

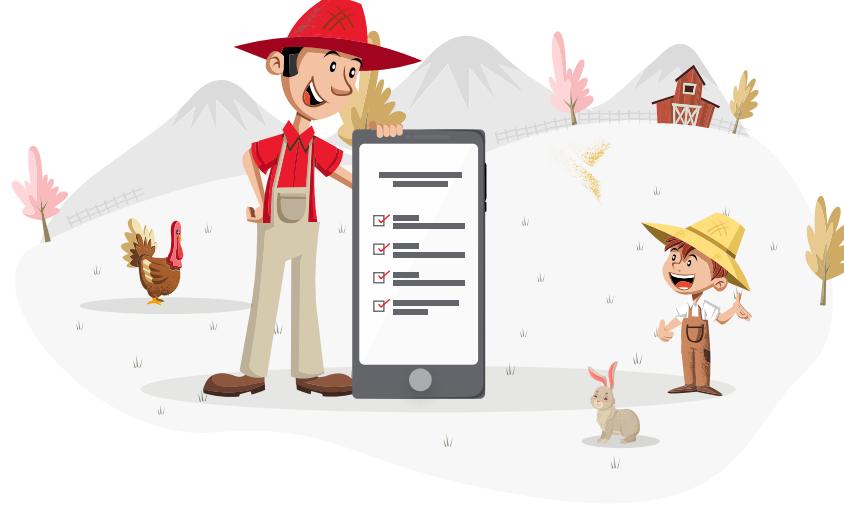
®

Purina

Purina ® is one of the most-recognized agricultural brands in the world, the Purina® checkerboard stands for high-quality animal nutrition products and effective on-farm services.

We are happy that you have connected with us through this new mobile app! Welcome aboard to digital animal farming and a world full of digital possibilities!

We are happy to introduce you to various features we offer through the app and how to use them.



PRACTICES FOR BEST APP EXPERIENCE

Practices for Best App Experience

Disable dark mode

Work only in portrait mode

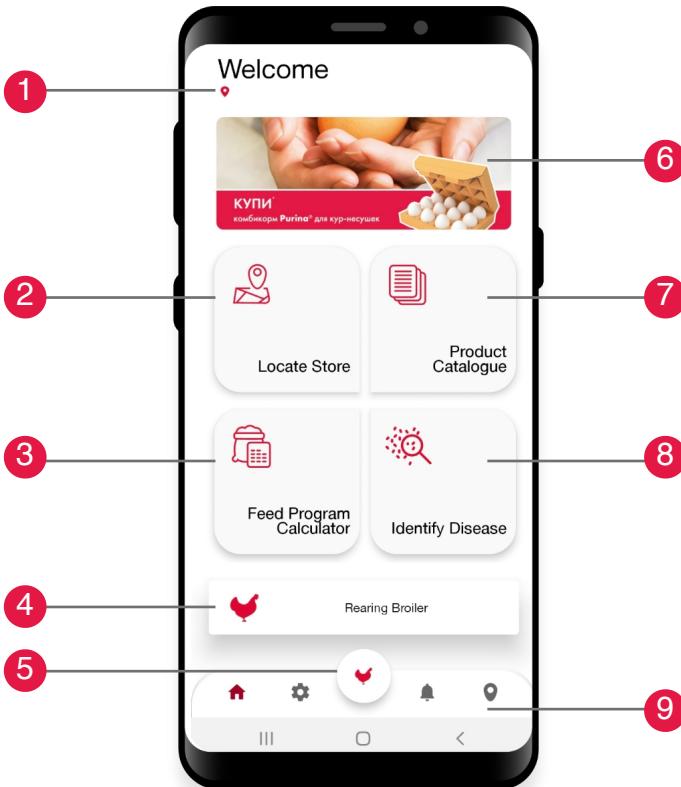
Enable GPS

Offline mode is supported but try to be in an area with good internet to get the best experience.

View is best with Small to Medium font enabled.

It is advised to change the default language settings of your phone to match the location and language setting of the app, otherwise the locate store feature may not work correctly.

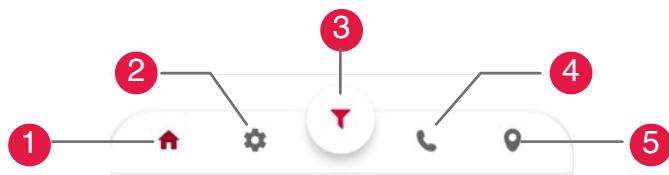
DASHBOARD



- 1 Your location will be displayed, if you have permitted to use GPS
- 2 Locate Store: Purina store information is now available at a click of a button!
- 3 Feed Program Calculator: Discover the combinations of feed the animals will require in different phases of its life.
- 4 Animal Rearing Information: Get best practices on how to care for animals of your choice.
- 5 Species Filter: Every feature in the app adjusts to the animal you are interest in.
- 6 Product Campaign: Follow the latest discounts and new Purina products here.

