



Introducing the KONG European Partner Programme

Please find attached documents announcing the KONG European Partner Programme.

The KONG Company has relentlessly defended its products, intellectual properties and brand over the years.

Commencing in Quarter 1 2019, this legally approved selective distribution programme continues to build on KONG's commitment to safety, education and quality.

This type of programme is commonly used in other categories outside of pet, such as in electronics, fashion, and perfume, and you may be aware of, or indeed be using, similar programmes already.

If your business would like to sell KONG products, please apply for authorisation and to become a part of the KONG European Partner Programme. The next steps that you need to take are below.

What action is required?

- 1) Please read thoroughly the attached documentation, this includes:
 - KONG European Partner Programme Introduction Letter
 - Authorisation Criteria
- 2) If you wish to apply for authorisation, please contact KONG at the below email address:
 - applyforauthorisation@kongcompany.com
- 3) Once you have applied, KONG will issue authorisation documentation that will need to be signed and returned to KONG
- 4) If your business meets the Authorisation Criteria, KONG will confirm your authorisation in writing and issue your business with a unique KONG authorisation code

If you have any questions about the Programme, or you wish to begin the authorisation process, please contact KONG Company directly using this email: applyforauthorisation@kongcompany.com

Thank you.