PET IQ™

ICR PRESENTATION - JANUARY 2019

FORWARD LOOKING STATEMENTS

This presentation contains forward-looking statements that involve risks and uncertainties, such as statements about our plans, objectives, expectations, assumptions or future events. In some cases, you can identify forward-looking statements by terminology such as "anticipate," "estimate," "plan," "project," "continuing," "ongoing," "expect," "believe," "intend," "may," "will," "should," "could" and similar expressions. Forward-looking statements involve estimates, assumptions, known and unknown risks, uncertainties and other factors that could cause actual results to differ materially from any future results, performances, or achievements expressed or implied by the forward-looking statements. Forward-looking statements should not be read as a guarantee of future performance or results, and will not necessarily be accurate indications of the times at, or by, which such performance or results will be achieved. Forward-looking statements are based on information available at the time those statements are made or management's good faith belief as of that time with respect to future events, and are subject to risks and uncertainties that could cause actual performance or results to differ materially from those expressed in or suggested by the forward-looking statements. Important factors that could cause such differences include, but are not limited to, our ability to successfully grow our business through acquisitions; our ability to integrate, manage and expand VIP's business; our dependency on a limited number of customers; our ability to implement our growth strategy effectively; our ability to achieve or sustain profitability; competition from veterinarians and others in our industry; our ability to successfully grow our business through acquisitions; our ability to integrate, manage and expand VIP's business; reputational damage to our brands; economic trends and spending on pets; the effectiveness of our marketing and trade promo-on programs; recalls or withdrawals of our products or product liability claims; our ability to manage our manufacturing and supply chain effectively; disruptions in our manufacturing and distribution chains; our ability to introduce new products and improve existing products; our failure to protect our intellectual property; costs associated with governmental regulation; our ability to keep and retain key employees; and the risks set forth under the "Risk Factors" section of our Annual Report on Form 10-K for the year ended December 31, 2017 and Quarterly Report on 10-Q for the period ended March 31, 2018.

Additional risks and uncertainties not currently known to us or that we currently deem to be immaterial also may materially adversely affect our business, financial condition or operating results. The forward-looking statements speak only as of the date on which they are made, and, except as required by law, we undertake no obligation to update any forward-looking statement to reflect events or circumstances after the date on which the statement is made or to reflect the occurrence of unanticipated events. In addition, we cannot assess the impact of each factor on our business or the extent to which any factor, or combination of factors, including the VIP Petcare transaction and its potential impact, may cause actual results to differ materially from those contained in any forward-looking statements. Consequently, you should not place undue reliance on forward-looking statements.

NON-GAAP FINANCIAL MEASURES

This presentation includes certain non-GAAP financial measures, including Adjusted EBITDA. These non-GAAP financial measures should be considered only as supplemental to, and not as superior to, financial measures prepared in accordance with GAAP. Please refer to the Appendix of this presentation for a reconciliation of Adjusted EBITDA to net income, the most directly comparable financial measure prepared in accordance with U.S. GAAP.

The Company does not provide guidance for net income, and similarly cannot provide a reconciliation between its forecasted adjusted EBITDA and net income metrics without unreasonable effort due to the unavailability of reliable estimates for certain items. These items are not within the Company's control and may vary greatly between periods and could significantly impact future financial results.

Provide the Best Veterinary Products and Services Available for All Pets at an Affordable Cost and Greater Convenience for Pet Parents

HEALTH & WELLNESS PRODUCTS • PHARMACEUTICALS • CLINICS • TREATS

· COST · CONVENIENCE

THE PET CARE AND SERVICES MARKET ARE INCREDIBLY HEALTHY…

Total U.S. Pet market is estimated to reach $86.7b in 2018 (+6% vs. prior year)

