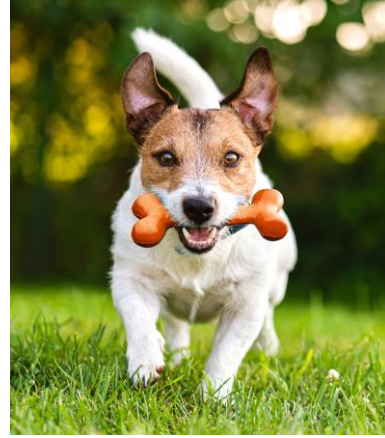




Third Quarter 2021 Earnings Presentation

NOVEMBER 2021

Our Mission: To deliver a smarter way for pet parents to help their pets live their best lives through convenient access to affordable products and services.



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, including statements regarding the proposed acquisition of VIP Petcare by PetIQ, the expected closing date of the acquisition and the potential benefits and synergies of the acquisition. 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, the impact of COVID-19 on our business and the global economy; our ability to successfully grow our business through acquisitions; our dependency on a limited number of customers; our ability to implement our growth strategy effectively; our ability to sustain profitability; competition from veterinarians and others in our industry; reputational damage to our brands; economic trends and spending on pets; the effectiveness of our marketing and trade promotion 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, 2020 and other filings from time to time with the Securities and Exchange Commission.

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, 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.

This presentation includes certain non-GAAP financial measures, including adjusted gross profit, adjusted G&A, adjusted net income and 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 these measures to net income, the most directly comparable financial measure prepared in accordance with U.S. GAAP.



OUTLINE

- RESULTS OVERVIEW
- GROSS PROFIT ADJUSTMENTS
- G&A ADJUSTMENTS
- APPENDIX



RECENT PETIQ FINANCIAL HIGHLIGHTS

THIRD QUARTER 2021 COMPARED TO PRIOR YEAR PERIOD

- Record net sales of \$210.5 million compared to \$162.1 million, an **increase of 29.9%**
- Gross margin **increased 10 basis points** to 20.0%; adjusted gross margin **increased 20 basis points** to 22.6%
- Net loss **improved \$63.2 million** to (\$8.3) million compared to net loss of (\$71.5) million
- Adjusted net income of \$2.4 million compared to adjusted net loss of (\$1.3) million, an **increase of 290.6%**
- Adjusted EBITDA of \$16.4 million compared to \$12.0 million, an **increase of 36.3%**
- Adjusted EBITDA margin **increased 40 basis points** to 7.8%
- **12** new wellness center openings in the third quarter of 2021

THIRD QUARTER 2021 SEGMENT RESULTS COMPARED TO PRIOR YEAR PERIOD

- Product segment net sales of \$181.6 million compared to \$150.1 million, an **increase of 21.0%**
- Product adjusted EBITDA increased 28.0% to \$33.7 million, representing an adjusted EBITDA margin of 18.5%, an **increase of 100 basis points**
- Services Segment net revenues of \$29.0 million compared to \$12.0 million, an **increase of \$17.0 million**
- Services segment adjusted EBITDA of \$3.8 million compared to an adjusted EBITDA loss of \$0.2 million



RECENT PETIQ FINANCIAL HIGHLIGHTS

YTD Q3 2021 COMPARED TO PRIOR YEAR PERIOD

- Record net sales of \$735.9 million compared to \$615.9 million, an **increase of 19.5%**
- Gross margin **increased 300 basis points** to 20.3%; adjusted gross margin **increased 310 basis points** to 22.5%
- Net loss **improved \$73.7 million** to (\$1.9) million compared to net loss of (\$75.6) million
- Adjusted net income of \$31.8 million compared to adjusted net income of \$21.1 million, an **increase of 50.5%**
- Adjusted EBITDA of \$77.6 million compared to \$54.8 million, an **increase of 41.6%**
- Adjusted EBITDA margin **increased 180 basis points** to 10.8%
- **72** new wellness center openings in the first nine months of 2021

