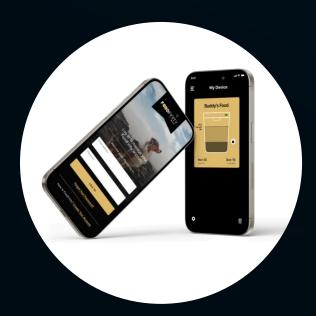


THE 'FOODFINITY' PLATFORM ALLOWS YOU TO SEAMLESSLY REORDER YOUR FAVORITE DRY DOG FOOD BASED ON USAGE.





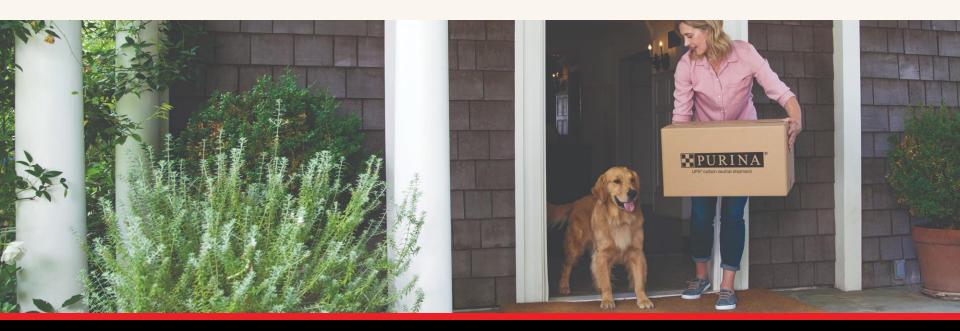


CONTENTS

INTRODUCTION

This guide will help you to easily start working with your new FoodFinity device. Follow the simple steps in this guide to install the mobile application and onboard your FoodFinity device. Once set up, the device will monitor the level of dry dog food inside your bin and automatically reorder your pet's food when it is time to replenish.

- 1.01 APP INSTALLATION
- 1.02 ON-BOARDING DEVICES
- 2.01 MOBILE APP OVERVIEW
- 3.01 FREQUENTLY ASKED QUESTIONS
- 4.01 HELPFUL HINTS & TROUBLESHOOTING









1

- FOODFINITY
 MOBILE APP
 INSTALLATION
- FOODFINITY
 DEVICE SETUP &
 ON-BOARDING



1.01 FOODFINITY MOBILE APP INSTALLATION

INSTALLING THE FOODFINITY MOBILE APP

To get started using your FoodFinity automatic replenishment device, please install the FoodFinity app on your mobile phone. Use the information below to find the app in the Apple Store and Google Play Store.

APP STORE FOR iOS

If you have an Apple device, please use the App Store to search for "Foodfinity" and install the app.

GOOGLE PLAY FOR ANDROID

If you have an Android device, please use the Google Play store to search for "Foodfinity" and install the app.





1.02 ON-BOARDING YOUR DEVICE

ON-BOARDING NEW DEVICES

To keep things simple, the FoodFinity mobile app will guide you through the process to pair the app with your new FoodFinity device.

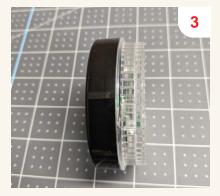
Please remove the tape from the battery before you attempt to go through the on-boarding process.



Remove the FoodFinity device from packaging and unscrew lid



Remove battery pull tab fully from the FoodFinity device



Screw cap back on FoodFinity device and ensure the lid is fully seated to the base



Remove the layer with the FoodFinity logo to expose the adhesive layer of the double-sided tape.



1.02 ON-BOARDING YOUR DEVICE - (YOUR FOOD STORAGE BIN SHOULD BE EMPTY WHEN STARTING THIS PROCESS)



Prepare your bin for the FoodFinity device to be adhered to the inside of the lid. Wipe down the bottom of your bin's lid (the side facing the food) of any debris to ensure proper adhesion of the device to your bin lid. Be sure to stick the FoodFinity device in the middle of the lid and close the lid. The bottom of the FoodFinity device should be 'pointing down' to the food.



Press the reset button on the device and close the lid of your bin. IMPORTANT! During the whole onboarding process, make sure your smartphone is at least 20 inches away from the device.



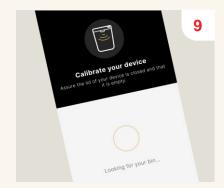
Launch the FoodFinity mobile app - it will begin searching for your device over Bluetooth and you will see 'smart device' pop up as a selection.



