



A NEW CHAPTER

A note from Henrietta

April 16, 2020 - I know most of you will have read recently that we were purchased by Nestlé. We announced this in the mainstream press but I wanted to write a personal note to our customers too.

As many of you know, I set up Lily's Kitchen on my kitchen table in 2008 and since then, pretty much every waking and sleeping hour has been spent working on the business: planning, organising, recruiting, and making all the hundreds of daily decisions that are made to ensure the health of our pets and the health of the company. It's been an amazing journey and I'm incredibly proud to have seen this company grow out of my kitchen.. into a proper office and out of a market stall.. into supermarkets and pet shops. It has been so heart-warming - not to mention, truly rewarding - to hear the many thousands of stories from our fellow pet parents on the difference the food has made to their cats and dogs as well as all the good causes we have supported throughout those years. Doing well and doing good has been at the heart of Lily's Kitchen, and my team and I have worked tirelessly and passionately to bring you the very best of ourselves, our food and the experience of purchasing with us. Now though, it's time for me to spend more moments with Lily and to take a step back for myself and my family.

"WITH NESTLÉ'S HELP WE WILL BE ABLE TO BRING LILY'S KITCHEN RECIPES TO MANY MORE PETS AROUND THE WORLD"

I understand that hearing about this change can cause some concern. But I want to reassure you that the range of foods and the company I have built will not change. If we do make changes to our recipes, those changes will be improvements, just as we have always done . Every year we look at each of our recipes to make sure every single one is the best it can possibly be. None of this will change. But with change, comes opportunity. The team at Nestlé Purina love this business as much as the Lily's family does, and they are committed to being the best custodians of the brand and to respecting the loyalty of you, our customers. Yes, they are a huge company compared to us. But we are (border) terriers, after all, and we will be a very active and independent part of the group, building on and influencing the positive impact we have worked hard, and like, to make. With Nestlé's help we will be able to bring Lily's Kitchen recipes to many more pets around the world who have not had the benefit of a proper diet.

Thank you for all your loyalty and support over the years. I look forward to being able to be with Lily in her twilight days as well as looking forward to seeing the company grow in its next chapter.

Henrietta