YTD Q3 2021 SEGMENT RESULTS COMPARED TO PRIOR YEAR PERIOD

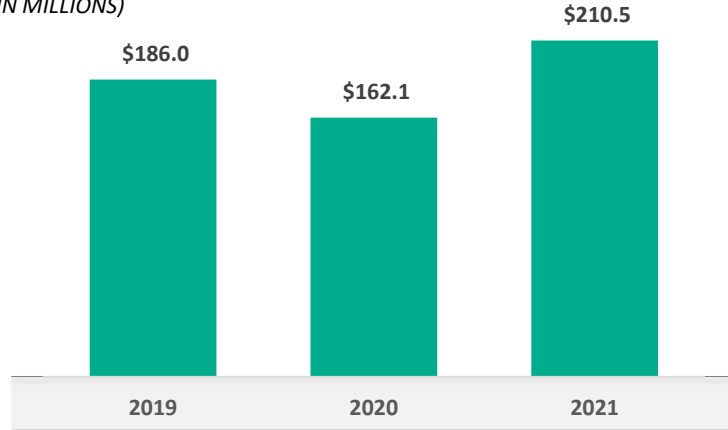
- Product segment net sales of \$654.5 million compared to \$580.7 million, an **increase of 12.7%**
- Product adjusted EBITDA increased 30.5% to \$120.7 million, representing an adjusted EBITDA margin of 18.4%, an **increase of 250 basis points**
- Services Segment net revenues of \$81.4 million compared to \$35.2 million, an **increase of \$46.3 million**
- Services segment adjusted EBITDA of \$8.9 million compared to \$2.9 million, an **increase of \$6.1 million**



Q3 & YTD FINANCIAL PERFORMANCE

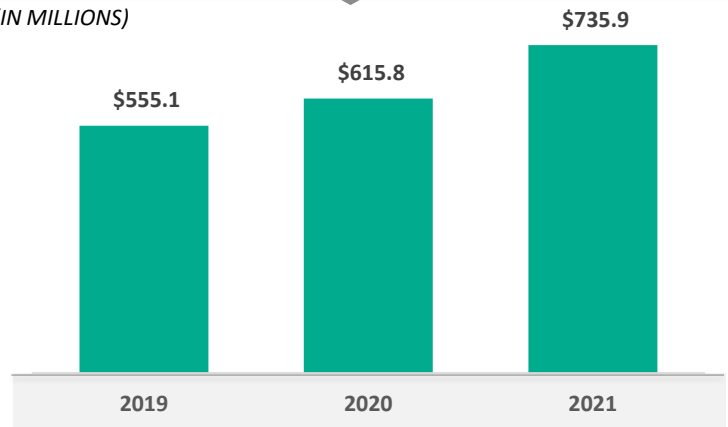
Q3 NET SALES

(IN MILLIONS)



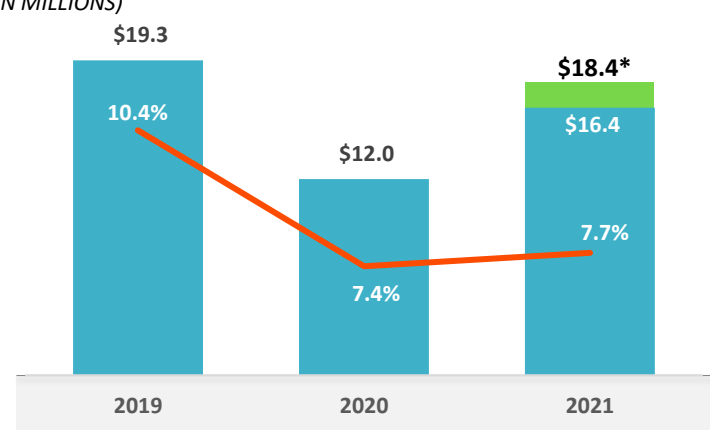
YTD NET SALES

(IN MILLIONS)



