

**GENERAL****1. What did Independent Pet Partners announce?**

Independent Pet Partners Holdings, LLC (IPP) has announced that it voluntarily filed for chapter 11. The Company has determined, in consultation with our advisors and management, that we will reduce our store footprint to 66 stores in our core markets of Colorado, Kansas, Minnesota, Wisconsin, and Illinois, and going-forward, we will operate only under the Chuck & Don's and Kriser's banners.

2. What is chapter 11?

A chapter 11 filing is a voluntary action a company takes to implement a financial and/or operational restructuring while it continues to operate its business in the normal course without interruption.

3. Why did the Company have to file for chapter 11? Why now?

These chapter 11 cases were necessitated by a confluence of factors, including: (a) challenges related to our early growth strategies, (b) unexpected changes in consumer behavior resulting from a potentially fatal heart disease in dogs, (c) the effects of the COVID-19 pandemic on the retail industry, (d) recent inflation trends, (e) maturing credit facilities, and (f) a prepetition sale process that could not identify an executable, going-concern transaction.

4. What are the goals of this restructuring?

After discussions with our lenders, we have decided to sell 66 stores operating under the Chuck and Don's and Kriser's Natural Pet lines as part of the bankruptcy sale process. As for the remaining stores, we are seeking to finish the liquidation process we commenced prior to filing these chapter 11 cases by the end of February 2023. We believe that the sale process is the best path for maximizing value and in the best interests of our stakeholders.

5. What happens during chapter 11?

During a chapter 11 proceeding, a company maintains normal business operations and continues to provide employees with salaries and benefits. It is also able to continue doing business with vendors, suppliers, customers, and business partners. In our case, the chapter 11 process provides an orderly path to reduce our company's debt, address our store leases and establish a sustainable capital structure to support the business long-term.

6. Does this mean IPP is going out of business?

For the stores that will be included in the sale process, day-to-day operations will continue as usual, with no interruption, and will continue to provide retail and online customers with healthy, high-quality food products and treats and a range of pet services, including grooming, self-wash, pet parent education, and veterinary services.

The remaining stores will be closed as soon as practicable, with a goal of completing the liquidation process by the end of February 2023, and we will discontinue the Natural Pawz and Loyal Companion banners.

7. What locations are open and operating?

For information on locations and business hours for stores that remain open, please visit:

www.chuckanddons.com

www.krisers.com

www.naturalpawz.com

www.loyalcompanion.com



8. Does IPP have enough cash to operate its business?

Yes. Pending Court approval, the Company's secured lenders have agreed to provide ample financing to ensure we have the liquidity required to run the sale process and close a value maximizing transaction, and importantly, continue to operate the going-concern stores in the ordinary course of business and pay employees and vendors.

9. What does this mean for employees?

For the stores that will remain open, all aspects of business will operate as usual, and we will continue to serve our customers across our retail and consumer products channels in the same way, without interruption, during this process. At these stores, there will be no change to team members' day-to-day roles and responsibilities. Team members can expect to continue to be paid as usual and for benefits to continue in the normal course, all without interruption. Please see below for more information relating to employees.

10. What does this mean for retail customers in terms of returns, gift cards and rewards?

For the stores that will remain open: we welcome you to continue to shop with us as usual both in store and online for all your pet's needs. We plan to continue honoring store credits, special offers, and promotions, and we anticipate no changes to our policies regarding returns, exchanges, refunds, and the like.

For stores that are closing:

Returns/Exchanges: All sales made during the closing sales are final with no returns accepted or allowed. If you are returning goods purchased prior to the store closing sale, you can return goods at closing stores under our standard policy until the earlier of (a) the date the store closes, or (b) February 28, 2023.

Gift Cards: Natural Pawz and Loyal Companion gift cards may be used until February 28, 2023 at closing stores.

Rewards Program: At closing stores, customers can redeem their rewards until February 28, 2023. Customers will stop earning rewards in closing stores for new purchases as of the petition date (February 5, 2023).

11. What does this mean for vendors/suppliers?

For open stores, we will continue to pay for goods delivered and services received after February 5th in the ordinary course of business. Pending Court approval, the Company's lenders have agreed to provide financing that will ensure we have the liquidity required to run the sale process and close a value maximizing transaction, and importantly, responsibly administer these chapter 11 cases and seek confirmation of a chapter 11 plan. This incremental liquidity will ensure that suppliers and other business partners/vendors will be paid in a timely manner for authorized goods and services provided during the chapter 11 process in accordance with customary terms.

