

Hill's Pet Nutrition Pty Limited

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5th June 2025

Dear Valued Customer,

Confidential - Hill's Science Diet Dry Food Active Biome+ Upgrade

We are excited to upgrade Hill's Science Diet adult and senior lifestage dry foods with ActivBiome+ Multi-Benefit to help build a foundation for lifelong health by supporting digestion, immune system and organ health with a special blend of prebiotic fibres and antioxidants.

As part of this upgrade the following Hill's Science Diet dry products will be receiving an Active Biome+ upgrade flowthrough:

SKU	Item Description	Current Kibble Shape	New Kibble Shape
2036	Hill's Science Diet Adult Lamb & Rice Dry Dog Food 14.97kg	Cylinder	Disc
2038	Hill's Science Diet Adult Large Breed Lamb & Rice Dry Dog Food 14.97kg	Disc	No Change
2896	Hill's Science Diet Adult Small & Mini Lamb & Rice Dry Dog Food 2.04kg	Disc	No Change
6486HG	Hill's Science Diet Adult Dry Dog Food 3kg	Disc	No Change
6487HG	Hill's Science Diet Adult Dry Dog Food 7.5kg	Disc	No Change
10313HG	Hill's Science Diet Adult Dry Dog Food 12kg	Disc	No Change
10323HG	Hill's Science Diet Adult Small Bites Dry Dog Food 2kg	Disc	No Change
603798	Hill's Science Diet Adult Small Bites Dry Dog Food 6.8kg	Disc	No Change
10315HG	Hill's Science Diet Adult Large Breed Dry Dog Food 12kg	Disc	No Change
603833	Hill's Science Diet Adult Small & Mini Dry Dog Food 1.5kg	Disc	No Change
9097	Hill's Science Diet Adult Small & Mini Dry Dog Food 7.03kg	Disc	No Change
10316HG	Hill's Science Diet Adult Light Dry Dog Food 12kg	Disc	No Change
10318HG	Hill's Science Diet Adult Light Large Breed Dry Dog Food 12kg	Disc	No Change
603834	Hill's Science Diet Adult 7+ Senior Small & Mini Dry Dog Food 1.5kg	Disc	No Change
2533	Hill's Science Diet Adult 11+ Senior Small & Mini Senior Dry Dog Food 2.04kg	Disc	No Change
603820	Hill's Science Diet Adult Dry Cat Food 2kg	Disc	No Change

SKU	Item Description	Current Kibble Shape	New Kibble Shape
10298HG	Hill's Science Diet Adult Dry Cat Food 4kg	Disc	No Change
6496HG	Hill's Science Diet Adult Dry Cat Food 6kg	Disc	No Change
10296HG	Hill's Science Diet Adult Dry Cat Food 10kg	Disc	No Change
1170HG	Hill's Science Diet Adult Indoor Dry Cat Food 2kg	Triangle	No Change
10301HG	Hill's Science Diet Adult Indoor Dry Cat Food 4kg	Triangle	No Change
8873	Hill's Science Diet Adult Indoor Dry Cat Food 7.03kg	Triangle	No Change
10302HG	Hill's Science Diet Adult Light Dry Cat Food 2kg	Disc	No Change
10303HG	Hill's Science Diet Adult Light Dry Cat Food 3.5kg	Disc	No Change
6498HG	Hill's Science Diet Adult 7+ Senior Dry Cat Food 1.5kg	Cylinder	Disc
6499HG	Hill's Science Diet Adult 7+ Senior Dry Cat Food 3kg	Cylinder	Disc
6500HG	Hill's Science Diet Adult 7+ Senior Dry Cat Food 6kg	Cylinder	Disc
6446	Hill's Science Diet Adult 7+ Senior Indoor Dry Cat Food 1.58kg	Triangle	No Change
8880	Hill's Science Diet Adult 7+ Senior Indoor Dry Cat Food 3.17kg	Triangle	No Change
1463	Hill's Science Diet Adult 11+ Senior Dry Cat Food 3.17kg	Disc	No Change
2530	Hill's Science Diet Adult 11+ Senior Indoor Dry Cat Food 3.17kg	Triangle	No Change

Some of the above SKUs will have changes to master data. This information will be shared as it becomes available. We recommend a gradual transition over 7 days from the current food to the new food to avoid digestive upset.

The products will transition through April - November 2025 onwards. Please contact your Hill's Account Manager for further information.

On behalf of Hill's Pet Nutrition I would like to thank you for the valuable support that you continue to provide Hill's brands.

If you require any further information or assistance regarding the information in this letter, please do not hesitate to contact me.

Sincerely,



Chris Azzi

Customer Development Director
Hill's Pet Nutrition, Australia

***RRSP means Recommended Retail Selling Price. The RRSPs referred to in this document are recommendations only and there is no obligation on the retailer to comply with these recommendations. It is Hill's Pet Nutrition's intention to comply with the Competition and Consumer Act 2010 at all times.