Q3 ADJ EBITDA

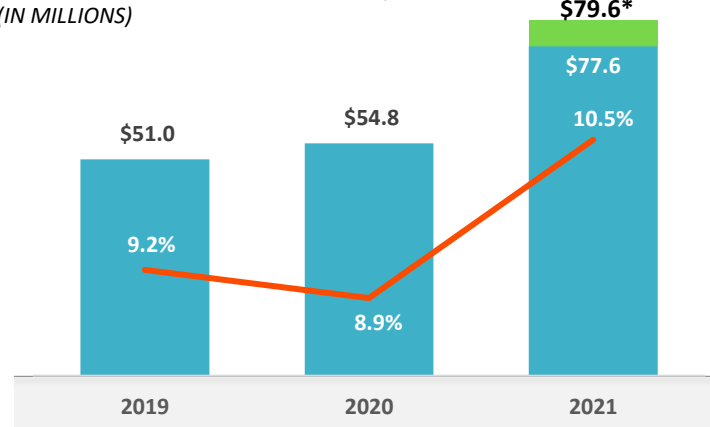
(IN MILLIONS)



30 bps improvement

YTD ADJ EBITDA

(IN MILLIONS)



160 bps improvement

*excludes \$2.0MM R&D milestone accrual



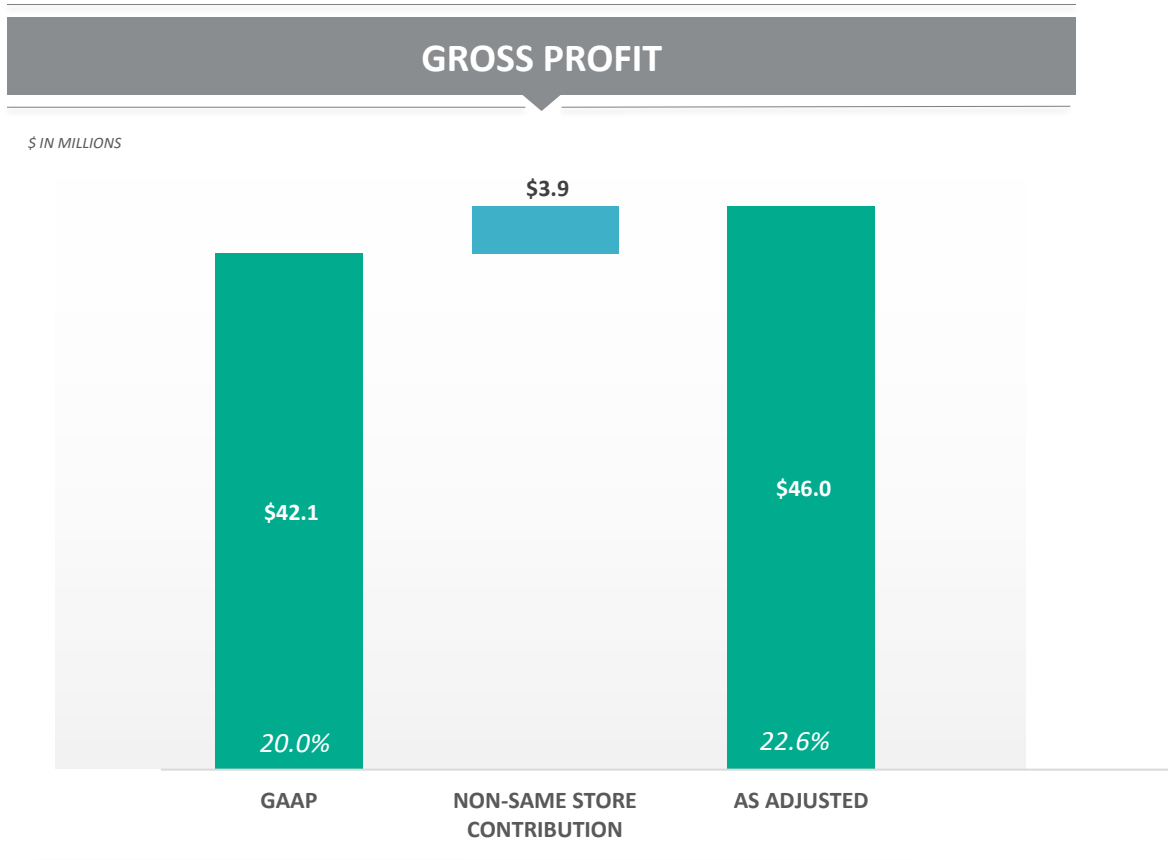
FINANCIAL PERFORMANCE

\$ IN MILLIONS	THREE MONTHS ENDED					NINE MONTHS ENDED				
	SEPTEMBER 30, 2021	SEPTEMBER 30, 2020	SEPTEMBER 30, 2019	'21 v '20	'21 v '19	SEPTEMBER 30, 2021	SEPTEMBER 30, 2020	SEPTEMBER 30, 2019	'21 v '20	'21 v '19
PRODUCT SALES	\$181.6	\$150.1	\$161.5	21.0%	13.9%	\$654.5	\$580.7	\$482.2	12.7%	36.2%
SERVICE REVENUE	\$29.0	\$12.0	\$24.5	141.1%	18.4%	\$81.4	\$35.2	\$72.9	131.3%	11.7%
TOTAL NET SALES	\$210.5	\$162.1	\$186.0	29.9%	14.4%	\$735.9	\$615.9	\$555.1	19.5%	33.0%
COST OF PRODUCT SOLD	\$142.0	\$116.9	\$140.8	21.5%	2.5%	\$510.7	\$469.2	\$416.8	8.8%	23.1%
COST OF SERVICES	\$26.4	\$13.0	\$17.9	103.6%	47.5%	\$75.7	\$40.1	\$51.4	88.8%	47.3%
TOTAL COST OF SALES	\$168.4	\$129.8	\$158.7	29.7%	7.6%	\$586.4	\$509.3	\$468.2	15.1%	25.7%
