

BRAZIL

“Leading the best
brazilian pet products
around the world”



Brazil

Brazil is the fifth largest country in land area and population, with more than 190 million of population. The big territorial extension of Brazil, especially in longitude, allows it to have different ecosystems, such as the Amazon rainforest known as the world's greatest biodiversity, the Cerrado and Atlantica Forest.

The big territorial extension also allows the country to have large and developed sectors, such as: agriculture, mining, manufacturing and services. With macroeconomic stability and the growing population purchasing power, the country will keep increasing these sectors.

In addition, the country has expanded its presence in international financial markets, attracting investment from all over the world.

Economy

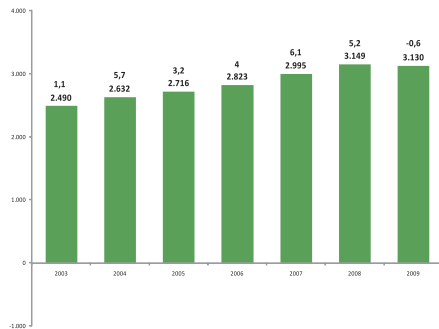
- ✓ Brazil, the world's seventh largest economy and one of the leading countries in Latin America, is considered a new power on the world stage.

GDP 2010¹

Ranking	Country	million US\$
1	United States of America	14.582.400
2	China	5.878.629
3	Japan	5.497.813
4	Germany	3.309.669
5	France	2.560.002
6	United Kingdom	2.246.079
7	Brazil	2.087.890
8	Italy	2.051.412
9	India	1.729.010
10	Canada	1.574.052
11	Russia	1.479.819
12	Spain	1.407.405
13	Mexico	1.039.662
14	South Korean	1.014.483
15	Australia	924.843

- ✓ Between Oct/2009 and Sep/2010 the Brazilian GDP rose 7.5%. Economic activity which grew most was industry (+10.2%), followed by agriculture (+5.9%) and services (+5.7%). On the other hand, the gross fixed capital formation rose 20.2%.
- ✓ Industrial production had positive growth of 48% between Jan/03 and Oct/10.
- ✓ Even with the retraction of global market caused by the crisis, the Brazilian participation in international trade has increased significantly between 2003 and 2009, from 0.98% to 1.26%.

GDP (2009billion R\$) and real variation (%)



Source: Social Communication Department of the Presidency (nov/dec 2010).

Agriculture

- ✓ The country is also known as the “granary of the world” because its diverse climate, abundant solar energy and a large territory. For these reasons it is one of the leaders in the production of:

¹ World Bank

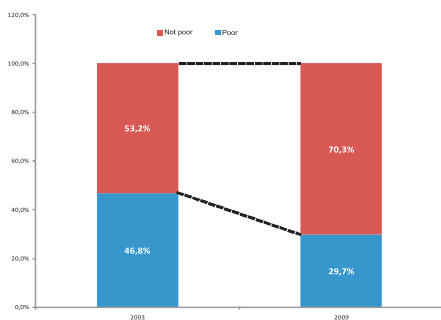
- **Corn²:** With the production of 53.2 million tonnes in crop year 2009/2010, Brazil is the third largest producer of corn and most of them goes to animal feed industries.
 - **Soybean³:** The soybean field corresponds to 49% of the area for grain production in the country. It was the crop that most grew in the last three decades due to increased productivity associated with technological advances, the producers' management and efficiency.
- ✓ 27.9 million of Brazilians out of poverty line (per capita income lower than ½ minimum wage), according to the Social Communication Department of the Presidency (Nov/Dec 2010).

Energy⁵

- ✓ With 46% of renewable energy sources, the Brazilian sources stands as one of the cleanest in the world.
- ✓ Country is able to achieve the condition of one of the largest oil producers in the world with the exploitation of oil reserves below the salt layer on the Brazilian coast discovered by Petrobrás in 2007.
- ✓ Ethanol, which supplied 14% of the fleet in 2003, is now capable of supplying 38% of the fleet. Since 2008, light vehicles in Brazil use more ethanol than gasoline.

Social Case⁴

Poverty evolution - Brazil



Source: IBGE/PNAD in Social Communication Department of the Presidency (nov/dec 2010).

² Source: MAPA – Ministry of Agriculture, Livestock and Supply from Brazil

³ Source: MAPA – Ministry of Agriculture, Livestock and Supply from Brazil

⁴ Source: Social Communication Department of the Presidency (nov/dec 2010).

⁵ Source: Social Communication Department of the Presidency (nov/dec 2010).





