The New ARC: Abbott Recloseable Container & Label System

October 2016

Partnering with you to navigate the latest in nutrition therapy.
CONTENT OVERVIEW

- The New ARC: Abbott Recloseable Container & Label System Review
  - Customer Benefits
  - Packaging Transition Scope
  - Communications & Product Rollout Plan
INTRODUCING THE NEW ARC: ABBOTT RECLOSABLE CONTAINER
THE NEW ARC: ABBOTT RECLOSEABLE CONTAINER: MEETING EVOLVING CUSTOMER NEEDS

- In a focus group study, the ARC was preferred over metal cans by both healthcare professionals and patients.
- The ARC is easy to open and easy to use.
- The ARC has no sharp metal edges.
- The ARC helps preserve unfinished formula and reduces product waste.
- ARC has a lower environmental impact than metal cans.
- BPA (Bisphenol-A) is not used in the manufacture of the ARC.
- The ARC case has a more efficient package shape which allows for fewer pallet configurations and streamlined pallet management.
- In transportation/distribution tests, the ARC sustained less damage compared to metal cans.

ARC: Abbott Recloseable Container by Tetra Pak®
The new Abbott label system was developed, tested and refined with more than 300 healthcare professionals to improve clarity and accuracy of use.
A CONSISTENT, SIMPLIFIED LABEL SYSTEM

Consistent Branding
Brand-Specific Iconography
Color-Coded Caloric Density

Color-coded caloric density system designed to improve accuracy of use.

Color-Coded Caloric Density System

<table>
<thead>
<tr>
<th>Color-Coded Caloric Density System</th>
<th>1.0 CAL</th>
<th>1.2 CAL</th>
<th>1.3 CAL</th>
<th>1.5 CAL</th>
<th>1.8 CAL</th>
<th>2.0 CAL</th>
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# NEW PACKAGING TRANSITION & LABEL SYSTEM SCOPE

<table>
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<tr>
<th>Package Type</th>
<th>Packaging Changes</th>
<th>Label Changes</th>
<th>New Product Code</th>
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<tbody>
<tr>
<td>Institutional Adult All Cans</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Institutional Ensure Clear*</td>
<td>✔</td>
<td>No Change</td>
<td>✔</td>
</tr>
<tr>
<td>Institutional Ready-To-Hang Prefilled Enteral Feeding Containers</td>
<td>No Change</td>
<td>✔</td>
<td>No Change</td>
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*Moving from 6.8 oz to 8 oz*
## COMMUNICATIONS & PRODUCT ROLLOUT PLAN

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<th>Awareness</th>
<th>Readiness</th>
<th>Implementation</th>
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<tbody>
<tr>
<td>Oct ‘16</td>
<td>Nov ‘16</td>
<td>Dec ‘16</td>
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<tr>
<td></td>
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**Communications & Tools**

- Customer Letters
- Customer Presentation
- Announcement Video
- FAQs
- Customer Webinars

**Communications & Tools**

- Detail Change Grid
- FAQs
- Customer Webinars
- Dedicated Web Page
- Customer Newsletters

**Communications & Tools**

- New Label Education Aid
- Poster/Tear Pad
- SKU Crosswalk
- Timeline Updates
- Formulary Cards
- ARC Samples
- FAQs
- Customer Service Support
- Customer Newsletters

**Note:** For customers working with distributors, it will be important to work together to coordinate implementation plans.
AT ABBOTT, WE CONTINUALLY STRIVE TO STRENGTHEN OUR ENGAGEMENT...

...with healthcare professionals and institutional customers to help them practice state-of-the-art nutrition therapy.

...with patients to gain insights to better understand their needs and provide nutrition solutions that matter.

...with distributor partners to help them consistently deliver quality products.
PROVIDING YOU WITH THE RIGHT INFORMATION AT THE RIGHT TIME

Partnering with you to navigate the latest in nutrition therapy.

Customer Letters  Presentations & Webinars  Videos  Newsletters  Dedicated Website  Education Tools  FAQ  Frequently Asked Questions  Customer Service Support
PARTNERING WITH YOU TO ASSURE A SMOOTH TRANSITION

• We recognize that our customers and distributor partners play a vital role in making this a smooth and efficient transition.
• We have activated dedicated resources to help in developing specific implementation plans.
• We will provide you with ongoing information and tools to support you in the coming months.
Thank You

October 2016

Partnering with you to navigate the latest in nutrition therapy.