GROSS PROFIT	\$42.1	\$32.3	\$27.9	30.5%	50.9%	\$149.5	\$106.6	\$86.9	40.2%	72.0%
<i>GROSS PROFIT AS % OF NET SALES</i>	<i>20.0%</i>	<i>19.9%</i>	<i>14.7%</i>	<i>0.5%</i>	<i>34.7%</i>	<i>20.3%</i>	<i>17.3%</i>	<i>15.7%</i>	<i>17.3%</i>	<i>29.3%</i>
G&A	\$45.3	\$35.6	\$29.3	27.3%	54.6%	\$129.1	\$105.7	\$74.3	22.1%	73.8%
CONTINGENT NOTE	-	-	\$2.3	-	-	-	-	\$3.1	-	-
<i>G&A AS % OF NET SALES</i>	<i>21.5%</i>	<i>21.9%</i>	<i>15.8%</i>	<i>(2.0%)</i>	<i>34.8%</i>	<i>17.5%</i>	<i>17.2%</i>	<i>13.4%</i>	<i>1.7%</i>	<i>30.6%</i>
OPERATING INCOME	(\$3.2)	(\$3.3)	(\$4.4)	3.7%	27.3%	\$20.5	\$0.9	\$9.5	2177.8%	115.8%
TAX & OTHER EXPENSES	(\$5.1)	(\$61.0)	(\$4.4)	91.6%	9.1%	(\$22.1)	(\$70.3)	(\$10.0)	(68.6%)	121.0%
NET (LOSS) INCOME	(\$8.3)	(\$64.3)	(\$8.8)	87.1%	(9.1%)	(\$1.9)	(\$69.4)	(\$0.5)	(97.3%)	220.0%
ADJUSTED EBITDA*	\$16.4	\$12.0	\$19.3	36.3%	(15.0%)	\$77.6	\$54.8	\$51.0	41.6%	52.2%

Notes: * Non-GAAP financial measure. See the Appendix of this presentation for a reconciliation of Adjusted EBITDA to net income, the most comparable GAAP measure