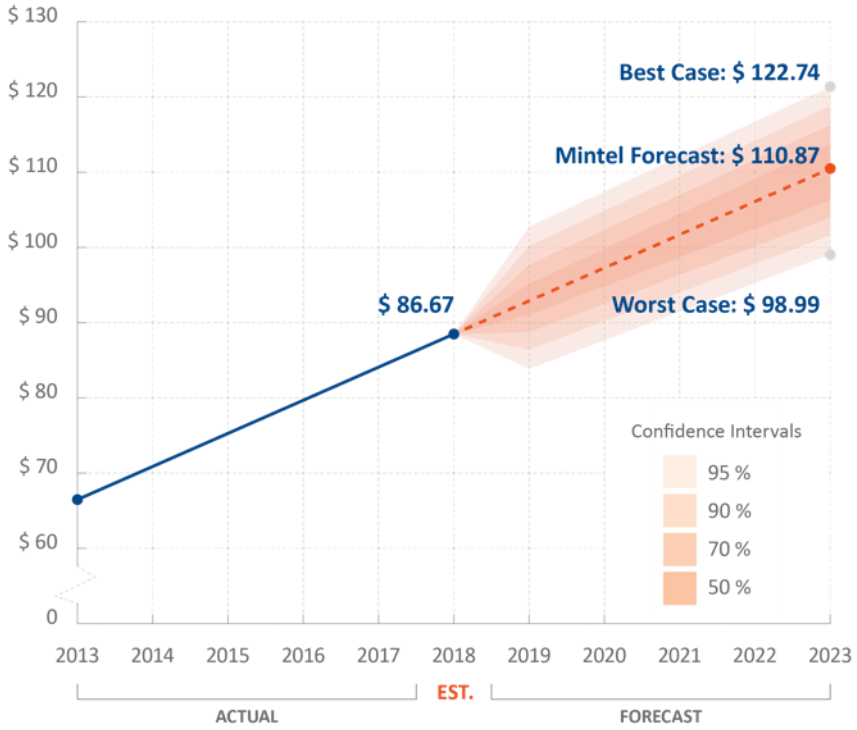
Market growth has remained consistent from 2013-17, and keeping pace with consumer spending overall

Pet health is becoming increasingly more "humanized"

Pet owners consistently invest in their pets; the new generation of pet owners continue the trend as they "seek to provide their pets with a healthy and happy life filed with products and experiences fit for human consumption"

Source: Based on IRI InfoScan® Reviews; US Census Bureau, Economic Census, Service Annual Survey, and Non- Employer Statistics; US Bureau of Economic Analysis/ Mintel

TOTAL U.S. SALES AND FAN CHART FORECAST OF PET CARE AND SERVICES, AT CURRENT PRICES, 2013-23



… AND GENERATIONAL TRENDS SUPPORT THE MARKET'S CONTINUED GROWTH

Millennial* and Gen Z Pet Owners Continue the Humanization of Pets

98%

PET OWNERS FEEL THEIR PET IS AN IMPORTANT PART OF THE FAMILY[3]

*Now the largest pet-owning demographic segment[2]

43% Of Millennials Refer to Their Pets as Their "Fur Baby"[1]

44% Of Millennials *and*

67% of Gen Z celebrate Valentine's Day With Their Pet[1]

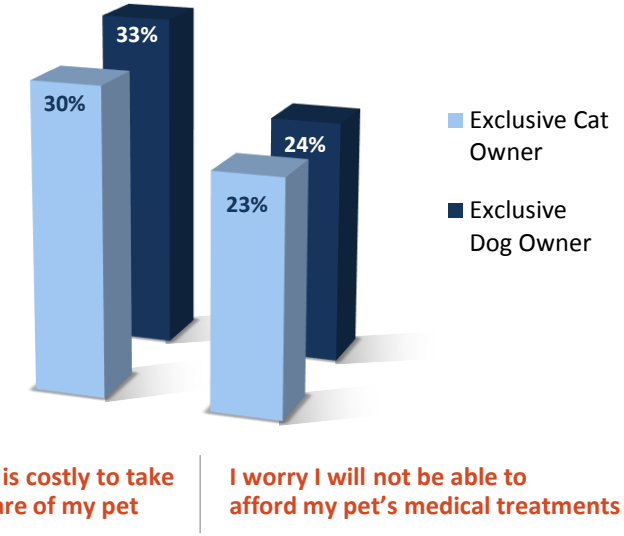
50% Of Pet Owners Sleep With Their Pets[4]