If the FoodFinity app does not find the device, press the reset button on the device and tap 'rescan' on the mobile app to try again.



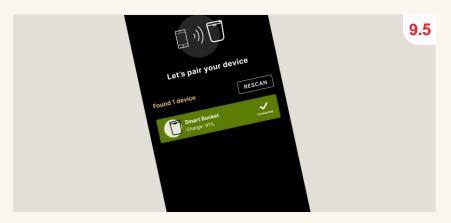
Give your FoodFinity device a name when prompted.



Your device will now automatically detect the size of your bin. Make sure your bin is empty and the lid is closed.



1.02 ON-BOARDING YOUR FOODFINITY DEVICE (CONTINUED)

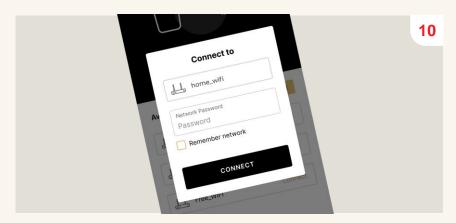


Your FoodFinity device will now calibrate to your empty bin based on its height.



You will then be guided through Purina Pro Plan's product selection process.

During this step you will choose your pet's food, bag size, and set up your
payment and shipping information.

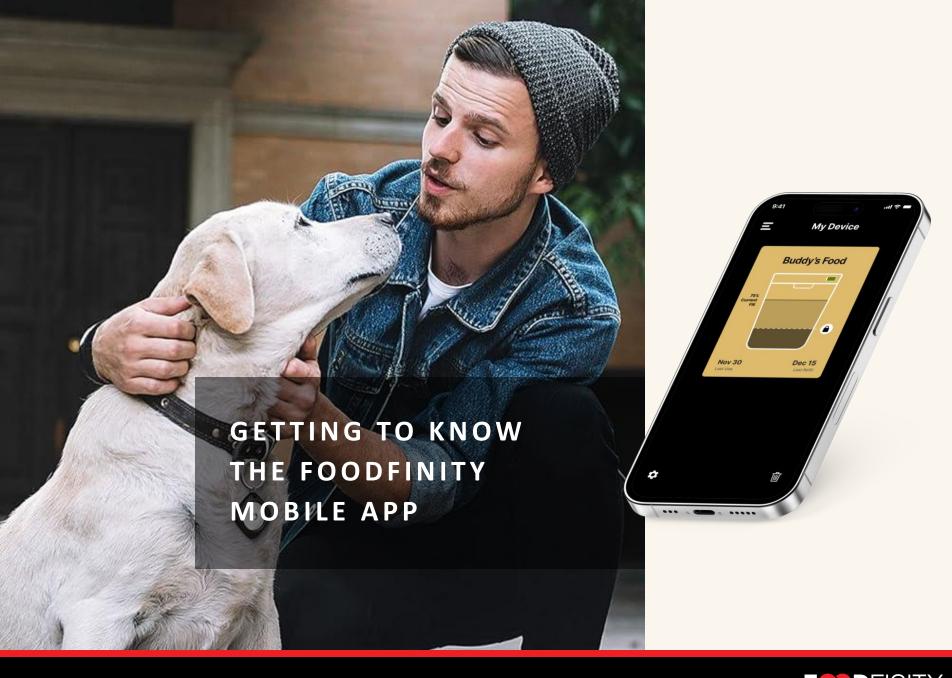


Connect to your local Wi-Fi network, so that your FoodFinity device can connect to the internet. Note: If you have both 2G and 5G Wi-Fi, choose 2G.



If you have on-boarded an empty bin, please fill your bin with product within the next hour. The fill level in the app will update within 24 hours.