ADJUSTED GROSS PROFIT

FOR THE QUARTER ENDED SEPTEMBER 30, 2021



RESULTS PERFORMANCE

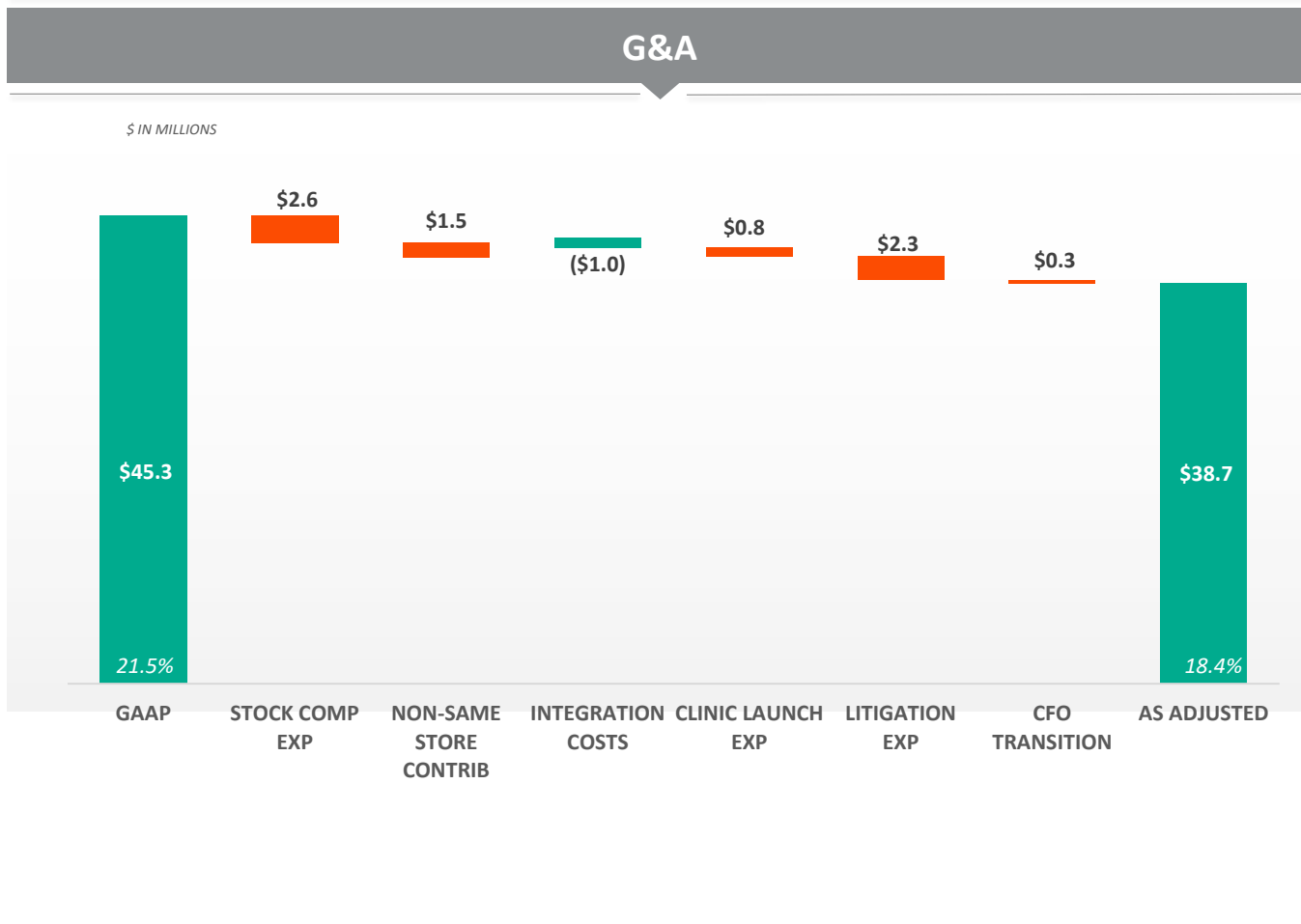
The Company reported adjusted Gross Profit of \$46.0M, an increase of **\$10.4M** compared to 3Q20.

Gross margin increased **10 basis points** to 20.0% even as the company experienced an estimated [74] basis points of margin headwind from the temporary Services segment closures. Adjustments from GAAP gross profit to adjusted gross profit include:

- **NON SAME STORE CONTRIBUTION**
Adjustment includes net revenue of \$7.3M and costs of \$11.1M in the Services Segment associated with operating retail service locations that have been open less than 6 full quarters.

