
<td>$99,999 - $75,000</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>Micotil® (tilmicosin injection)</td>
<td>$49,999 - $25,000</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Keto-Test®</td>
<td>$24,999 - $10,000</td>
<td>4%</td>
<td></td>
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<tr>
<td>StandGuard® Pour-on</td>
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<tr>
<td>Agita®</td>
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<tr>
<td>Elector®</td>
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<tr>
<td>Neporex®</td>
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</tbody>
</table>

**NEW FOR 2019: CATTLE LOYALTY GROWTH INCENTIVE PROGRAM**

<table>
<thead>
<tr>
<th>QUALIFYING PRODUCTS</th>
<th>PERCENTAGE OF GROWTH</th>
<th>REBATE PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cattle vaccines:</td>
<td>3%</td>
<td>7%</td>
</tr>
<tr>
<td>Vira Shield®, NUPLURA® PH, Titanium®, Scour Bos®</td>
<td>6%</td>
<td>15%</td>
</tr>
<tr>
<td>Micotil® (tilmicosin injection)</td>
<td>6%</td>
<td>15%</td>
</tr>
</tbody>
</table>

*Cattle vaccines
- Bovine EcoLizer®
- Bovine EcoLizer+C20
- Bovine Pili Shield®
- Bovine Pili Shield+C
- Clostratex® BCD & Ultra C 1300
- Clostridium Perfringens Type A Toxoid
- Clostri Shield® BCD
- Fusogard®
- Lepto Shield® 5
- Master Guard® 10 HB
- NUPLURA® PH
- Pinkeye Shield® XT4
- Quick Shield® IN IBR-PI3
- ReproSTAR® LS HB & VLS HB
- Scour Bos® 4 & 9
- Somnu Shield®
- Titanium® 5+PH-M, 5 LS HB, 5, BRSV 3, 3 LP, 3, IBR LP & IBR
- Vib Shield® Plus LS
- Vira Shield® 4, 4+VLS, 4+VLS HB, 6, 6+LS, 6+LS HB, 6+LS HB Somnus, 6+LS Somnus, 6+Somnus, 6+VLS, 6+VLS Somnus, 6+VLS HB & 6+VLS HB Somnus

For all products: The label contains complete use information, including cautions and warnings. Always read, understand and follow the label and use directions.

MICOTIL IMPORTANT SAFETY INFORMATION: PLEASE SEE FOLLOWING PAGES FOR IMPORTANT SAFETY INFORMATION AND PRODUCT LABEL.
Enrollment Terms

Cattle Loyalty Program:
- Dealers and veterinarians can earn rebates payable quarterly on all qualifying Elanco product purchases from an authorized Elanco distributor upon satisfactory program participation
- All customers must sign and submit the included enrollment form to be eligible
- Participants must sign up by March 31, 2019, to qualify for program
- Products must be purchased from an authorized distributor between January 1 and December 31, 2019
- Only product purchases billed to qualifying, enrolled customers are eligible. In the case of multiple qualifying bill-to-locations, a single payment will be made to the primary billing account
- Only sales reported to Elanco via EDI will be used for program tracking and payment
- A minimum qualifying purchase of $10,000 on eligible products must be made to receive a rebate. A customer must earn a minimum of a $100 rebate during the program period to receive a check
- All product returns will be applied toward the subsequent program payout period
- Elanco will be responsible for calculating rebates based on EDI purchases
- Elanco reserves the right to audit EDI data. If found to be inaccurate, Elanco has the right to withhold rebate earnings

Growth Incentive:
- Dealers and veterinarians can earn an additional Growth Incentive rebate on qualifying Elanco products payable quarterly upon satisfactory Cattle Loyalty Program participation
- Customers must be enrolled and meet all enrollment terms of the Cattle Loyalty Program in order to qualify for the Growth Incentive rebate
- Qualifying products for the Growth Incentive rebate include: Cattle vaccines (NUPLURA PH, Titanium, Scour Bos and Vira Shield) and Micotil (tilmicosin injection)
- Growth percentage will be based off 2018 EDI sales of qualifying Growth Incentive products
- Rebate will be calculated quarterly and paid on amount of growth for that quarter
- New entities, or entities purchasing qualifying Growth Incentive products for the first time, must reach the following sales levels by year-end in order to qualify for the Growth Incentive rebate:
  - $10,000 in EDI sales to qualify for 7% rebate
  - $15,000 in EDI sales to qualify for 15% rebate
  - $20,000 in EDI sales to qualify for 20% rebate