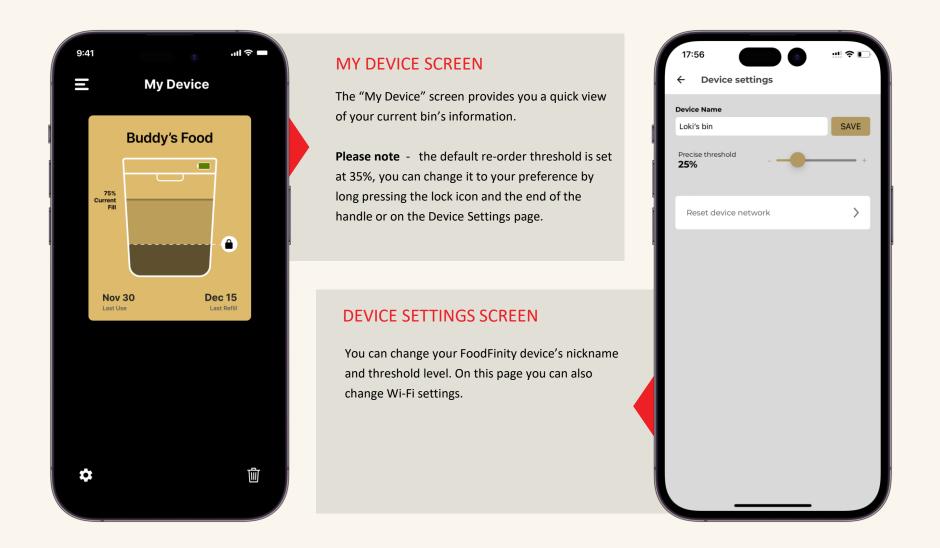




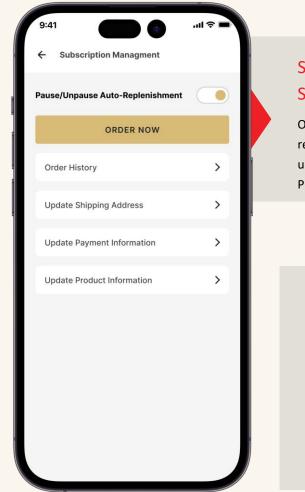
FOODFINITY MOBILE APP OVERVIEW



2.01 FOODFINITY MOBILE APP OVERVIEW



2.01 FOODFINITY MOBILE APP OVERVIEW



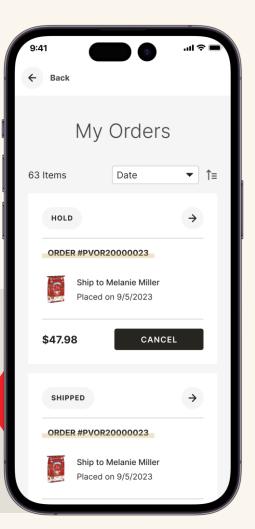
SUBSCRIPTION MANAGEMENT SCREEN

On this page you can stop your autoreplenishment, navigate to your Order History, update Shipping Address, Payment Information or Product Information.

MY ORDER SCREEN

The "My Order" screen shows you the most recent orders placed by your device for your bin.

Please note - Once your threshold is passed, your order will be placed automatically. You can pause an auto-replenishment on the Subscription Management page.









3

FREQUENTLY ASKED QUESTIONS



FOODFINITY CONSUMER SOFTWARE PLATFORM

1. How does the 'FoodFinity' solution work?

The FoodFinity solution gives you, the pet owner, the ability to automatically reorder and receive your favorite Purina Pro Plan dog food product before your supply runs out. Pet owners set a replenishment threshold via the FoodFinity mobile app to automatically order more of their dog's favorite product.

2. Where should I install the FoodFinity mobile application from?

iPhone users can install the app from App Store and Android users can install the app from Google Play. You can look for the app with the name FoodFinity.

3. How close should I keep my phone from the FoodFinity device during onboarding?

Keep your phone/FoodFinity mobile app approximately 20 inches away from the replenishment device.

4. What should I do if my FoodFinity mobile app cannot find the FoodFinity device during onboarding?

- Make sure to turn on the Bluetooth on the FoodFinity mobile app and on your mobile phone.
- If your FoodFinity app cannot locate the device with Bluetooth on, press the reset button on the FoodFinity device (round black button).
- If the reset button does not work, try replacing the battery with a **new** 1.5V AA alkaline battery.
- If none of the above work, contact the Support team.

5. What happens if my mobile app is not connecting to the Wi-Fi (i.e., I receive the following message: Couldn't communicate with your device!)?

- Make sure to keep your FoodFinity mobile app approximately 20 inches away from the FoodFinity device.
- Make sure to have 2.4 Gigahertz connectivity (This product supports only Wi-Fi 1 802.11b, Wi-Fi 3 802.11g, Wi-Fi 4 802.11n (only 2.4GHz). It doesn't support any modern Wi-Fi as 5, 6, 6E, etc.).
- Change the battery (AA Alkaline).



FOODFINITY CONSUMER SOFTWARE PLATFORM

6. Does it work with the iPad?

No.