Introducing ALCON Indústria e Comércio de Alimentos Desidratados Ltda.

Located in the southern city of Camboriú, in the State of Santa Catarina, ALCON is a Brazilian company with 28 years of experience in producing petfood, supplements, tests, water conditioners and medicine products for ornamental fishes, birds, reptiles and rodents. Its products are commercialized under the brands ALCON, ALCON CLUB, ALCON ECO CLUB, ALCON GARDEN, LABCON and LABCON CLUB.

Always focused on innovation, ALCON is conducting an intensive policy of investments in research and development that allows the company to maintain its market leadership in Brazil by offering high quality products of international standard.

Thanks to the presence of organic minerals, digestive enzymes, vitamins and pre-biotic, ALCON's complete diet foods meet all nutritious needs of these delicate and demanding animals.

ALCON fish food products do not contain any artificial colorings, which helps improving health of fishes as well as keeping water clean and more crystalline.

ALCON's own team of biologists is constantly working in developing new products adapted to small pets specific needs. Research and development of new products and quality control and improvement are N° 1 priorities of the Company. This policy of constant innovation and quality allows the company to keep its leadership in the market.

ALCON's products are subject to a strict quality control at all stages of the production process since raw materials reception to final packaging and storage. Products and packaging meet all requirements set by the Sanitary Brazilian Administration regarding manufacturing process and traceability. Packaging process includes automatic printing of date of manufacture, expiry date and batch number. Batches of raw material and manufactured products are systematically checked by Alcon's laboratory as a part of a quality control process that includes critical points analysis and prevention of any contamination.

ALCON is offering all technical assistance to its foreign distributors including training sessions for sellers and full administrative back up all along the product registration process.

Distributed all over Brazil, ALCON is now seeking to expand to new foreign markets.





Founded in 2004, Amicus manufactures innovative products for the pet market and was the first company in South America to develop and manufacture electronic training collars for dogs.

Amicus main products:

- **Smart** – Anti Bark Collar: Trains the dog to not bark at unwanted times using only sound correction.
- **Sonic** - Intelligent Training: Trains the dog to not repeat unwanted behavior, with a powerful ultrasound perceived only by the dog as a no.
- **Stop** - Virtual Fence: Delimits the area where the dog should stay without the use of grids, gates or walls.
- **Zen** - Electronic Repellent: Repel mosquitoes, rats and bats without using chemical products.

For more information:

www.amicus.com.br

Smart



Sonic



Stop



Zen





The Brazilian Pet Nutrition Foods is now the largest pet food in Brazil a leader in sales volume in the domestic market, and stands among the top ten in the world market. Arapongas Headquartered in Parana state, has four plants in the cities of Apucarana (PR), Cuiabá (MT) and Paulinia (SP). The company operates in all segments, with food production “standard” to “super premium”, investing in expanding its production line of treats and foods with functional ingredients, canned goods, among others.

With nearly 20 years of market, the company adopts the most advanced environmental management techniques and people, and thus has a select team of professionals focused on quality and innovation. Our production is a full line of healthy and safe food for dogs, cats, birds, ornamental fish and supplies, as well as an online health and beauty, which guarantee excellent results, meeting the highest standards of veterinarians, farmers and shopkeepers.

The quality of our products is certified with the seal Anfal PIQ PET (highest certification in the Brazilian market) and meets international standards, offering distributors and partners excellent business opportunities. Besides the Brazilian market with 150 000 points of sale, export our products to MERCOSUR, Europe, Asia and U.S.

Food quality is our business!





Continuously Growing

Extrutécnica directs its market to the production of Premium and Super Premium foods

Extrutécnica – Centro de Tecnologia em Extrusão, Pet Food Division – is located in Campinas, SP since its creation in 1998. It produces exclusively Dog and Cat Food.

We adopt the same rigor and the same criteria as those used in human food production techniques. Our production counts on skilled labor and has differentiated inputs and specific formulation.

Another differential is Extrutécnica's focus on the production of food for the Premium and Super Premium segments.

Certified Quality

Extrutécnica's products – Multishow, Bom Trato, Bill Dog, Pro Line and Nature Line –

have the PIQ Pet Seal (Integrated Quality Program created by Anfalpet, the National Association of Pet Food Manufacturers). This certification is provided for companies that follow the legislation in force and the nutritional requirements established by that entity and comply with the HACCP program (food safety) and the Good Manufacturing Practices, guaranteeing a safe, reliable food.

