

16 June 2025



Dear Trading Partner,

RE: Temporary change to country-of-origin – Breeder's Choice 30L Cat Litter (UK)

Breeder's Choice Cat Litter continues to be Australia's most chosen Cat Litter. As demand for products that are good for people, pets and planet continue to grow, demand for Breeder's Choice Cat Litter here in Australia has continued to increase. To support this growth, FibreCycle is investing to increase local production capacity. Whilst we commission new equipment and address current operational challenges as flagged last week, FibreCycle will be indefinitely supplementing some supply of Breeder's Choice 30L Cat litter for the Australian Market, with 30L product from our UK production facility in Scunthorpe, England.

Our factory in the UK is fully owned and operated by FibreCycle, and our manufacturing process adheres to the same strict quality standards as the locally produced product. Your shoppers will continue to receive the same great litter they are accustomed to, and the product will continue to have Australian company and contact details on all packaging for shopper peace of mind. Your shoppers should not notice any variable difference in look and feel of the pellet.

What do we need from you as a Retailer?

Breeder's Choice is one of Australia's most trusted cat brands. It is imperative that the updated country-of-origin is communicated clearly and accurately. We request that where country of origin is communicated within your business for Breeders Choice 30L Cat Litter only (ie. online product listings including on images of the product and product description, instore ticketing, company marketing communications including social media and EDMs etc) that you **temporarily amend all country-of-origin references to "Made in Australia and/or the UK" until further notice. We ask please that you make this change as soon as possible and be in a state of readiness to receive UK made stock from Monday June 30th.** For convenience, we have sent a separate image of the Breeders Choice 30L Cat Litter sku which you can use to swap out for existing images of that product.

Should you receive customer queries regarding the country of origin of Breeder's Choice cat litter, please direct them to www.breederschoicecats.com.au for more information.

If you require further information, please contact your FibreCycle contacts, or email info@fibrecycle.com

Sincerely,

A handwritten signature in black ink, appearing to read "Steve Adams".

Steve Adams

Managing Director – FibreCycle Pty Ltd