Our relationships with our vendors and suppliers are very important to us, and we appreciate your support during this process. Please see below for additional answers to frequently asked questions.

12. Where did the Company file?

IPP has filed voluntary chapter 11 petitions in the U.S. Bankruptcy Court for the District of Delaware.

13. When did the Company file?

We commenced our chapter 11 cases on February 5, 2023. That date is called the Petition Date.

14. When do you expect the Company to emerge from chapter 11?

It is difficult to project a time frame for when this process will be completed, but the Company anticipates that the chapter 11 cases may take up to 6 months.



15. Where can I get a copy of the petition?

Chapter 11 petitions, Court filings, claims information, and other case information is available on the Company's case website at <https://omniagentsolutions.com/IPP>.

16. Can I Receive Email Notification in These Cases?

Yes. To receive electronic/email notification in these chapter 11 cases, including notices relating to the claims bar date and plan, please make sure you register your information on the "Electronic Notice Registration" page under the Dockets tab on the case website.

17. Where can I get more information about the Chapter 11 Cases?

Additional information about IPP's restructuring, Court filings, and other documents related to the chapter 11 cases, is available on the case website at <https://omniagentsolutions.com/IPP>.



EMPLOYEES

1. Will employees continue to be paid and receive benefits?

Yes. The Company has sought relief to continue paying active employees in the ordinary course. This relief includes all wages, compensation, and other benefits, including healthcare. We expect that the Court will approve the requested relief, and employees will continue receiving their pay and benefits (if eligible) as normal throughout the chapter 11 cases.

2. Will there be layoffs because of the filing?

We are currently in the process of closing 93 stores and as always, employment decisions will continue to be made based on what makes the best sense for our business just as they always have. We are working with a team of experts to help us through this process, and our management team remains committed to serving our customers, supporting our teammates, and maintaining our relationships with vendors. The financial restructuring process is being managed separately from our everyday business operations, with guidance and resources from our legal and financial advisors.

3. Should I continue to come into work?

Yes, you should continue to report for work as scheduled. Any changes to your role will be communicated to you in a timely manner.

4. Will the chapter 11 process affect my day-to-day responsibilities?

No. The chapter 11 cases should have no impact on your current day-to-day responsibilities. If you hold a supervisor position or other management position, please contact your supervisor with any questions or concerns.

5. Will I continue to be paid? What about my benefits?

Teammates can expect to be paid and receive their benefits in the normal course throughout this process.

6. If I am currently bonus eligible, will we continue to offer a bonus program?

We are evaluating our bonus program to ensure that metrics align with our long-term strategy. More information on how the bonus program will be structured will be forthcoming.

7. What should I say if I'm contacted by the media or if I'm asked about the filing by customers or vendors?

All inquiries should be directed to Omni, either by calling or emailing the restructuring hotline, or visiting the chapter 11 website at <https://omniagentsolutions.com/IPP>.

8. Where can I go for more information and updates?

We will keep you informed about our progress as we move through this process. If you have additional questions, please do not hesitate to contact your manager.

9. What can I do to assist with the chapter 11 cases?

The most important way our employees can help during this process is by continuing to focus on your day-to-day responsibilities. We value our relationship and plan to work closely with you throughout this process.

VENDORS

1. How does the filing impact vendors?

For stores remaining open, we will continue to operate the business as usual and will pay vendors in the ordinary course for all authorized goods received and services rendered after the filing date.

2. Does IPP have the liquidity to continue to meet obligations to vendors?

Yes. Pending Court approval, the Company's lenders have agreed to provide financing that will ensure we have the liquidity required to run the sale process and close a value maximizing transaction, and importantly, responsibly administer these chapter 11 cases and seek confirmation of a chapter 11 plan. This incremental liquidity will ensure that suppliers and other business partners/vendors will be paid in a timely manner for authorized goods and services provided during the chapter 11 process in accordance with customary terms.

3. What do "prepetition" and "postpetition" mean? What determines whether an invoice is "prepetition" or "postpetition"? My company issued an invoice after the filing date for goods or services provided prior to the filing. Is it pre-petition or post-petition?