Currently, the Company's flagship product is PRO LINE, our Super Premium food line that includes proteins of high biological value, based on chicken and eggs. PRO LINE also contains chondroitin sulfate to protect the animal's joints, and sodium hexametaphosphate for oral health, plus pre- and probiotics such as *Bacillus subtilis*, yucca, salmon oil, beetroot pulp, among other ingredients.

Recently the Company has launched NATURE LINE, a Super Premium dog food whose differential feature is to include fruits and integral ingredients.



SUPER PREMIUM

STANDARD



HIGH PREMIUM

PREMIUM



SUPER PREMIUM





Technology and Quality in Animal Nutrition

Develop quality products in harmony with the environment. That is the responsibility of Guabi, the largest producer of animal feed from Brazil. Therefore, we produce and market over 260 specific feeds to meet the needs of each type of animal without harming nature, and not pollute the

environment, thus contributing to a better future for all living beings.

Guabi maintains a structure of nine manufacturing plants and over 1,200 employees who have the awareness and respect of producing healthy foods and better on every day. For Guabi, to feed special beings is much more than producing balanced and tasty food. The interaction between men, animals and the environment is what makes the difference.

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More than act in the field of nutritional products, INOVET has as main objective, as its name suggests, to innovate in formulation, packaging, concepts, ideas and processes, leading the market to a new era.

INOVET is a modern industry that is part of Duprat Laboratories group, with a focus on developing capabilities in products related to the nutritional area, through both manufacturing and importing, aiming on functional food supplements differentiated in formula and concept. As an example, INOVET imports ANGELS' EYES, which helps on the elimination of tear stains. Another imported product is COSEQUIN, world leader on the supplementation on joint diseases, which has a patented formula that, among other benefits, provides the exclusive Carry Over effect.

The INOVET'S Technical Director Dr. Ronald Glanzmann, who idealized GLUTAMAX and HEMO CARE, developed the products based on requests that veterinarians had been done for years, and also used the advice of Dr. Rodrigo Rabelo on the development of parts of GLUTAMAX and CAPTOR's formulas; other differentials were obtained by following the very latest studies presented all over the world, and references of the last NRC.

Also, our Dental Products are a great success among veterinarians, because of their innovative concepts. GREEN TWISTY, the "Smart Snack", has 3 main actions: chemical (it contains sodium hexametaphosphate), mechanical (custom format of screw) and anti-halitosis (with Chlorophyll, Mint and Eucalyptus). AQUALITUS contains, beyond chlorhexidine, Turmeric Extract and Xylitol in its formulation. PLAQUEOFF, success in Europe and now available in Brazil, helps on removing plaque, tartar and bad breath.

For further information, please contact us by e-mail: sac@novet.com.br or phone: (+55 21) 2230-4765.





WE VALUE WHO VALUE YOU

Headquartered in Garibaldi, “Serra Gaucha” region, Nutrire is a modern and dynamic company, which since 2001 produces quality food for dogs and cats.

The company constantly invests in technology and development of its pet food, from raw materials, which are tested in qualified laboratories, to delivery of products at point of sales. All processes follow the GMP Standards (Good Manufacturing Practice) that ensure quality and compliance in accordance with technical regulations.

The company is always looking for diversify it lines and, therefore, has a range of options, in order to meet the most different public. Starting in Standard pet food and going to Premium and Premium Plus lines, Nutrire offers quality products that are available to everyone.

Nutrire offers the Best in animal nutrition recognized by different public and in many places around the world, considering that the company exports to more than 12 countries. Nutrire is everyday searching for the improvement of the quality of their products, then the pets receive the proper nutrition they deserve, after all, our goal is to value who value you.

MONELLO GOLD



Medium and large breeds, Small Breeds, Puppies, Cats

The Monello Gold Line, based on rice and chicken, attend to the most diverse dogs and cats needs, bringing on its composition high

levels of vitamins E and C, associated to the chelated minerals zinc and selenium that straighten the natural defenses of your pets. The Monello Gold line for dogs is supplemented with Bacillus Subtilis and Bacillus Creus probiotics that promotes the stability of the intestinal flora, acting in a beneficial way in the quality of the pet feces.

MONELLO PREMIUM



Dog, Chicken & Vegetable, Traditional, Small Breeds, Puppies, Cat)

Monello Premium Line was developed for dogs and cats, purposing the highest level of health and nutrition. The products from Monello Premium Line are enriched with Omegas 3 and 6 fatty acids, flaxseed, sunflower oil, vitamins and minerals and other ingredients selected that guarantee a suitable and balanced feed for the dogs and cats needs. The line news are the nuggets with exclusive stuffing, crispy outside and soft inside particles to the exigent pets taste.

