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# Hughes Hubbard & Reed

## Firm Advises Zoetis in Acquisition of Equine-Animal Health Business

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**July 23, 2019** — The firm is advising leading animal health company Zoetis Inc. in its pending acquisition of Platinum Performance, a nutrition-focused animal health business offering premium nutritional product formulas for horses, dogs and cats.

The transaction, announced on July 22, is expected to close during the third quarter of this year, pending regulatory review.

The acquisition will expand Zoetis' existing nutritional portfolio for dogs and cats and add nutritional product formulas for horses as well.

"Zoetis is excited to acquire Platinum Performance and add its high-quality, nutritional products and expertise to our diverse portfolio and team," said Kristin Peck, executive vice president and group president of U.S. operations, business development and strategy for Zoetis.

"We believe Zoetis will be able to expand the Platinum equine business through our U.S. field force, accelerate the growth of its petcare product formulas with veterinarians and pet owners through our digital marketing capabilities, and evaluate international expansion opportunities over the long term."

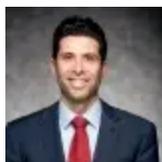
Established in 1996 and based in Buellton, California, Platinum Performance is a family-owned business that develops, manufactures and markets a broad range of premium nutritional product formulas for horses, as well as a smaller range of petcare brands and human supplements.

With the deal, Zoetis will acquire equine products such as Platinum Performance Equine, a comprehensive wellness and performance formula, and Platinum Performance CJ, a nutritional formulation with the addition of joint support ingredients.

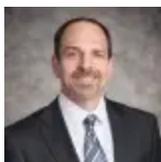
Founded in 1952 and based in Parsippany, N.J., Zoetis develops, manufactures and markets veterinary vaccines and medicines, with a focus on farm and companion animals. Zoetis employs approximately 10,000 people and sells products in more than 100 countries.

The HHR team includes Matthew Syrkin, Parker Taylor, Philip Giordano, Jim Delaney, Alan Kravitz, Carol Remy, Ben Ferziger, Samuel Hurt, Donald D'Amico and Kristin Millay.

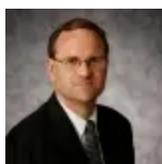
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