"Prepetition" means before the filing of the petitions commencing the chapter 11 cases. Here, amounts owed for goods received or services rendered before February 5, 2023, are considered "prepetition" amounts.

"Postpetition" means after the filing of the petitions, or after February 5, 2023. The amounts owed for goods received or services rendered after February 5, 2023, are considered "postpetition" amounts.

The key factor is not the invoice date but rather when the goods or services were delivered, and IPP became legally responsible for payment. If this date is prior to our filing date, the claim will be considered pre-petition, regardless of the date of the invoice.

4. Will vendors be paid for amounts due to them from goods or services provided prior to the filing date?

Under U.S. bankruptcy law, unpaid debts for goods and services provided to IPP prior to the filing date, also known as prepetition claims, generally cannot be paid without specific U.S. Bankruptcy Court approval. The Company has sought authority from the Court to pay prepetition claims of certain critical vendors. Except in limited circumstances, vendors must file a proof of claim if owed for goods received or services rendered prior to the filing date. The claims filing process will be established in coming weeks and you will receive an additional notice.

5. Can vendors apply payments made after the filing to pre-petition invoices?

No. Vendors must maintain a distinction between receivables for goods and services provided to IPP before the chapter 11 filing and receivables for goods and services provided after the filing.

6. When will I receive payment for an invoice I submitted prior to the chapter 11 filing?

IPP expects that prepetition claims will be paid at the conclusion of the chapter 11 cases according to the terms of the plan. We regret the impact this may have on some of our vendors.

7. How much am I going to be paid for what I am owed for goods provided prepetition?

IPP expects that prepetition claims will be paid at the conclusion of the chapter 11 cases, according to the terms of the plan. We regret the impact this may have on some of our vendors.

8. Can I renegotiate our payment terms now that IPP has filed for chapter 11?

If you have a contract with IPP, U.S. bankruptcy law requires that you continue to perform services or provide goods



under that agreement and in accordance with its terms unless the U.S. Bankruptcy Court permits you to stop. The Company is continuing to work with you as it always has. This means it is honoring contracts and paying in full on currently negotiated terms for goods and services received on or after the chapter 11 filing date.

9. Will you continue to order goods and services from me?

Open stores will continue doing business with vendors in the ordinary course throughout this process.

10. Will I have the same contact person going forward?

Yes. Your point of contact will not change at stores that will remain open.

CLAIMS

1. What is a Proof of Claim form?

The Proof of Claim form is the document that must be completed by a creditor to assert a claim against the Company. A copy will be available on the case website in coming weeks.

2. What is a “Claim”?

A claim is a right to a payment from the Company. A claim includes rights that are liquidated or unliquidated, contingent or fixed, matured or unmatured, disputed or undisputed, secured or unsecured. A claim may also be a right to an equitable remedy for breach of performance by the Company if such breach gives rise to a right to payment.

3. I received a Notice of Chapter 11 Bankruptcy Case. Does this mean that I have a Claim?

Not necessarily. We are required to provide notice of the chapter 11 filing to all *potential* creditors, so receiving the notice does not necessarily mean that you have a claim against the Company or any of our subsidiaries. We recommend you consult with an attorney to determine if you have a claim and for advice on how to file a claim.

4. What is Omni Agent Solutions and why are they contacting me?

Omni is a noticing and claims agent, which is a professional services firm hired by the Company and approved by the Court to assist with the chapter 11 cases. Omni’s responsibilities include answering stakeholder questions, providing information about the chapter 11 process, collecting proofs of claims, distributing notices and other documents, and other administrative duties. Omni will only contact you by mail or email. If you are concerned about the authenticity of any communication you have received, please call or email the Company’s restructuring hotline at (888) 729-5581 (toll free US/Canada); (747) 263-0134 (International).

5. Has IPP hired a claims agent?

Yes, the Company has hired Omni Agent Solutions to serve as the noticing and claims agent. You will receive materials from Omni with instructions on how to submit a claim in due course. Information about the chapter 11 cases, including legal documents that are filed with the Court, is available on the case website, and information about the proof of claim process will be available on the case website in coming weeks once approved by the Court, at <https://omniagentsolutions.com/IPP>.

6. How do I file a Proof of Claim?

You will receive materials from Omni with instructions on how to file a Proof of Claim in due course.