ADJUSTED G&A

FOR THE QUARTER ENDED SEPTEMBER 30, 2021



RESULTS PERFORMANCE

Adjusted G&A was **\$38.7 million**, representing a decrease as a percent of sales of **~240bps** vs. 3Q20. Adjustments from GAAP G&A to Adjusted G&A include:

- **STOCK COMPENSATION EXPENSE**
Expenses associated with employee and director equity awards.
- **NON-SAME STORE G&A**
Adjustment outlines expenses associated with operating wellness centers, regional offices, and host partner clinics that have been open less than 6 full quarters.
- **INTEGRATION EXPENSE**
Represent costs related to integrating the acquired businesses, such as personnel costs like severance and signing bonuses, consulting work, contract termination, and IT conversion costs
- **CLINIC LAUNCH EXPENSE**
Represents nonrecurring costs to open new veterinary wellness centers in our Services segment.
- **LITIGATION EXPENSE**
Represents nonrecurring costs associated with various litigation matters.



APPENDIX

ADJUSTED GROSS PROFIT RECONCILIATION

\$ IN MILLIONS	THREE MONTHS ENDED			NINE MONTHS ENDED		
	9/30/2021	9/30/2020	9/30/2019	9/30/2021	9/30/2020	9/30/2019
GROSS PROFIT	42,112	32,268	27,291	149,539	106,606	86,921
PLUS:						
NON SAME-STORE GROSS LOSS	3,861	2,137	2,811	11,805	7,660	6,436
COVID-19 RELATED LOSS	—	1,182	—	—	4,178	—
PURCHASE ACCOUNTING ADJ TO INVENTORY	—	—	2,403	—	—	2,403
SKU RATIONALIZATION	—	—	6,482	—	—	6,482
ADJUSTED GROSS PROFIT	45,973	35,587	38,987	161,344	118,444	102,242

ADJUSTED G&A EXPENSE RECONCILIATION

\$ IN MILLIONS	THREE MONTHS ENDED			NINE MONTHS ENDED		
	9/30/2021	9/30/2020	9/30/2019	9/30/2021	9/30/2020	9/30/2019
GENERAL AND ADMINISTRATIVE EXPENSES	45,292	35,562	29,345	129,106	105,744	74,333
LESS:						
ACQUISITION COSTS	—	1,083	1,960	92	1,815	5,425
STOCK BASED COMPENSATION EXPENSE	2,627	2,147	1,601	7,188	6,549	4,747
INTEGRATION COSTS AND COSTS OF DISCONTINUED CLINICS	(1,041)	307	1,166	(354)	9,611	2,308
NON SAME-STORE GENERAL AND ADMINISTRATIVE EXPENSES	1,488	357	671	2,999	1,697	1,606
CLINIC LAUNCH EXPENSES	846	767	672	2,126	2,046	672
LITIGATION EXPENSE	2,323	290	—	2,886	723	—
LOSS ON EXTINGUISHMENT	—	—	—	985	—	—
COVID-19 RELATED LOSS	—	418	—	—	1,855	—
CFO TRANSITION	331	—	—	331	—	—
ADJUSTED GENERAL AND ADMINISTRATIVE EXPENSES	38,718	30,193	35,415	112,853	81,448	89,091

ADJUSTED NET INCOME RECONCILIATION

\$ IN MILLIONS	THREE MONTHS ENDED			NINE MONTHS ENDED		
	9/30/2021	9/30/2020	9/30/2019	9/30/2021	9/30/2020	9/30/2019
NET INCOME	(8,329)	(71,522)	(8,796)	(1,909)	(75,604)	(552)
PLUS:						
TAX EXPENSE	317	61,563	(1,304)	187	60,582	77
ACQUISITION COSTS	—	1,083	1,960	92	1,815	5,425
INTEGRATION COSTS AND COSTS OF DISCONTINUED CLINICS	(1,041)	307	1,166	(354)	9,611	1,142
STOCK BASED COMPENSATION EXPENSE	2,627	2,147	1,601	7,188	6,549	4,747
FAIR VALUE ADJ OF CONTINGENT NOTE	—	—	2,310	—	—	3,090
NON SAME-STORE REVENUE	(7,245)	(2,884)	(2,583)	(17,622)	(6,119)	(6,254)
NON SAME-STORE COSTS	12,594	5,378	5,394	32,426	15,476	12,690
CLINIC LAUNCH EXPENSES	846	767	672	2,126	2,046	672
LITIGATION EXPENSES	2,323	290	—	2,886	723	—
SKU RATIONALIZATION	—	—	6,482	—	—	6,482
COVID-19 RELATED LOSS	—	1,600	—	—	6,033	—
CFO TRANSITION	331	—	—	331	—	—
PURCHASE ACCOUNTING ADJ TO INVENTORY	—	—	2,403	—	—	2,403
ADJUSTED NET INCOME	2,423	(1,271)	9,305	31,789	21,112	31,088