BIRBO



Cats, Puppies, Meat & Vegetable, Meat, Small Breeds

The Birbo Line was developed to provide a complete and balanced feed for dogs and cats with selected ingredients, protein of animal and vegetable sources, enriched with vitamins and minerals that guarantee a balanced and adequated feed to the pets needs.

BANDIT AND COMANCHE



Bandit line is a complete food developed to the maintenance of adult dogs and their nutritional necessities, providing a balanced and tasty meal.

It contains animal protein of easy digestion.



Pet Society® is the market leader in Brazil for the hygiene, beauty and healthcare products. Exporting to more than 15 countries worldwide, including USA, Germany, Australia, Canada, Angola, Poland, Uruguay, Israel, etc; Pet Society® has reached the 5 continents and is recognized by its high performance and quality product lines, as follows:

- Pet Society® high performance products for professionals at grooming

and styling;

- MEGAMAZON® for pets, all natural and biodegradable line with Amazonian ingredients;
- Cat Society®, exclusive formulations for cats;
- Horse Society® a new and revolutionary concept for Horse management and grooming;
- With high expertise in formulations and the best manufacturing structure in Latin America, Pet Society® is certainly the best option in innovation, performance and safety in products for hygiene, beauty and healthcare for pets. Check our lines and come be part of our worldwide distribution chain.

PET SOCIETY® THE RIGHT PARTNER FOR YOUR SUCCESS!





PipiDolly's Ltda is a successful company that develops innovative products for pet hygiene.

The company was created based on the difficulties of its owner, Christiane Campello Costa, to find a practical and hygienic solution so that her dog – Dolly Poppy – could pee and

poo inside the apartment without creating any trouble. The success of her invention made the entrepreneur start selling the product.

Among the products developed by PipiDolly's is the toilet for dogs that was named after the company itself: PipiDolly's. This product is already used in many households in Brazil, and has proven to be a product with excellent quality and practicality. The products were gradually enhanced and adapted to particular situations; nowadays, they meet the needs of their target audience with quality and accuracy.

PipiDolly's results from a real need and inventiveness of people who really value and care for their pets."





Total Alimentos wants to show the whole country and the world why we are a different company. Besides the quality of the food we offer, due to the technology, research, selection of the best ingredients and one of the largest industrial structures of the world, Total is a company committed with the ethics, with the society and with the environment. That is why we have developed a slogan that summarizes this commitment and a logo that represents this Total's involvement in actions that reflect the values we have as a company, the respect for you, for our partners and consumers and for the world.

Social Commitment:

Currently, these are the permanent projects supported by Total:

- Band composed by needy children, who learn how to play the instruments and play in several events in Três Corações City Minas Gerais State.



- Sponsorship of the Children's Volleyball Team, together with the SEDUC.
- Contribution to Anjo da Guarda Home.
- Association of the Oncology Volunteers.
- APAE.
- Ancianato Antônio Frederico Ozanan.
- Estefânia Falcão Margotti Creche.
- Fabiano de Cristo Home.
- Besides all of this, Total favors more than 3,000 families in the region both through direct and indirect jobs.

Ethical Commitment:

- Total Alimentos has always been committed with the commercial ethics, carrying out the duties the company has toward the society with responsibility and strictly acting according to the current commercial rules.

Commitment with the Environment:

- Total directs 100% of the waste we produce to recycling.
- The company has an own station to treat the water. All the water used by the company is drinking water and the tributary streams are also treated, returning to nature clean and unpolluted.



- In the implementation phase, the company is eliminating all the particles from the gases that come from the boilers producers of vapor.
- Besides all of this industrial part, Total supports 25 hectares (250,000 square meters) of a Forest Reservation, with the gradual plantation of native species of the Atlantic Forest.



CHAMPIONS' PRESCRIPTION

Vetnil was founded by the veterinarian Dr. João Carlos Ribeiro (in memoriam) and started its activities on May 1994, based on more recent world research in nutraceutical therapy and ergogenic (energy providing) aid for horses. Vetnil began the development of a new line of products, unknown until then in Brazil. Today, Vetnil is leader in this veterinary sector and thus recommended by the best veterinarians, breeders and trainers of the country as a whole. Since 1998, Vetnil has entered in the pet market manufacturing products that won the trust of wellknown veterinarians, breeders and pet owners. Vetnil has become an excellent option for use of these professionals in their daily routines because of the better results obtained. Currently, is one of the largest national veterinary laboratories.

