

FOR IMMEDIATE RELEASE**Boehringer Ingelheim Animal Health USA Establishes Pawru, Inc.**

- *New company to accelerate expansion of leading digital animal health platform*
- *PetPro portfolio will transition to Pawru branding*

Duluth, Ga., February 16, 2021 – Boehringer Ingelheim Animal Health USA Inc. today announced the creation of Pawru, Inc. as a separate Company within the Boehringer Ingelheim Animal Health business.

Pawru will encompass and expand the Boehringer Ingelheim’s digital collaborative animal healthcare platform, which has been known as PetPro Connect. Pet owners experience the service as a mobile app that links them with their veterinarians for telemedicine appointments, prescription refills, messaging, pet health care content and more. The PetPro products will transition to Pawru branding.

Pawru is positioned to accelerate the development of Boehringer Ingelheim’s digital portfolio. The Company will also explore strategic partners to expand its commercial offerings.

“Since expanding PetPro Connect to the entire United States less than a year ago, we have gained incredible insight into the opportunities for advancing pet health and wellness using innovative digital technologies,” said Heath Wilkes, Head of U.S. Digital Health at Boehringer Ingelheim Animal Health. “We are excited to deliver additional offerings as Pawru – a name that brings together a connected community to deliver friendly, engaging and valuable digital health services for all who care for pets.”

Pawru has its origins at BI X, an independent subsidiary Boehringer Ingelheim created in 2017 to incubate ideas for digital innovation in healthcare. Since making PetPro Connect available nationwide in March 2020 to meet the sudden demand for telemedicine created by COVID-19 social-distancing requirements, the platform has soared to serve more than 1 million pets.

“The evolving trends in pet health care and the experience of caring for animals during a pandemic have accentuated the importance and value of convenient and collaborative veterinary care for pets,” said Randolph Legg, President and Head of Commercial Business at Boehringer Ingelheim Animal Health USA Inc. “By establishing Pawru, we are creating a clear path to deliver future digital innovation and growth to benefit our Animal Health customers and partners.”

To learn more: www.pawru.com

Boehringer Ingelheim Animal Health

The lives of animals and humans are interconnected in deep and complex ways. We know that when animals are healthy, humans are healthier too. Across the globe, our 10,000 employees are dedicated to delivering value through innovation, thus enhancing the well-being of both.

Respect for animals, humans and the environment is at the heart of what we do. We develop solutions and provide services to protect animals from disease and pain. We support our customers in taking care of the health of their animals and protect our communities against life- and society-threatening diseases.

Boehringer Ingelheim Animal Health is the second largest animal health business in the world, with net sales of \$4.5 billion (4 billion euros) in 2019 and a presence in more than 150 countries.

Boehringer Ingelheim Animal Health has a significant presence in the United States, with more than 3,100 employees in places that include Georgia, Missouri, Iowa, Minnesota, New Jersey and Puerto Rico. To learn more, visit www.boehringer-ingelheim.us, www.facebook.com/BoehringerAHUS or www.twitter.com/Boehringer_AH.

Boehringer Ingelheim

Making new and better medicines for humans and animals is at the heart of what we do. Our mission is to create breakthrough therapies that change lives. Since its founding in 1885, Boehringer Ingelheim is independent and family-owned. We have the freedom to pursue our long-term vision, looking ahead to identify the health challenges of the future and targeting those areas of need where we can do the most good.

As a world-leading, research-driven pharmaceutical company, more than 51,000 employees create value through innovation daily for our three business areas: Human Pharma, Animal Health, and Biopharmaceutical Contract Manufacturing. In 2019, Boehringer Ingelheim achieved net sales of 19 billion euros. Our significant investment of almost 3.5 billion euros in R&D drives innovation, enabling the next generation of medicines that save lives and improve quality of life.

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