1. *US Pet Owner Survey, Trupanion survey conducted in the US and Canada, October 2017, n=1,250*
2. *American Pet Products Association, National Pet Owners Survey, 2018.*
3. *Pet Owner Survey by the Human Animal Bond Research Institute (HABRI), 2016, n=1,995.*
4. *Harris Poll http://www.theharrispoll.com/health-and-life/Pets-are-Members-of-the-Family.html*

COST IS *THE* PRIMARY BARRIER TO PROPER VETERINARY CARE…

- *In the past two years, nearly* ***28% of households experienced barriers to veterinary care,***
- *The overwhelming barrier for all groups of pet owners and all types of care is financial, with* ***80% unable to obtain preventative care due to financial constraints***

DOG AND CAT OWNERS ALIKE ARE CONCERNED ABOUT THE COST OF PET OWNERSHIP



Source: Access to Veterinary Care: Barriers, Current Practices & Public Policy, A project of the Access to Veterinary Care Coalition, December 17, 2018

Source: Lightspeed/Mintel, 1,689 internet users aged 18+ who own a pet, March 2018
Question: "Which of the following statements about owning a pet do you agree with?"

...AND PET OWNERS ARE LOOKING FOR ALTERNATIVES TO VETERINARY CARE AND PRODUCTS

OVER 50% of Flea & Tick Product Purchases are Made in Retail Outlets or Online[1]

64% Of Pet Owners say they would purchase more pet meds from their vet if they offered **more competitive prices**[2]

32% Of pet Owners say they would purchase more pet meds if their vet were **more conveniently located**[2]

1. Source: Kynetec, 2018, Q3 PetInsight: Omnibus, Published November 2018. N=1,087 Dog Owners; 778 Cat Owners
   Question: Thinking about all the flea/tick product purchases you have made in the *past 12 months*, where did you purchase these product(s) from?
2. Packaged Facts, Survey of Pet Owners, January, 2018. Strongly Agree or Somewhat Agree to the question: "I would purchase more pet meds from vets if..."

COMPANY OVERVIEW

Provide the Best Veterinary Products and Services Available for All Pets at an Affordable Cost and Greater Convenience for Pet Parents

HEALTH & WELLNESS PRODUCTS • PHARMACEUTICALS • CLINICS • TREATS

Provide the Best Veterinary Products and Services Available for All Pets at an Affordable Cost and Greater Convenience for Pet Parents

MASS / GROCERY	CLUB	PET SPECIALTY	E-COMMERCE	RETAIL PHARMACY
Walmart	Costco Wholesale	PetSmart	amazon.com	CVS
Target	Sam's Club	petco	chewy.com	Rite Aid
Kroger	BJ's Wholesale Club	Phillips Pet Food & Supplies	Walmart.com	Anda
Albertsons		petvalu	jet.com	
Publix		Animal Supply Co.	PetSmart.com	
meijer		Tractor Supply Co	petco.com	
H-E-B		pet food express		
Menards		Pet Supplies Plus		
Dollar General				

HEALTH & WELLNESS PRODUCTS • PHARMACEUTICALS • CLINICS • TREATS

COMMITTED TO AFFORDABLE, CONVENIENT PET CARE TO ALL PETS AND PET PARENTS

Animal Health Products

- 500+ DISTRIBUTED MEDICATIONS
- 200+ PRODUCTS MANUFACTURED
- 40+ RETAIL PARTNERS
- 60,000+ POINTS OF DISTRIBUTION
- LEADER IN DRIVING "MASS PREMIUMIZATION" TREND