Throughout its history, Vetnil won important awards such as "The best company in the sector of veterinary products" released by the Annual Best in Agribusiness - Globo

Rural in 2006, "Best Companies to Work For" published by the Época Magazine, "The fastest growing company in the veterinary sector in 2005 "released by the Anuário Exame 2006-2007, among others.

In the last years, Vetnil released many high-technology products to the Brazilian veterinary as a result of intensive research and development, particularly in the supplement line, such Emagripet, the product is a weight reduction aid for pets, Nutralogic, supplement rich in antioxidants to support weakened animals. And recently, the JCR Super Premium line of supplements for horses, a line that represents what is most innovative in the world market of sport horses, which is composed of several products, all with special formulations, the JCR Super Premium line is made with raw materials of high quality, in combinations that maximize performance and of athletics animals.

In relation to our therapeutic line, we highlight products as Condroton, oral and injectable presentation (articular regeneration), ointments and gels (DM Gel, Alantol, Furanyl and Gelo Pan) and others medicines as Pulmonil (bronchodilator) and Bionew. Currently, Vetnil has more than 80 products.

Information:

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PET & HORSE BRASIL

Leading the Best Brazilian Pet and Horse Products around the world

Pet & Horse Brasil Project is a partnership between Anfalpet – Nacional Pet Products Manufacturers Association and Apex-Brasil – Brazilian Trade and Investment Promotion Agency. The Project intends to promote Brazilian Pet and Horse products companies abroad.

Several actions are held under Pet & Horse Brasil Project. It leads partners to most

important trade fairs, business roundtables and develops foreign market researches.

Our Interest

- Encourage Brazilian Horse and Pet products manufacturers to get into international market;
- Disclosure to international market about the Brazilian technology potential, as the main global players;
- Disclosure to international market about the competitiveness of Brazilian Horse and Pet products as a result of plenty of raw material in our country;
- Promotion and disclosure of Brazilian Horse and Pet products at the international distribution network.



The National Feed Manufacturers Association (Anfar) was found in April 24th, 1980 by a group of companies from animal nutrition sector. At this time, there was a growth of complete feed market, concerning to farm animals (inputs products).

The farm animal are those which human use for their feeding, related to meet, eggs and milk derivatives products.

As from 1994, the big growth of PET market was observed, resulting in 2000, the criation of two departments: 1) PET Department and 2) Inputs Products Department. In 2004, the

Inputs Products Department extinguished and there was a change name for Anfalpet (National PET Food Manufacturers Association).

In 2010, there was 71 member companies of Anfalpet and it completes 30 years of existence. As a big change again, Anfalpet became a representative of all companies which manufacturers any kind of PET products. To celebrate it, Anfalpet improves its website and its logo, integrating them with the member companies and partners needs and improving its communication with the market.

The member companies are responsible for more than 80% of 11 billion R\$ of incomes in 2010. Among this incomes, 66% is related to food; 20% is related to services; 8% is related to equipment and accessories and 6% is related to veterinary medicines and cleaning and hygiene products. Besides, the sector is responsible for 20,000 direct jobs in the industry and 200,000 in the marketing network.



ApexBrasil

BRAZILIAN TRADE AND INVESTMENT
PROMOTION AGENCY



In order to offer the best service to Brazilian companies aiming at foreign markets and foreign entrepreneurs wishing to invest in Brazil, Apex-Brasil has a large physical infrastructure and highly skilled professionals.

The Agency also maintains Business Support Centers (BSC) around the world, which are platforms to assist Brazilian companies in their internationalization process, in searching for business opportunities and in increasing their share in major markets, as well as providing support to foreign investment attraction.

Our BSC are strategically located in Asia (Beijing - China), Middle East (Dubai - United Arab Emirates), North America (Miami - USA), Central America and the Caribbean (Havana - Cuba), Western Europe (Brussels – Belgium), Eastern Europe (Moscow - Russia) and Africa (Luanda - Angola). Along with our Brussels BSC, the Brazilian Business Affairs office of Apex-Brasil and the Brazilian National Confederation of Industry (CNI) was established to monitor trends and decisions of the European Union that affect or could affect Brazilian exports.

Apex-Brasil currently has about 300 employees in Brazil and abroad, who work to support foreign investors, to promote exports of about 10 thousand Brazilian companies of over 70 sectors of the economy and to provide direct access to products and services of Apex-Brasil.



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