

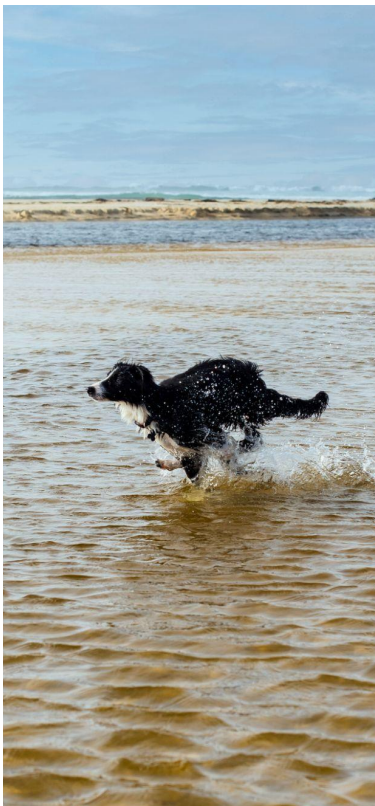


DocuPet's Free Tag Initiative

May 2025



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Free Tag Offering Overview & Rationale

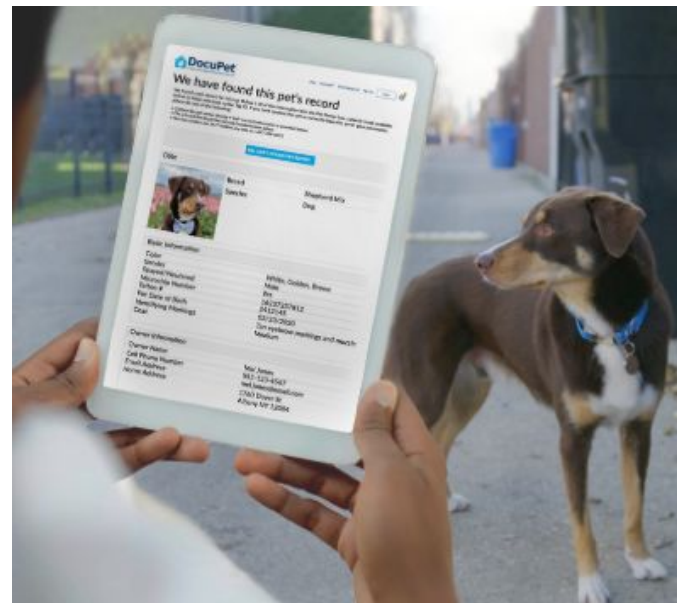
DocuPet's new "Free Tag Offer" is a North America-wide initiative to boost pet registration and getting more tags on pets to enable faster reunifications- either through community help or DocuPet's 24/7 HomeSafe[®] team - to help keep owned pets out of shelters—making room for those truly in need.

By offering this free tag to all pet owners across the country, DocuPet not only helps get more tags on pets in the community, but also aims to increase registration, improve licensing compliance and revenue, and encourage pet owners to activate their accounts and keep pet profiles accurate and up to date with relevant RTH information.



Expected Results & Key Benefits

- More tags on pets increasing the odds they are returned to their owner (keeping them out of shelters)
 - Active historical licences who have not yet gone through a renewal season with DocuPet can get a tag
- More activated accounts with up to date information on file (microchip numbers, photos, contact information, secondary contacts, etc.)
 - Increased email data which means:
 - Higher licence conversions
 - Ability to interact with pet owners more frequently
 - Reduction in letters deployed (lowering costs)
- Increased licence compliance
 - Increased licence revenue
 - Increased donation revenue (for shelter partners)



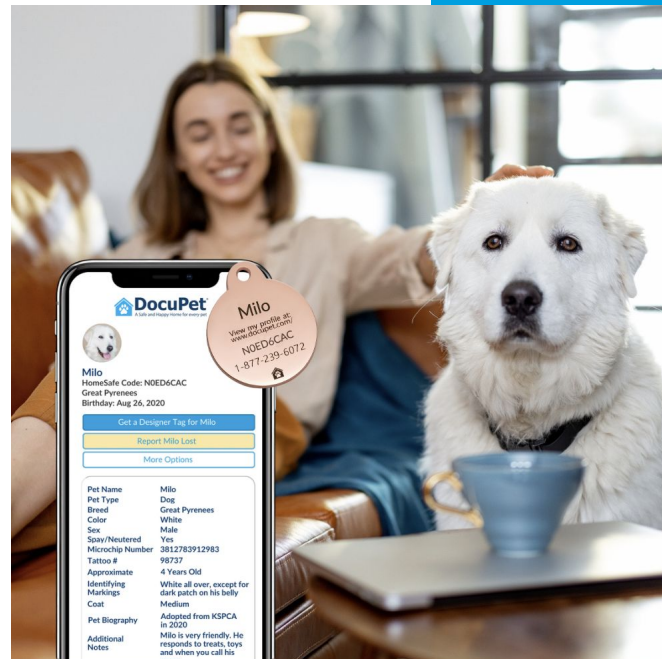


Upcoming Changes

For our licensing partners, there are no changes to existing processes or core licensing functionality.

However, there will be a few updates your team may notice which include:

- DocuPet will test communications aimed at inactive pet owners, urging them to claim a free tag and activate their account to boost licence conversions.
- The free HomeSafe[®] tag will appear on our Shop pages in addition to current designer tag offerings.
- Pets in your community wearing DocuPet's HomeSafe[®] tag which will also act as their licence tag. This is the same concept as the designer tag upgrading also acting as their official licence tag.





Considerations

- The free HomeSafe[®] tag is only available to pets that have never previously received a tag issued by DocuPet (designer or your standard organization tag).
- Anytime a pet owner is going through a licensing flow, the only tag option will be your standard tag. Meaning:
 - New pets will receive your standard tag when purchasing a licence
 - Renewing pets will have the option to receive your standard replacement tag.
- Pets with active or valid multi-year licences now get tags immediately, not just at renewal. More pets will wear DocuPet tags sooner, each with a unique code linked to their profile to boost return to home chances.



- New pet owners who register and claim the free HomeSafe® tag will be prompted to license their pet.
 - If they choose to license then, your standard tag replaces the HomeSafe® tag.
 - If they do not license immediately, they'll receive the HomeSafe® tag and receive communications reminding them to complete the licensing process (and that their tag is not their official licence).
 - Once they license, they will not be issued a second free standard tag for your organization but they may purchase a replacement tag at your standard fee.



This tag is not a Pet License yet!

We are the official licensing partner of The City of Syracuse. In order for your selected tag(s) to double as your pet's license, you must purchase a license in addition to your selected tag(s).

[Purchase a pet license now!](#)

[I understand. I'll purchase a pet license later!](#)