ADJUSTED EBITDA RECONCILIATION

\$ IN MILLIONS	THREE MONTHS ENDED			NINE MONTHS ENDED		
	9/30/2021	9/30/2020	9/30/2019	9/30/2021	9/30/2020	9/30/2019
NET INCOME	(8,329)	(71,522)	(8,796)	(1,909)	(75,604)	(552)
PLUS:						
TAX EXPENSE (BENEFIT)	317	61,563	(1,304)	187	60,582	77
DEPRECIATION	3,145	3,030	2,404	9,419	8,886	5,587
AMORTIZATION	4,627	3,821	1,807	17,682	8,313	4,364
INTEREST	6,168	6,427	5,742	18,693	16,460	9,921
EBITDA	5,928	3,319	(147)	44,072	18,637	19,397
ACQUISITION COSTS	—	1,083	1,960	92	1,815	5,425
STOCK BASED COMPENSATION EXPENSE	2,627	2,147	1,601	7,188	6,549	4,747
PURCHASE ACCOUNTING ADJ TO INVENTORY			2,403			2,403
LITIGATION EXPENSES	2,323	290	—	2,886	723	—
NON SAME-STORE REVENUE	(7,245)	(2,884)	(2,583)	(17,622)	(6,119)	(6,254)
NON SAME-STORE COSTS	12,594	5,378	5,394	32,426	15,476	12,690
FAIR VALUE ADJ OF CONTINGENT NOTE	—	—	2,310	—	—	3,090
LOSS ON EXTINGUISHMENT AND RELATED COSTS	—	—	—	6,438	—	—
INTEGRATION COSTS AND COSTS OF DISCONTINUED CLINICS	(1,041)	307	1,166	(354)	9,611	2,308
NEW WELLNESS CENTER LAUNCH EXPENSES	846	767	672	2,126	2,046	672
SKU RATIONALIZATION			6,482			6,482
COVID-19 RELATED COSTS	—	1,600	—	—	6,033	—
CFO TRANSITION	331	—	—	331	—	—
ADJUSTED EBITDA	16,363	12,007	19,258	77,583	54,771	50,960

SEGMENT FINANCIAL INFORMATION

\$ IN MILLIONS	THREE MONTHS ENDED			NINE MONTHS ENDED		
	9/30/2021	9/30/2020	9/30/2019	9/30/2021	9/30/2020	9/30/2019
SERVICES SEGMENT SALES:						
SAME-STORE SALES	21,732	9,136	21,908	63,822	29,074	66,617
NON SAME-STORE SALES	7,245	2,884	2,583	17,622	6,119	6,254
NET SERVICES SEGMENT SALES	28,977	12,020	24,491	81,444	35,193	72,871
PRODUCT SEGMENT SALES	181,557	150,063	161,534	654,448	580,650	482,224
TOTAL NET SALES	210,534	162,083	186,025	735,892	615,843	555,095
ADJUSTED EBITDA						
PRODUCTS	33,678	26,318	20,506	120,657	92,448	56,030
SERVICES	3,821	(223)	7,048	8,945	2,878	18,147
CORPORATE	(21,136)	(14,088)	(8,296)	(52,019)	(40,555)	(23,217)
TOTAL ADJUSTED EBITDA	16,363	12,007	19,258	77,583	54,771	50,960