



Replacement Tag Renewal Update

April 2025



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Renewal Tag Offerings Overview

A cornerstone of DocuPet's program is our upgradable and customized tag offerings. When selecting a tag for their pet, licensees can opt for:

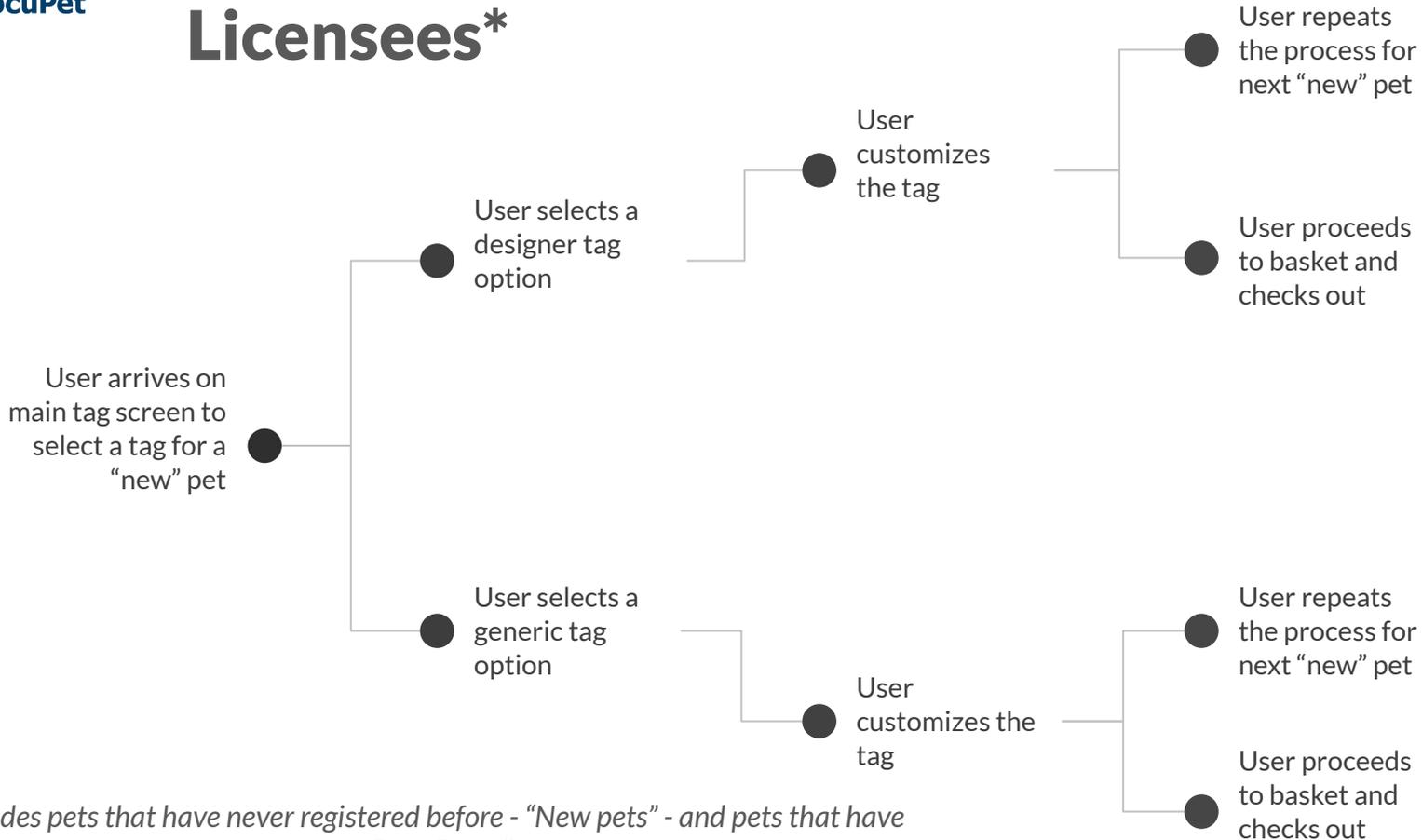
- A \$0 generic tag with options to personalize for an associated fee
- An “upgraded” designer tag with options to personalize for an associated fee
- No new tag to be sent in cases where they already have one or more DocuPet tags for the applicable pet

Outside of the renewal window, users can purchase a designer tag or replacement tag at any time, for the specified fee.