7. How do I know if the FoodFinity device is onboarded successfully to my app?

If you are able to see 'My Device' page with fill level, battery level, last use, and last refill data that means you are successfully onboarded.

8. Can I connect my FoodFinity mobile app with more than one FoodFinity device?

No, only one FoodFinity mobile app can be connected to one FoodFinity device.

9. Can I use my account on several mobile phones?

Yes, but connect your FoodFinity device with only one mobile phone and then reload the FoodFinity mobile app on the additional phone.

10. What should I do if the FoodFinity device runs out of battery power?

You should be able to see the battery level on the FoodFinity mobile app. If the level is low, please replace the battery (battery type: AA Alkaline). You will also receive a notification when your battery is running low (after onboarding).

11. How can I adjust the threshold level?

You can adjust the threshold level in two ways: one way is on the My Device page by moving the level on the bin up down and the other is by going to the Settings and setting the level %.



FOODFINITY CONSUMER SOFTWARE PLATFORM

12. What should I do if I see a message that my FoodFinity device is disconnected?

- Check your battery and replace it if needed (use new 1.5V AA alkaline battery).
- Check your Wi-Fi setting and reconnect.
- Press the reset button on your FoodFinity device.

13. Can I connect my FoodFinity device with multiple accounts?

No. If you want to connect your FoodFinity device with another account, then you need to first delete your FoodFinity device from the existing account. To delete, open the FoodFinity mobile app and go to "My Device" page. Click on the trashcan icon at the bottom of the page. Then click "Yes" in appeared popup.

14. How do I pair my FoodFinity device with my phone?

The FoodFinity mobile app will guide you through the steps of pairing your FoodFinity device to your phone. If your FoodFinity device fails to pair initially, it is best to guit the FoodFinity mobile app and restart the pairing process.

15. How should I clean my FoodFinity device?

If your FoodFinity device becomes dirty, we recommended you dampen a washcloth with water and gently wipe away any debris or residue. Do not submerge or spray your FoodFinity device with cleaning products.

16. Will the FoodFinity device require Wi-Fi to work?

Yes, the FoodFinity device prefers Wi-Fi connectivity for the product to work as intended. Maintaining a constant connection to the internet ensures that your FoodFinity device accurately accounts for all user activity and can effectively communicate with the FoodFinity mobile app.

17. How does the auto-replenishment solution work?

The auto-replenishment solution gives consumers the ability to automatically reorder and receive their Purina Pro Plan product before they run out of them. Users can set a replenishment threshold via the FoodFinity mobile app.



FOODFINITY CONSUMER SOFTWARE PLATFORM

18. What should I do if the fill level is below the threshold, but no order has been placed?

Check if your auto-replenishment is paused (on Subscription Management page). Turn on subscription and wait for a few minutes for auto replenishment activity to activate. If your subscription is not on pause, please contact the <u>support team</u>.

19. I did a refill on my food bin, but the last refill date has not changed. Why?

The FoodFinity device registers the refill only when the fill level goes above 33% of the food bin size.

20. Can I use a different brand/product with my FoodFinity device than I originally selected during setup?

Currently the auto replenishment solution supports only Purina Pro Plan ordered through the FoodFinity platform. You are able to change formulas if it is one eligible and available in the FoodFinity mobile app Subscription Management section.

21. Will I be notified if my FoodFinity device detects that the bin is low on dog food?

Yes, you will receive a push notification to your mobile phone when the product is running low. **Important:** Be sure to allow push notifications from the FoodFinity mobile app.

22. Does the mobile app use Bluetooth?

Yes, the FoodFinity mobile app utilizes Bluetooth to pair the connected device to the FoodFinity mobile app.

23. How do I know if my phone is supported?

The FoodFinity mobile app is supported on the following OS versions:

- iOS 11 and newer (iPhone only)
- · Android 8 and newer

24. Will the FoodFinity mobile app capture food bin activity if it was briefly disconnected from the FoodFinity device?

The FoodFinity device will store bin fill level data in the cloud when it is disconnected from the FoodFinity mobile app. The FoodFinity mobile app will access this data when the connection is restored.



FOODFINITY CONSUMER SOFTWARE PLATFORM

25. When/how often does the FoodFinity device turn on to check the food level?

The FoodFinity device normally wakes up each hour and each time the lid is opened.

26. How many times does the FoodFinity device show an updated fill level?

The fill level of your bin is updated once per day.

27. How do I know that my fill level status is updated?

The level will change on the My Device screen in your FoodFinity mobile app.