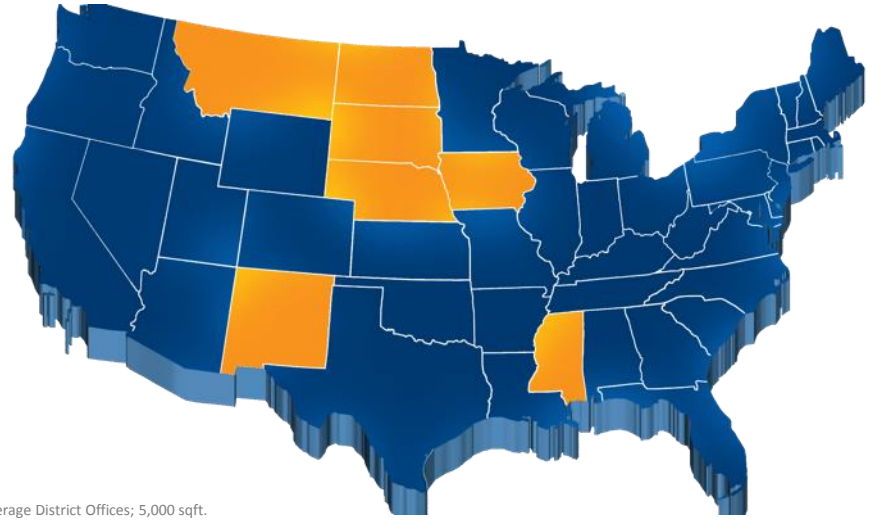
Veterinary Services

- 39 REGIONAL OFFICES
- 3,400 CLINIC LOCATIONS
- CONVENIENT AND AFFORDABLE VET CARE
- MOBILE & FIXED LOCATION CLINICS
- 1,500+ VETERINARIANS
- OVER 900,000+ PETS SERVED IN 2018

VALUE TO EVERYONE

- Healthier Pets
- Saving Pet Owners Time & Money
- Adding Value To Retailers
- Helping the Animal Health Industry Grow Faster
- Increasing Shareholder Value

NATIONWIDE INFRASTRUCTURE TO OPERATE VETERINARY CLINICS



Average District Offices; 5,000 sqft.

CURRENT FOOTPRINT FUTURE EXPANSION

OPERATING VETERINARY CLINICS NEAR 90% OF THE U.S. POPULATION

WE TAKE CARE OF PETS & HELP PET PARENTS SAVE MONEY

VETERINARY PET PRODUCTS
$ 10.7 Billion in 2018 *

VETERINARY SERVICES
$ 21.3 Billion in 2018 *

PETIQ

Distributed Product

- Prescription and OTC
- Leading Animal Health Partner to Retailers
- 24 Hour Delivery to Any Pharmacy

PETIQ

Manufactured Product

- 400,000 Square Feet of Our Own Facilities
- Over 200 Items Manufactured
  - Flea & Tick
  - Health & Wellness
  - Prescription Drug
  - Treats
- EPA/FDA Licensed
- SQF Certified

PETIQ

Veterinary Clinics

- Over 900,000 Pets served in 2018
- Retail Partners
- Community Clinics
- Wellness Centers
- Plan to Open 1,000 Wellness Centers by 2023

* *Package Facts, US Pet Market Outlook, 2018 – 2019*
* *Package Facts US Pet Medications US 5th Edition*

OUR STRATEGY

PETIQ GROWTH STRATEGY

CORE BUSINESS GROWTH OUTPACES THE MARKET TODAY

Further Acceleration Happens with Expansion Beyond the Base

SERVICES

PRODUCTS

Maximize the Base

- Solid Base With Double Digit, Organic Growth
- Exponential EBITDA Growth
- Focus On G&A Leverage

Expand Services Footprint

Affordable, Integrated Pet Healthcare

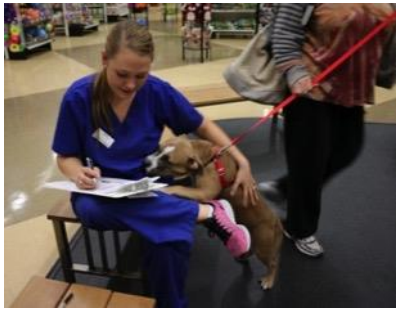
Continued Growth of Veterinary Products Volume

Connect and Leverage *BOTH* Products and Services

Growth ambition leverages core Product & Services businesses to become an integrated, omni-channel pet healthcare business