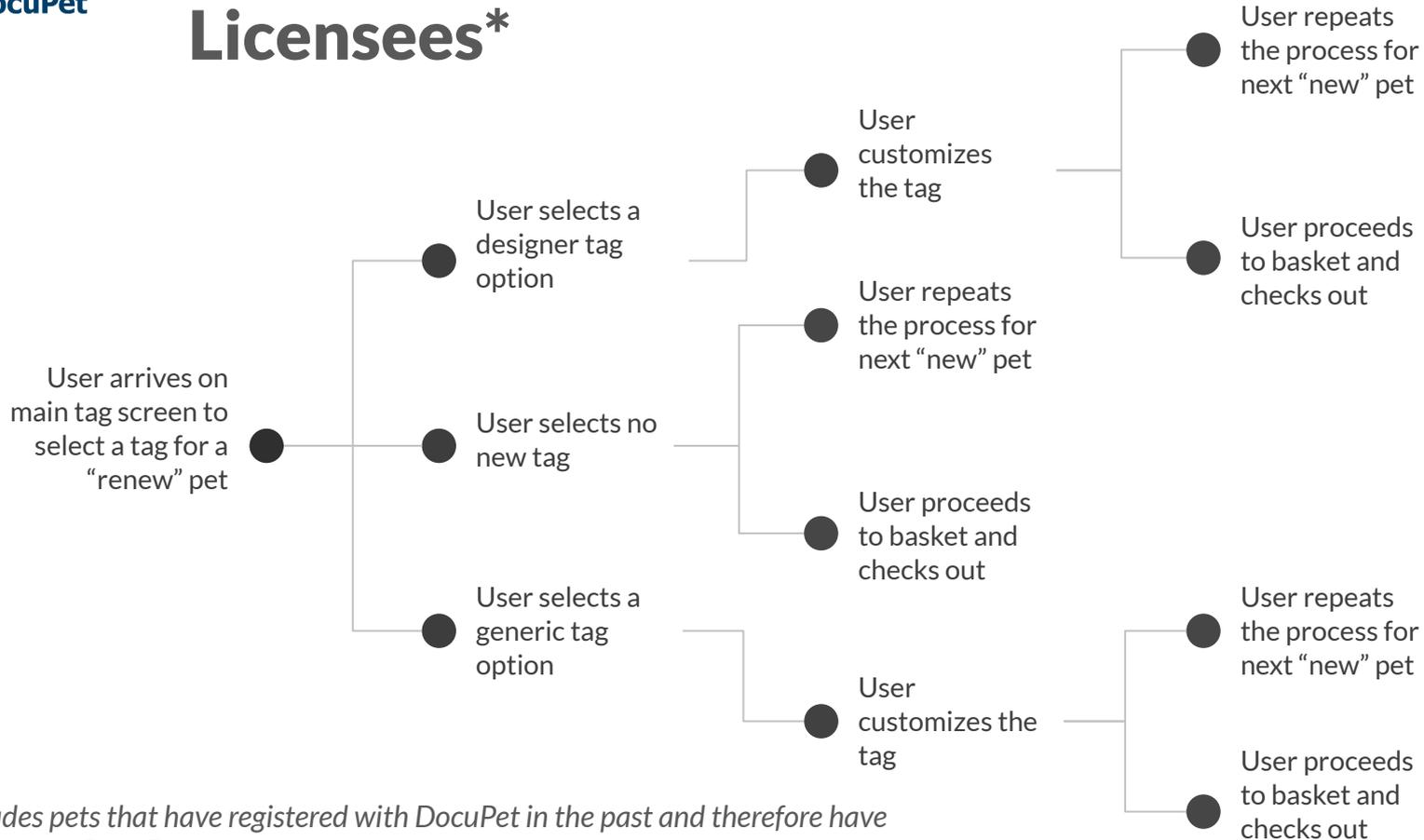
Current Online Flow for First Time Licensees*



