

Bulletin

Date: December 8, 2016

To: Distribution Partners

CC: RBU Marketing

From: Merck Marketing Services

Promotion

Dates: January 1, 2017 through December 31, 2017

Goals: This program establishes end-user pricing and is designed to

- 1) sell more products to returning customers;
- 2) be simple enough that our multipliers (distributor reps and SRAs can detail it and enroll new customers;
- 3) diffuse specific price comparisons;
- 4) to defend our franchises that are under fire (florfenicol; fenbendazole; classic implants) This program is designed to play to the strength of our broad portfolio.

Eligibility: The program provides rebates in a tiered approach and rebates can be increased by buying the "bonus products". Bonus products will enhance the overall rebate.

Products

Order Code	Product Description
048443	Zuprevo 18% Cattle 1x100ml 240
055210	Nuflor Gold 1x100ml 240
055211	Nuflor Gold 1x250ml 240
055213	Nuflor Gold 1x500ml 240
055301	Resflor Gold 1x100ml 240
055305	Resflor Gold 1x250ml 240
055306	Resflor Gold 1x500ml 240
065549	Nuflor 1x100ml 240
065553	Nuflor 1x250ml 240
065558	Nuflor 1x500ml 240
119745	Zuprevo 18% Cattle 1x250ml 240
130821	Zuprevo 18% Cattle 1x50ml 240
065474	Banamine 1x100ml 240
065476	Banamine 1x250ml 240
004537	Safe Guard Suspension 10% 1x125ml 240
011054	SAFE-GUARD 0.5% PELLETS 1LB BAG
026309	SAFE-GUARD 0.5% PELLETS 5LB
042954	SAFEGUARD 0.5% TOP DRESS 10LB PAIL
055421	Ultra Saber Pour On 6x1Gal
055427	Ultra Saber Pour On 6x30 oz 240
056698	SAFEGUARD 0.5% TOP DRESS 10LB BAG
058588	LEVASOLE CATTLE BOLUS 50/BOX
065374	Grenade ER 1x8 oz 240
065505	Saber Extra Eartag 15x20
065526	Saber P/O insecticide 6x900ml
065537	Saber Pour On 6x1Gal

065573	Synergized DeLice 6x1Gal 240
065589	UltraBoss 6x1Gal 240
065590	UltraBoss 6x32 oz
065673	Saber Pour-On 12x4 oz
065682	UltraBoss 12x4 oz
065802	Atroban 11% EC 12x1Qt
065882	Atroban 11% EC 6x1Pt 240
066098	Atroban 42.5% EC-6x1Pt
066295	Atroban DeLice P/O-6x1Gal
066745	Boss P/O insecticide 6x1Gal 240
066780	Boss P/O insecticide 6x1Qt
067783	Dominator Eartags 15x20
067807	Double Barrel VP ear tag 15x20
069266	Panacur Suspension 10% 1x1gal 240
069267	Panacur Suspension 10% 1x1L 240
069288	SAFE-GUARD MINERAL MIX 25LB
069290	SAFE-GUARD COLD BLOCK (SWEETLICK) 25LB
069291	SAFE-GUARD BLOCK (EN-PRO-AL) 25LB
069292	Safe Guard Suspension 10% 1x1gal 240
069293	Safe Guard Suspension 10% 1x1L 240
069300	SAFE-GUARD PASTE 10% 290GM BOX
084348	SAFEGUARD 20% PREMIX-MULTI SPECIES 240
125861	SAFE-GUARD Cattle Mineral 1.33%-25lb
125977	S/G Cattle Cube-3.125lbs ds (.726 Gm/Lb)
126051	Safe-Guard 1.0% 50lb
126438	Safe-Guard 0.9% 10lb
127041	Safe-Guard 0.5% 5lb
127616	Safe-Guard 0.6% 10lb
127857	Safe-Guard 0.6% 25lb
127945	S/G Cattle Cube-5lb ds (.454 Gm/LB) 50lb
128619	Safe-Guard 0.9% 50lb
128748	Safe-Guard 0.5% 1lb
129155	Safe-Guard 1.0% 25lb
129745	SAFE-GUARD Cattle Mineral 0.5%-50lb
129758	Safe-Guard 0.72% 10lb
130114	S/G Cattle Cube-4lbs ds (.57 Gm/Lb) 50lb
130208	Safe-Guard 0.5% 50lb
130215	Safe-Guard 0.5% 10lb
130778	Safe-Guard 0.5% 25lb
130793	Safe-Guard 0.72% 25lb
130896	S/G Cattle Cube-1.67lb ds (1.362 Gm/Lb)
131018	Safe-Guard 0.72% 50lb
131074	Safe-Guard 1.8% - 1 Lb
131318	Safe-Guard 0.5% 1.1lb
132090	Safe-Guard 1.8% 10lb
132183	Safe-Guard 1.96% 25lb
132863	S/G Cattle Cube-2lbs ds(1.135 Gm/Lb)50lb
133433	SAFE-GUARD Cattle Mineral 1.33%-10lb
133708	Safe-Guard 1.96% 50lb
134332	Safe-Guard 0.6% 50lb
134346	Safe-Guard 0.6% 20lb
139663	Safe-Guard 0.001% Multi-Species-1lb
140370	SAFE-GUARD Cattle Mineral 0.3%-50lb
140451	Safe-Guard 0.9% - 20 Lb