Promotional Funds:
- A Promotional Funds budget will be available to participants who:
  - Reached $100,000 in qualifying Elanco purchases in 2018
  - Complete and submit a business planning form with their Elanco representative by March 31, 2019. In addition, they must hold a quarterly business review with their Elanco account representative
  - Report first point of sale through the EDI reporting system within two weeks of transaction
- These Promotional Funds are available for sales and marketing activities that increase new product adoption or build current brands for Elanco products and the program participant. Elanco will evaluate the ROI on all activities to help determine future Promotional Funds investments. All Promotional Fund proposals must be pre-approved by the Elanco Account Owner to receive payment. Allocated funds not invested through approved methods will not be given to the participant at the end of the program
- General criteria for Promotional Funds activities:
  - Must NOT be used for free goods
  - Must NOT be used to lower the net price of Elanco products
  - Must have the intent of creating demand and sales for Elanco products or provide information or services deemed valuable to Elanco
  - Allocated funds not invested will not be given to the participant at the end of the program
- Must be used for activities that occur during the program time period

Micotil (tilmicosin injection) Indication: Micotil is indicated for the treatment of bovine respiratory disease (BRD) associated with Mannheimia haemolytica, Pasteurella multocida and Histophilus somni, and for the control of respiratory disease in cattle at high risk of developing BRD associated with Mannheimia haemolytica.

Micotil Important Safety Information

Before using this product, it is important to read the entire product insert, including the boxed human warning. Caution: Federal (USA) law restricts this drug to use by or on the order of a licensed veterinarian. Not for human use. Injection of this drug in humans has been associated with fatalities. Keep out of reach of children. Do not use in automatically powered syringes.

Always use proper drug handling procedures and exercise extreme caution to avoid accidental self-injection. In case of human injection, consult a physician immediately and apply ice or cold pack to injection site while avoiding direct contact with the skin. Avoid contact with eyes. For use in cattle or sheep only. Inject subcutaneously. Do not use in female dairy cattle 20 months of age or older. Micotil has a pre-slaughter withdrawal time of 42 days.
2019 Loyalty Rewards Program

Visit with your Elanco sales representative to learn more.

**Enrollment Period: January 1 – March 31, 2019**

Date enrolled ______________________________________________________________________

Business name ___________________________ CRM number ____________________________

Business address ____________________________________________________________________

City ___________________________ State _______ ZIP ___________________________

The following participant qualifies under the enrollment terms:

Contact name _______ Business email _______

(Please print)

Please provide the preferred email address. Providing this information will enable Elanco to update our customer database so we can send you Loyalty Rewards updates, future offers and other product information or industry news.

Participant _______ Elanco representative _______

(____________________________________) (____________________________________)

Print name _______ Print name _______

(Signature) _______ Date _______ Signature _______ Date _______

Completed enrollment form can be submitted to your Elanco representative or emailed to ElancoCattlePrograms@Elanco.com.

Must complete all fields for proper enrollment.

If you have any questions regarding our handling of your personal information, please contact us at Elanco Animal Health, 2500 Innovation Way, Greenfield, IN 46140 or by calling the U.S. Food Animal Marketing at 800-428-4441.
Adverse Reactions: The following adverse reactions have been reported post-approval: In cattle: injection site swelling and inflammation, lameness, collapse, anaphylaxis/anaphylactoid reactions, decreased food and water consumption, and death. In sheep: dyspnea and death.

For a complete listing of adverse reactions for tilmicosin phosphate reported to the CVR see http://www.fda.gov/AnimalVeterinary/SafetyHealth/ProductSafetyInformation/ucm555394.htm

Clinical Pharmacology: A single subcutaneous injection of Micotil at 10 mg/kg of body weight dose in cattle resulted in peak tilmicosin levels within one hour and detectable levels (0.07 µg/mL) is serum beyond 3 days. However, lung concentrations of tilmicosin remained above the tilmicosin MIC 95% of 3.12 µg/mL for Mannheimia haemolytica for at least 3 days following the single injection. Serum tilmicosin levels are a poor indicator of total body tilmicosin. The lung/tissue ratio in favor of lung tissue appeared to equilibrate by 3 days post-injection at approximately 60. In a study with radiolabeled tilmicosin, 24% and 88% of the dose was recovered from urine and feces respectively over 21 days. After a single subcutaneous injection of Micotil at 10 mg/kg of body weight, tilmicosin concentrations in excess of 4 µg/mL were maintained in the alveolar macrophages and neutrophils of most cattle for at least 10 days. The clinical relevance of these findings has not been determined.