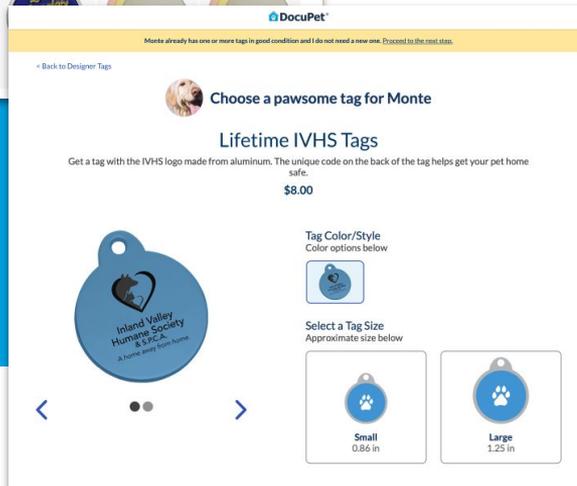
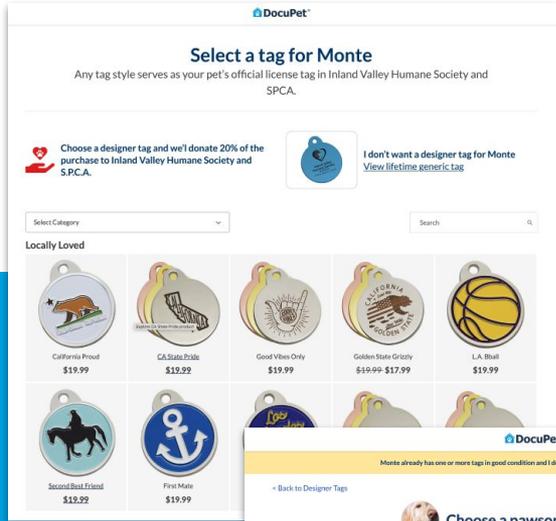
**Includes pets that have never registered before - "New pets" - and pets that have registered in the past but never with DocuPet - "Legacy pets"*