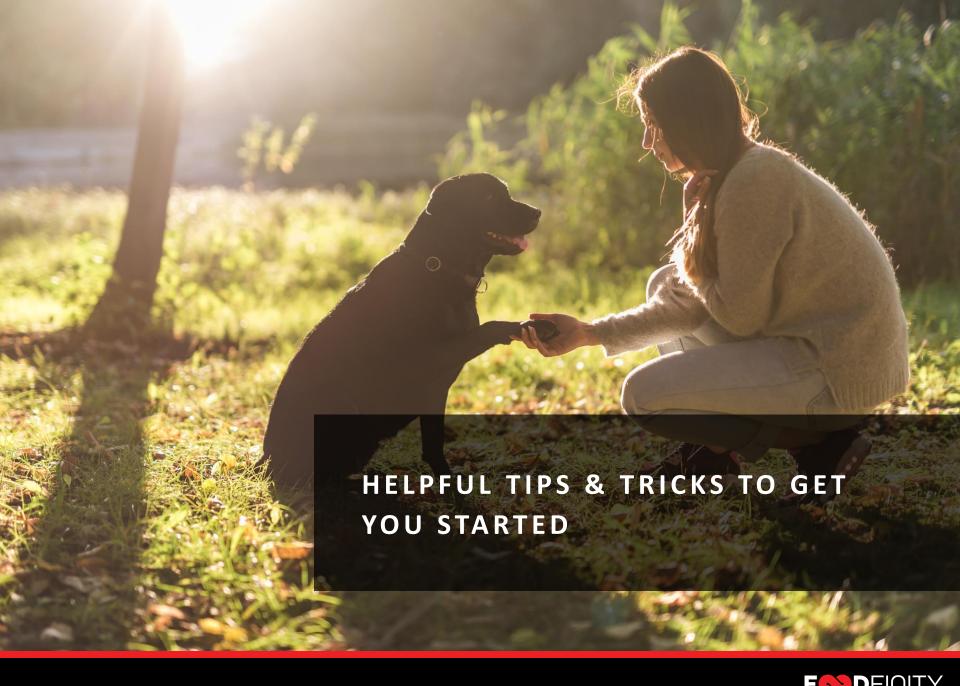
- 28. What does it mean when my FoodFinity device is blinking?
- · Green LED blinking 10 times (5 seconds) device is ON, connected to Wi-Fi and trying to publish data to the Cloud.
- · Yellow LED blinking device ON, requires onboarding and has never been onboarded before.
- 29. I received a "Your subscription is paused" notification. What does it mean?

Your FoodFinity device will not place an order on your behalf until you unpause. To pause and unpause your FoodFinity subscription, visit the Subscription Management feature in the FoodFinity mobile app.

30. I received a "Your subscription is unpaused" notification. What does it mean?

Your device will place an order on your behalf when your fill level is low.







4

HELPFUL HINTS & TROUBLESHOOTING



4.01 HELPFUL HINTS & TROUBLESHOOTING

BATTERY LIFE

As mentioned in the FoodFinity device setup instructions, it is important to pair the FoodFinity device quickly after you insert the battery to avoid battery strain.

CANCELING AN ORDER

Contact the <u>support team</u> to cancel your order.

CLEANING

The FoodFinity device should not get wet.

IF THE MEASURMENT SEEMS INACCURATE

Check to make sure the FoodFinitydevice is properly situated in the food bin.

FOODFINITY DEVICE ON-BOARDING

If the FoodFinity device shows disconnected after onboarding, it should update in the next hour when the first readings are sent. If the FoodFinity device falls offline for longer that 24 hours, please, press the reset button on the FoodFinity device. If the problem persists, please contact the support team.

FOODFINITY DEVICE SETUP

The FoodFinity device will automatically go into Wi-Fi pairing mode when the battery is installed. It is important to pair the FoodFinity device to your Wi-Fi quickly after battery installation; the FoodFinity device's 'Pairing' mode puts a strain on the battery.

DE-REGISTERING A FOODFINITY DEVICE

Go to the 'Settings' page within the FoodFinity mobile app. Tap the 'Deregister this Product'.

Please note: If you have paired a FoodFinity device previously, you will see that FoodFinity device for an additional 24 hours just after you've deregistered it.

FOREIGN OBJECT CONTROL

Do not leave foreign objects (e.g., cups, food scoops) in direct sightline of the sensor as it will disrupt the accuracy of the fill level sensor.