- 7 Product Catalogue: Know about the range of all Purina animal feed available for each animal.
- 8 Identify Diseases: Here's an encyclopedia + Digital Vet of the common diseases that affect animals.
- 9 Navigation bar: To help you to navigate to locate store no matter which screen you are in, settings, and to contact us fast!

NAVIGATION BAR



The active icon is shown in red colour

- 1 Home: Navigate to the main dashboard easily.
- 2 Settings: Change language, know more or give suggestions through this feature.
- 3 Species Filter: Every feature in the app adjusts to the animal you are interest in.
- 4 Contact Us: Connecting you faster to our representatives
- 5 Locate Store: Find a store nearby no matter which feature you are presently using.

PRODUCT CATALOG

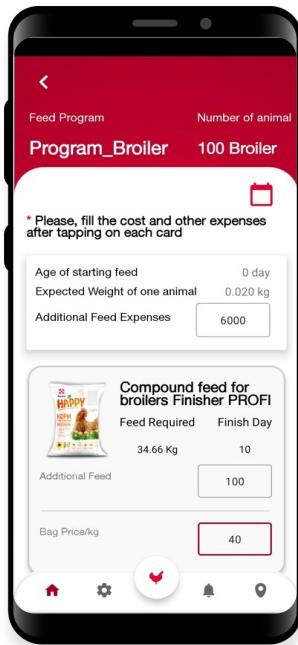


- ① Choose the sub-species, category, and stage to get exactly what you require or just click on 'Apply' button to browse all products for the selected species. (The selected species is displayed at the center of the bottom navigation bar.)
- ② The list of products will be visible here. Tap on a product 'card' to know more. Products can be searched in the top search bar.
- ③ Details of the product will be visible. Even a video may be available (depending on the product). Pdf file can be downloaded by clicking on pdf icon.

OFFLINE MODE

- ① Product cards and details of the products that have been previously viewed will be visible.
- ② Videos will not be visible.
- ③ Previously downloaded pdf can be viewed.
- ④ Product search will not be available.

FEED PROGRAM CALCULATOR

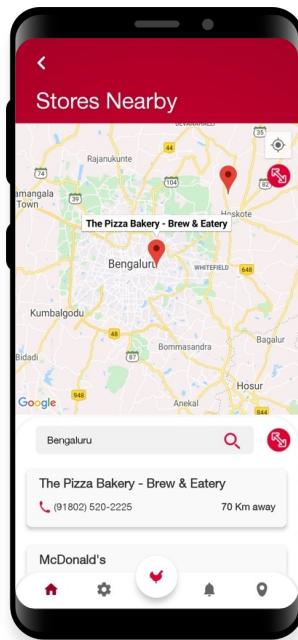


- 1 Choose the feed program name and enter the number of animals you have of the specific species (The selected species is displayed at the center of the bottom navigation bar.)
- 2 List of products will be listed in a ‘card’ form.
- 3 Additional expenses and Bag price/kg can be entered on each card. The total expenses, conversion ratio, total expected meat, can be viewed by scrolling down.
- 4 Tapping on the product name, or image will display the detailed calculation for a product.
- 5 Tap on the calendar icon to set reminders to buy feed and/or to change feed for the specific feed program. Choose the date and the number of days the animal is/ would be on the selected date, to add a reminder. The reminders will be stored and visible in google calendar.

OFFLINE MODE

- 1 All program names for a selected species can be viewed in off-line mode, only if this feature was used in on-line mode with the same species (last selected).
- 2 Only programs for which calculations were seen in on-line mode, can be seen and can be calculated again. Old calculations are never stored (online or offline).

LOCATE STORE

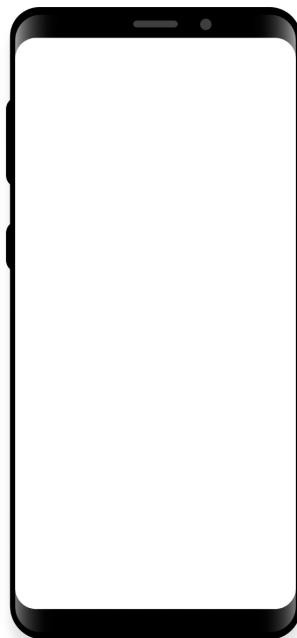


- ① City, or District or pincode needs to be entered, to view the list of stores in the area of your interest.
- ② When search icon is clicked, a list of stores will be visible below the search bar, and their location on the map will be visible too.
- ③ The list of stores are arranged by distance, with the nearest store shown first.
- ④ Maximize button in the respective sections can be tapped to either view the map in full screen mode, or to view the list in full screen mode.
- ⑤ Tapping on the store name in the list, will display the details of the store.
- ⑥ Tapping on the store name in the map, will display a “route” icon at the bottom right corner of the map. On tapping this icon, google maps will open and the navigation route from present location will be displayed.
- ⑦ Tapping on the route icon in the store details page will open google maps to show the navigation route from the user’s location to the store.
- ⑧ Last searched stores can be viewed by tapping on “Last searched” below the search bar.