EXPANDING VETERINARY SERVICES FOOTPRINT

COMMUNITY CLINICS



- Legacy Business Has Double Digit Growth
- 74K Clinics Held in 2018
- 20% Adjusted EBITDA Margin Enabler

WELLNESS CENTERS

- Rollout of First 34 Clinics Completed by December of 2018
- Learnings to be Leveraged With New Clinics
- Expansion With Existing and New Retail Partners Planned in 2019

OUR PLAN: BUILD 1000 NEW CLINICS BY 2023

CONTINUED GROWTH OF VETERINARY PRODUCTS VOLUME

SOURCES OF GROWTH

EXISTING PORTFOLIO

- Organic Growth – Outpacing the Market
- Expand into Existing Doors
- Expand into New Doors

NEW ITEM INNOVATION

- PetIQ R&D and Manufacturing
- Animal Health Partners R&D
- Expanding Into New & Existing Doors

MORE AFFORDABLE OPTIONS FOR PET OWNERS

meijer, Costco Wholesale, Target, Walmart, CVS, PetSmart, Kroger, Sam's Club, Tractor Supply Co, BJ's Wholesale Club, petvalu, Publix, Albertsons, Dollar General, Rite Aid, H-E-B, petco, pet food express, Pet Supplies Plus, Menards