142170	Safe-Guard 0.01% Multi-Species
142210	Safe-Guard 0.72% 20lb
142896	Safe-Guard 1.8% 50lb
145738	Safe-guard paste 10% 12x290gr 240
146697	SAFE-GUARD Cattle Mineral 0.42%-50lb
147422	SAFE-GUARD Z&W 0.025%-50lb
147930	Safe-Guard 0.05% Multi-Species-50lb
148715	Safe-Guard 0.75% 20lb
149483	Safe-Guard 1.0% 20lb
154783	Safe-Guard Cattle Mineral 1.33% - 20 Lb
067089	Ralgro Beef 1x24ds 240
067104	Ralgro Beef 36Mg 10x10 Ds
067110	Ralgro Beef 10x24 ds 240
067184	Ralgro Magnum 72Mg 10x10 Ds
069662	Revalor H 10x10ds 240
081992	Revalor IS 10x10ds 240
084034	Revalor G 5x2x10ds 240
089148	Finaplix H 10x10ds 240
092206	Revalor S 10x10ds 240
098463	Revalor IH 10x10ds 240
705805	Revalor G 5x2x10ds 240
031587	Revalor-XS 10x10ds 240
056470	Revalor 200 10x10ds 240
125191	Revalor G 2x10ds 240
126547	Revalor G 10x10ds 240
706021	Revalor 200 5x2x10ds 240
049416	AMOXI-MAST 12X10ML TUBES
077658	DARICLOX 12X10ML TUBES
097700	ORBENIN-DC 12 X 7.5G TUBES
022219	Chorulon 5x10 000IU+ 5x10ml dil 240
065439	Needles 36mg 6 ea/Needles per vl
133754	Chorulon 5x10 000 .I.U + 5x10ml dil 240
149872	Safe Guard Suspension 10% 1x10l 240
164266	Safe-Guard 1.8% 20lb
708481	Zilmax 1x10kg 240
006331	VISTA 5 SQ 1x10D 240
006332	VISTA 5 SQ 1x50D 240
006334	VISTA 3 SQ 1x50D 240
006337	ONCE PMH SQ 1x10D 240
006338	ONCE PMH SQ 1x 50D 240
006340	VISTA ONCE SQ 1x50D 240
006341	VISTA 5 VL5 SQ 1x10D 240
006342	VISTA 5 VL5 SQ 1x50D 240
006343	VISTA 5 L5 SQ 1x5D 240
006344	VISTA 5 L5 SQ 1x10D 240
006345	VISTA 5 L5 SQ 1x50D 240
006362	L5 SQ 1x50D 240
006363	VL5 SQ 1x50D 240
030481	VISTA 3 VL5 SQ 1x50D 240
033656	9029 L5 SQ 10D
035307	9028 VL5 SQ 10D
042978	VISTA ONCE SQ 1x10D 240
058246	Cavalry 9 1x100ml 794
058302	CAVALRY 9 50DS VL-100ML

065302	Guardian 1x10ds
065307	Guardian 1x50ds
065379	Nasalgen IP 1x10ds
065384	Nasalgen IP 10x1ds
065387	Nasalgen IP 1x50ds
065403	Pili Pinkeye Triview 1x10ds/20ml
065404	Pili Pinkeye Triview 1x50ds/100m
065405	Piliguard Pinkeye +7 1x10ds
065406	Piliguard Pinkeye +7 1x50ds
065410	Pinkeye-1 Trivalent 1x10ds
065412	Pinkeye-1 Trivalent 1x50ds
067691	Cavalry 9 1x20ml 794
067694	Cavalry 9 1x250ml 794
067696	Covexin 8 1x250ml (50ds) 794
067697	Covexin 8 1x50ml 794
067701	Electroid 7 1x250ml USA
067702	Electroid 7 1x50ml USA
067704	Electroid 7 1x1l USA
067705	Electroid d 1x500ml USA
067707	Siteguard G 1x200ml USA
067708	Siteguard MLG 1x250ml USA
067709	Siteguard MLG 1x50ml USA
067710	Siteguard MLG 1x1l USA
069083	20/20 VISION 7 W/ SPUR 1x10D 240
069084	20/20 VISION 7 W/ SPUR 1x50D 240
069096	VISION CD-T 1x50D 240
069105	VISION 7 SOMNUS 1x10D 240
069106	VISION 7 SOMNUS 1x50d 240
069107	VISION 7 SOMNUS 1x250D 240
069117	VISION 8 SOMNUS 1x10D 240
069118	VISION 8 SOMNUS 1x50D 240
069130	VISION 7 w/SPUR 1x10D 240
069131	VISION 7 w/SPUR 1x50D 240
069132	VISION 7 w/SPUR 1x250D 240
069135	VISION CD 1x250D 240
069136	VISION 8 1x10D 240
069137	VISION 8 1x50D 240
072311	VISTA 3 VL5 SQ 1x10D 240
109221	Once PMH IN 50D
117258	Once PMH IN 10D
150408	Bovilis Coronavirus 1x50ds 240
151733	Bovilis Coronavirus 1x10ds 240
156004	Once PMH IN 25x1ds 240
156332	Bovilis Coronavirus 25x1ds 240
159322	Bovilis J-5 1x50ds/250ml 240

Terms/Eligibility Requirements:

- Use EDI
- Include Manual Invoices
- Use Sales Out

Selling Messages: Dear Merck Animal Health distributor partners,

We encourage you to use our 2017 One Merck Producer Program program as a decisive tool to sell our products to cattle producers.

You can enroll new producers by using the enrollment form or up-sell currently enrolled customers to buy more products to earn better rebates. Please contact your local Merck Animal Health sales rep to identify producers that can benefit from this program in each territory. Please contact your National Account Manager for any questions you may have.

Thanks for your work!

Description of Calculation:

Attachments: