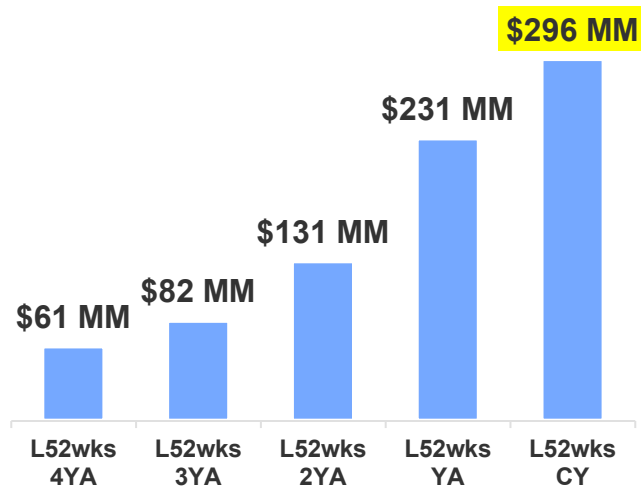


# Crystal Litter Segment Dollar Sales Grew 5x over 5 Years and Account for 1/3<sup>rd</sup> of Total Category Volume Gains

## CRYSTAL LITTER DOMINANCE

### Crystal Litter – 5yr \$ Sales

xAOC+Pet Supers+Amz



23%

Crystal form litter has accounted for over 23% of all \$ Growth in past 5 years

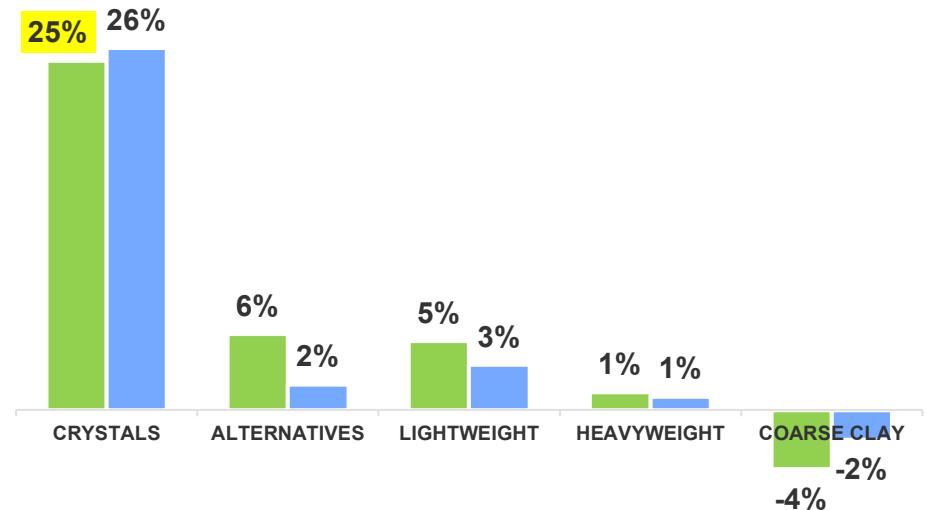
5x

Crystal litter segment grew 5x over 5 years, which has increased more than any other segment in % Chg and Share for 5 years in a row.

### Equivalent Volume %CAGR

xAOC+Pet Supers+Amz

■ 5yr CAGR  
■ 3yr CAGR



31%

Crystal litter accounted for 31% of all equivalent volume gains.

8x

Current year crystal litter segment volume grew 18.2% over last year. 8X higher than all other litter segments.

# Ultra Pet + Oil-Dri...A Purrrrfect Match!

Strategy	Oil-Dri	Ultra Pet
Lightweight in Density:	Yes	Yes: Even Lighter & More Uses per Volume than Clay Products
E-Commerce Friendly:	Yes	Yes: Higher Price/Unit & Lightweight
Private Label & Branded Portfolio:	Yes	Yes
Value Brand:	Yes	Yes
Innovators of:	Lightweight	Crystals
Growth Customers:	Yes	Yes: And Complementary