CONNECT AND LEVERAGE PRODUCTS & SERVICES

Consumer

Retail

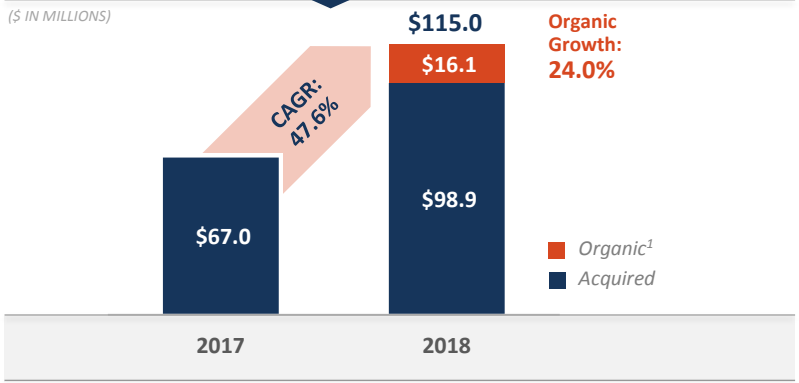
Veterinary Services

Product

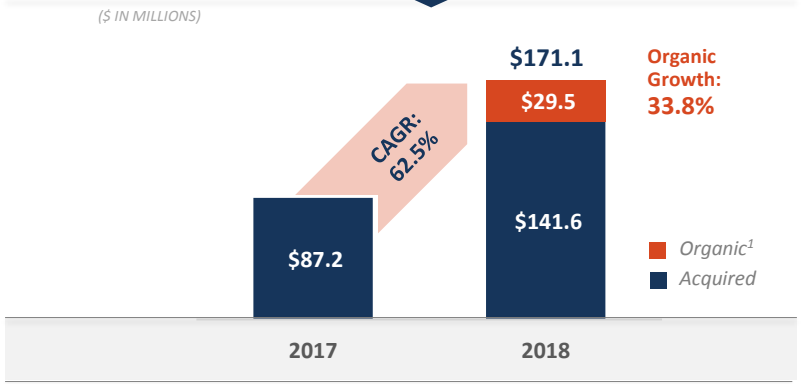
FINANCIAL PERFORMANCE

PLATFORM GENERATING SIGNIFICANT ORGANIC GROWTH

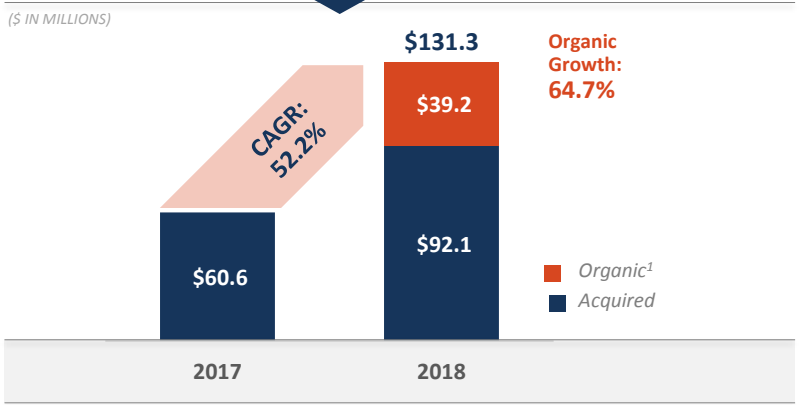
Q1 NET SALES



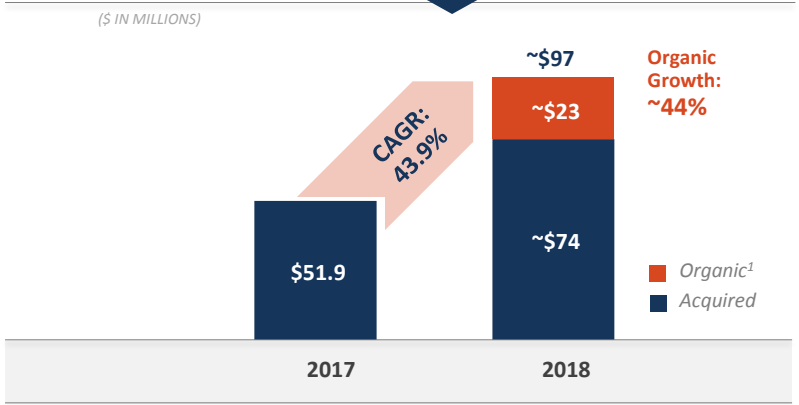
Q2 NET SALES



Q3 NET SALES



IMPLIED Q4 NET SALES [2]

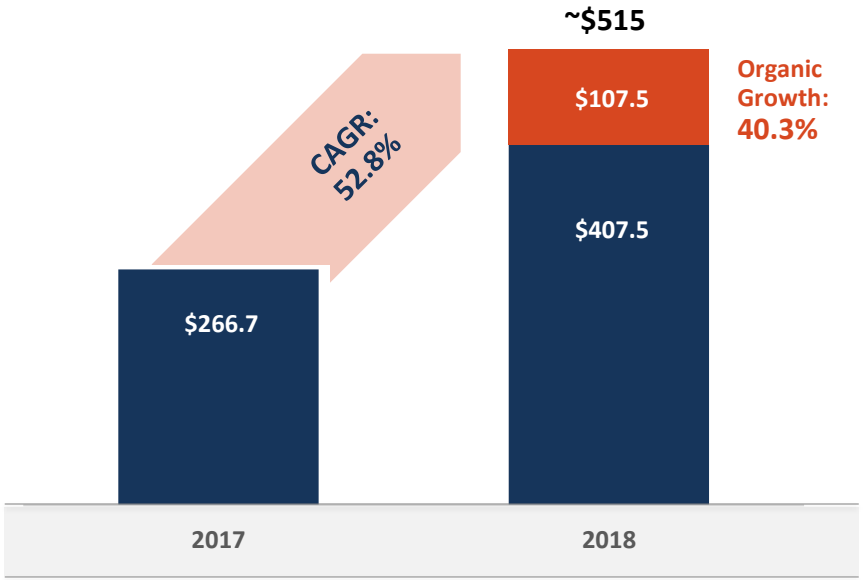


1. Organic growth represents year over year, in corresponding quarters, comparing Proforma financial results to include VIP.
2. Q4 Net Sales based on full year 2018 net sales outlook of $515MM provided on 11/13/2018, minus actual sales for the first nine months of 2018.

GROWTH TRAJECTORY REMAINS INTACT

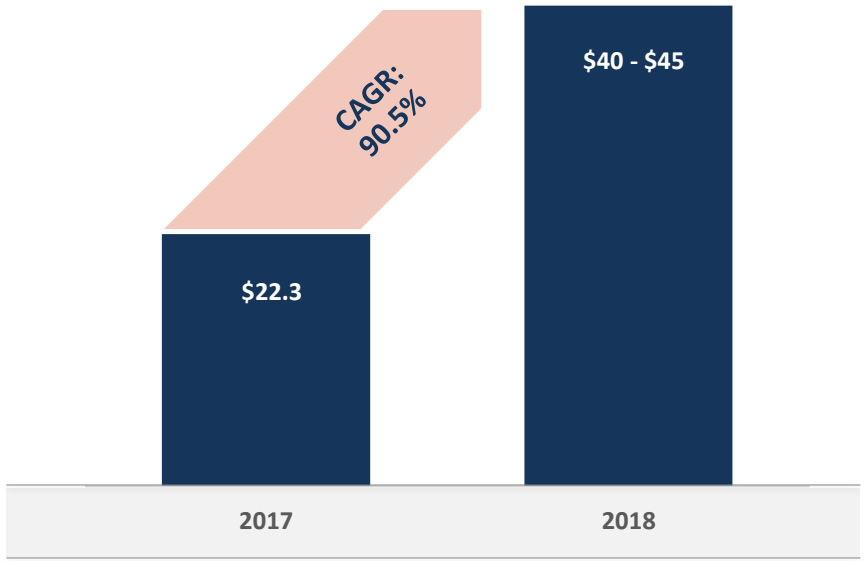
ANNUAL NET SALES [1]

($ IN MILLIONS)



ANNUAL ADJ EBITDA [2]

($ IN MILLIONS)



Acquired Organic

1. Organic growth represents year over year, in corresponding quarters, comparing Proforma financial results to include VIP.
2. CAGR based on low midpoint of range provided in full year 2018 outlook on 11/13/18

LONG TERM TRAJECTORY

DOUBLE THE SIZE OF THE COMPANY

NET SALES GOAL

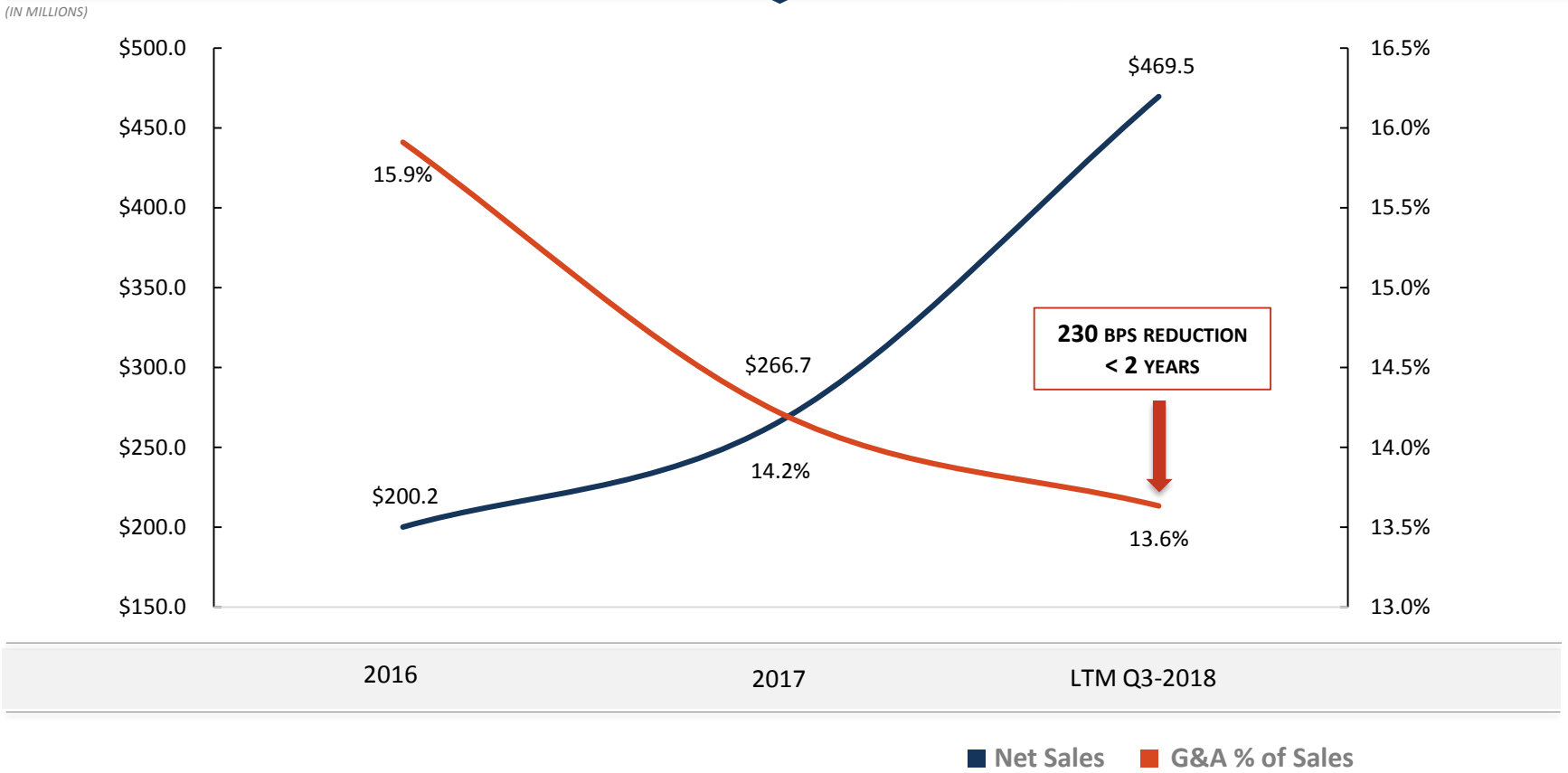
LONG TERM GROWTH TARGETS

Future Net Sales Growth	15 %	Future Adj EBITDA Margin by 2023	15 % +
EPS Growth	25 %	Adjusted EBITDA Growth	20 % +

** These are not projections; they are goals and are forward-looking, subject to significant business, economic, regulatory and competitive uncertainties and contingencies, many of which are beyond the control of the Company and its management, and are based upon assumptions with respect to future decisions, which are subject to change. Actual results will vary and those variations may be material. For discussion of some of the important factors that could cause these variations, please consult the "Risk Factors" section of the Company's Annual Report on Form 10-K for the year ended December 31, 2017 and Quarterly Report on Form 10-Q for the period ended March 31, 2018. Nothing in this presentation should be regarded as a representation by any person that these goals will be achieved and the Company undertakes no duty to update its goals.*

APPENDIX

BASE BUSINESS GENERATING G&A LEVERAGE



ADJUSTED EBITDA RECONCILIATION

$ IN MILLIONS	2018 Q1	2018 Q2	2018 Q3
NET INCOME	**(3,957)**	**5,398**	**3,902**
PLUS:			
TAX EXPENSE (BENEFIT)	(1,067)	1,020	801
DEPRECIATION	1,250	1,780	1,786
AMORTIZATION	1,140	1,257	1,294
INTEREST	1,765	2,216	2,159
EBITDA	**(869)**	**11,671**	**9,942**
ACQUISITION COSTS	3,215	151	113
STOCK BASED COMPENSATION EXPENSE	698	756	1,224
PURCHASE ACCOUNTING ADJUSTMENT TO INVENTORY	1,502	—	—
NON SAME-STORE REVENUE	—	(794)	(1,472)
NON SAME-STORE COSTS	—	1,903	3,845
FAIR VALUE ADJUSTMENT OF CONTINGENT NOTE	141	459	(350)
INTEGRATION COSTS AND COSTS OF DISCONTINUED CLINICS	371	385	57
NEW WELLNESS CENTER LAUNCH EXPENSES	365	846	50
NON-RECURRING ROYALTY SETTLEMENT	—	440	—
ADJUSTED EBITDA	**5,423**	**15,817**	**13,409**