OFFLINE MODE

- ① The last searched data is stored and can be viewed in offline mode by tapping on “Last searched” below the search bar.
- ② In this case, the map view will not work. Only list view will work.
- ③ Only stores, whose details were viewed in on-line mode, will be visible in the list.
- ④ Clicking on the “card” will display the details of the store.
- ⑤ Navigation information will not be available.

IDENTIFY DISEASES



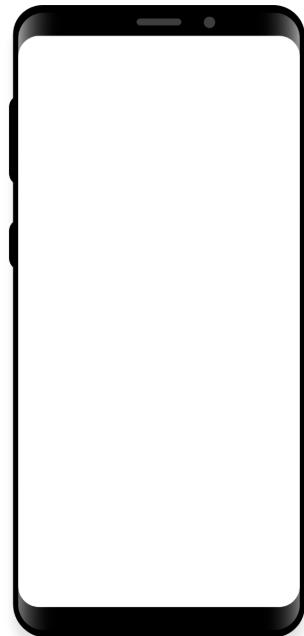
- ① Please note that Identify Diseases is copyrighted to Cargill, and reproducing the content displayed here for any purposes will be considered a legal violation.
- ② Identify Diseases has three sub-sections: a. Encyclopedia b. Digital Vet c. Volunteer
- ③ Encyclopedia: All diseases are listed alphabetically here. Tap on a disease name to know more about it, its symptoms, images and how to take care.
- ④ Symptoms Encyclopedia: All symptoms are listed alphabetically here. Difficult symptoms names will be displayed with their definition for better understanding.

- 5 Digital Vet:
 - a) Enter minimum 2 symptoms.
 - b) If you would like to add more symptoms, tap on add more symptoms. Up to 3 more symptoms can be added.
 - c) Tap on 'Submit'
 - d) Diseases pertaining to the symptoms will be listed. Diseases with highest number of matching symptoms will be shown first.
- 6 Volunteer: If you would like to contribute to the app by photographing or videographing different animals with diseases, please contact us.

OFFLINE MODE

- 1 Encyclopedia: Only cards of diseases, which were viewed in detail in on-line mode (last seen), will be visible.
- 2 Digital Vet: Only symptoms that were searched the last time when on-line, can be viewed again.

REARING ANIMAL INFORMATION



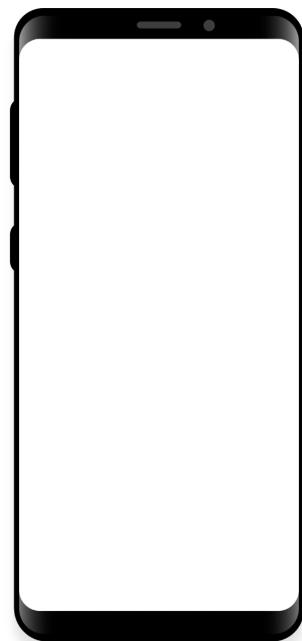
- 1 Various articles are displayed on entering this feature.
- 2 Tapping on the card will initiate the download of a pdf document containing detailed information on how to rear the specific animal.

- ③ You can download articles one after the another

OFFLINE MODE

- ① Articles which were successfully downloaded in on-line mode, will be visible in off-line mode.

PROMO CAMPAIGN

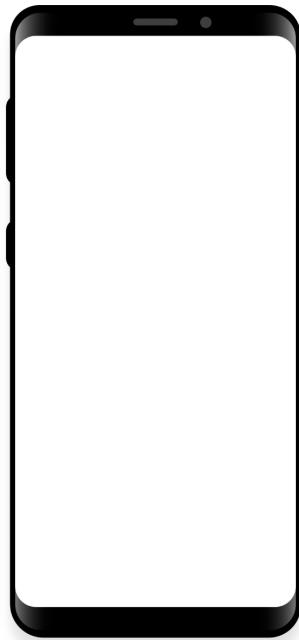


- ① Latest promo-campaign is visible in the dashboard.
- ② The number of bars below the banner image corresponds to the number of promotions available.
- ③ Swipe right to see the previous campaign that is still active. Swipe left to navigate back. Swipe right to navigate forward.
- ④ Click on the banner image, to see the complete information on the promotion.

OFFLINE MODE

- ① All active promo campaigns are visible off-line.

SETTINGS



- ① Change Language and Location: Change this only if really required as all information may appear different. Apart from the change in language, different products are available in different countries. It is advised to change the default language settings of your phone to match this setting, otherwise the locate store feature may not work correctly. A best way to ensure that the default language setting matches the language chosen in the app, is by checking the location name displayed on the dashboard.
- ② How to use the app: This help manual is found under this.
- ③ FAQ : Get answers to the most frequent problems that users face
- ④ About App: Version details with date of its release is available here.
- ⑤ Feedback: Any feedback or suggestions regarding the app are welcome here. Also, if you would like to volunteer for us, you can contact us here, and we will guide you on how you can contribute and profit at the same time.
- ⑥ All these features except changing language and location are available in offline mode.