



Structured Terms



Description: Elanco / Novartis UF Terms 01 January-31 December 2017 AMENDED 30 JAN 2017

Address
Elanco Animal Health
Eli Lilly & Co Ltd
Lilly House
Priestley Road
Basingstoke
Herts RG24 9NL

Contact Name Jeremy Marsh
Position Strategic Account Manager
Mobile 07721 892749
Phone
Fax
Email jeremy.marsh@elanco.com

Phone
Fax
Email

Terms Details

Effective From 1-1-2017

Valid To 31-12-2017

Price Basis

PRICE LIST

Wholesaler List, less wholesaler settlement agreed. Please see the issued helpful price guide showing List pricing, less wholesaler settlement, less manufacturer monthly rebate (paid one month in arrears). (See "Price List" button on supplier homepage).

PARTNERSHIP AGREEMENT

Please note, as part of this Partnership agreement with Elanco, members must stock their "core" range of products in their stores that your customers will use. Elanco will take up this discussion with each of you. Please ensure you play your part in ensuring our best terms continue to be applied by complying with this request.

SEASONAL PRODUCT PROMOTIONS

Please see the helpful price list which shows FOC product when ordering promotional items. This then confirms your promotional net pricing.

Delivery Terms

As agreed with your chosen wholesaler.

Payment Terms

Standard UF Terms, unless otherwise agreed with your wholesaler.

Retrospective Rebate

MONTHLY MANUFACTURER REBATES

- Elanco will pay a monthly rebate to United Farmers, which will be checked and paid out to members in the usual manner. (Rebate to be paid monthly in arrears)
- Enhanced reward for Crovect. Please see the issued helpful price guide showing List pricing, less wholesaler settlement, less manufacturer monthly rebate (paid one month in arrears).

PRODUCT PROMOTIONS

With the above being offered I have agreed that members will work with Elanco on:

- A clear plan of marketing activities to be implemented in 2017.
- Increasing support for and the number of Elanco brands stocked by member over 2016.
- Providing Elanco with a forecast of sales volumes for 2017.
- A diary plan for marketing and review meetings discussing YTD progress, selling cycles, activities, etc.

Pricing Structure and Monthly Discounts

Please see UF interactive for Elanco helpful price guide to get to net pricing. Please note within this a 13.5% wholesaler settlement is presumed.

Rebates and Discounts Agreed – Monthly in Arrears

Maximum rebate paid out and **capped** on these products:

- Click Extra 5%
- CLIK 5%
- VECOXAN 6%

•	DECTOMAX	24.5%	Additional UF deal to follow
•	CROVECT	9%	5ltr only, buy 8 get 1 5ltr FOC (purchase through your local Elanco Territory Manager)
•	CLiKZiN	6.5%	5ltr only, buy 5 get 1 5ltr FOC (purchase through your local Elanco Territory Manager)
•	Flypor	9%	Seasonal offer will follow
•	Rycoben	9%	Higher rebate for UF members

- Dench Guns and Injectors 0%
- All other Elanco products included in the reward scheme 6.5%