Current Online Flow for Renewal Licensees*



**Includes pets that have registered with DocuPet in the past and therefore have one or more DocuPet tags*



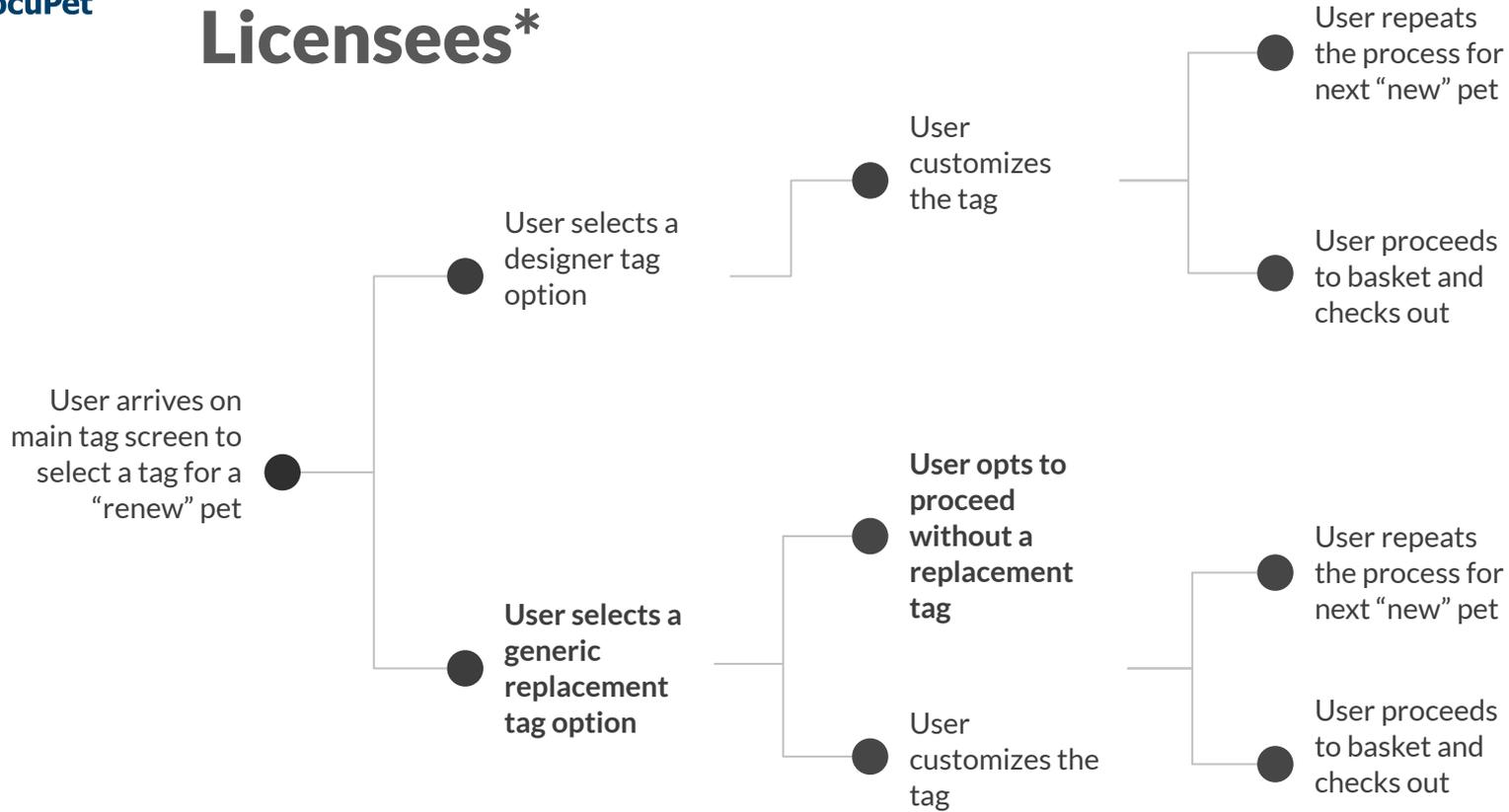
Upcoming Changes

For “Renewing Pets” only we will no longer offer the option to get a \$0 generic tag each year during the online licensing flow. Instead online users will have the option to:

- Select a replacement tag for the applicable fee
- Select “no new tag”
- Select an “upgraded” designer tag



Updated Online Flow for Renewal Licensees*



**Includes pets that have registered with DocuPet in the past and therefore have one or more DocuPet tags*



Rationale and Results

This change to the tag selection options for renewing pets only addresses a few major concerns shared by pet owners and partners:

1. Partner replacement tag revenue is typically negatively impacted by the repetitive free tag offering. Feedback from our partners is that they would like the first aluminum tag issued to be a lifetime tag and collect replacement tag revenue should a pet owner need a new one
2. Allowing for pet owners to receive a new free generic tag each year contributes to unnecessary waste and shipments and the associated environmental impact
3. Pet owners have a tendency to hold off on replacing a lost or damaged tags until the renewal period to avoid replacement tag costs. This means there is a period of time that their pet does not have a tag on



FAQ

- What happens if a tag has wear and tear and the pet owner wants a new one?
 - DocuPet will always replace the tag at no cost to the pet owner. All administrators at your organization have the option to issue free replacement tags as well
- Will this change be reflected in the admin order process as well?
 - No, not initially. Administrators can choose to charge a replacement tag if they wish, but default tag selection will continue to be a \$0 generic tag.
- When does this go into effect?
 - This will go into effect ASAP