Microbiology: Tilmicosin is an in vitro antibacterial spectrum that is predominantly Gram-positive with activity against certain Gram-negative microorganisms. In vitro activity against several Mycoplasma species has also been observed.

Effectiveness: In a multi-location field study, 150 calves with naturally occurring BD were treated with Micotil at a dose rate of 5 mg/kg to treatment calves compared to saline-treated controls. A cure was defined as a calf with normal weight and appetite, normal temperature, and a rectal temperature of ≤104°F on Day 13. The cure rate was significantly higher (P=0.004) in Micotil-treated calves (93.1%) compared to saline-treated calves (29.2%). During the treatment phase of the study, there were 10 BD-related deaths in the Micotil-treated calves compared to 47 in the saline-treated calves.

Animal Safety: A safety study was conducted in feeder calves receiving subcutaneous doses of 20, 30, or 60 mg/kg of body weight, injected 3 times at 72-hour intervals. Death was not seen in any of the treatment groups. Injection site swelling and mild hemorrhage at the injection site were seen in animals in all dosage groups. Lesions were described as being generally more severe and occurred at a higher frequency in the animals treated with higher doses of tilmicosin. Lymphadenitis associated with the injection site was noted in a number of animals in all weight groups. None of the animals in any of the weight groups showed any adverse effects on blood pressure, heart rate, or respiratory rate.

Toxicology: The heart is the target of toxicity in laboratory and domestic animals given Micotil by oral or parenteral routes. The primary cardiac effects are increased heart rate (tachycardia) and decreased contractility (negative inotropy). Cardiovascular toxicity may be due to calcium channel blockade.

Upon subcutaneous injection, the acute median lethal dose of tilmicosin in mice is 97 mg/kg, and in rats is 185 mg/kg of body weight. Given orally, the median lethal dose is 800 mg/kg and 2350 mg/kg body weight in fasted and nonfasted rats, respectively. No compound-related lesions were found at necropsy.

In dogs, intravenous calcium oxide Micotil-induced tachycardia and negative inotropy, restoring arterial pulse pressure. Dobutamine partially offset the negative inotropic effects induced by Micotil in dogs. 8-adrenergic antagonists, such as propranolol, exerted the negative inotropic effects of Micotil in dogs. Epinephrine potentiated lethality of Micotil in pigs. This antibiotic persists in tissues for several days.

Advertencias Para El Ser Humano: Este producto no es para uso humano. La inyección de este medicamento al ser humano se ha asociado con eventos. Mantenga fuera del alcance de los niños. No use en jeringas oprimidas. Precaución con el autoinjertamiento. En caso de inyección a un ser humano, consulte a un médico inmediatamente y aplique hielo en un vaso de hielo sobre el sitio de la inyección, evitando el contacto directo con la piel. Los números de teléfono para emergencias médicas son 1-800-722-3967 o 1-800-420-4414. Evite el contacto con los ojos.

Nota Para El Médico: El sistema cardiovascular es el blanco de la toxicidad y debe ser monitoreado de cerca. Cardiovascular toxicity may be due to calcium channel blockade. In dogs, administration of intravenous calcium oxide offset Micotil-induced tachycardia and negative inotropy (decreased contractility). Dobutamine partially offset the negative inotropic effects induced by Micotil in dogs. 8-adrenergic antagonists, such as propranolol, exacerbated the negative inotropy of Micotil in dogs. Epinephrine potentiated lethality of Micotil in pigs. This antibiotic persists in tissues for several days.

Residue Warnings: Animals intended for human consumption must not be slaughtered within 42 days of the last treatment. Not for use in lactating dairy cattle 30 months of age or older. Use of tilmicosin in these classes of cattle may cause residue. Not for use in lactating ewes producing milk for human consumption.


Precautions: Read accompanying literature fully before use. Intramuscular injection will cause a local reaction which may result in iritis or edema of tissue at the site of injection. In 2006 the antibiotic performance, pregnancy and lactation have not been determined.