



Purina PRO PLAN offers a range of high-quality pet food products, developed by a dedicated team of Purina nutritionists and vets, to help dogs and cats lead active, healthy and long lives. Purina PRO PLAN is partnering with ATP to help inspire cat and dog owners to care for their pets like a PRO, with the same dedication and passion that top athletes bring to their sport.

The partnership grants year-round brand visibility across the ATP's social, editorial and digital channels, providing Purina PRO PLAN with a global platform to engage with tennis fans and pet owners alike. As part of this partnership, Purina PRO PLAN will be an official partner of ATP Tour events in Europe, including the Barcelona Open Banc Sabadell, Swiss Indoors Basel and Nitto ATP Finals in Turin.

Throughout the season, Purina PRO PLAN will engage with athletes, supporters and pet owners to showcase how quality nutrition and care maintain peak pet health and well-being. This collaboration underpins Purina PRO PLAN's commitment to supporting the many ATP Tour stars who own pets, offering them expert advice and super premium nutrition so that they can care for their pets like a PRO.

#### **About Purina PRO PLAN®**

Purina PRO PLAN nurtures the lives of dogs and cats through the power of groundbreaking nutrition, bringing science-backed formulas to pets around the world. Our commitment to the well-being and longevity of pets drives Purina PRO PLAN to provide proven nutrition, backed by science, and developed with our Purina vets & experts. Committed to innovation and excellence, Purina PRO PLAN leverages Purina's expertise in nutrition and animal science to set high standards, anticipating the evolving needs of pets and those who care for them. For more information about Purina PRO PLAN and our commitment to pet nutrition, visit: <https://www.purina.co.uk/brands/pro-plan>

#### **About Purina**

Nestlé Purina PetCare Europe believes that when people and pets bond, life becomes richer. This is why, for more than 130 years, it has been committed to creating richer lives for pets and the people who love them through high-quality nutrition and care.

Purina Europe aims to have a positive impact on pets, people, and the planet. In 2022, the company launched six new Purina Commitments (2023-2030) to help reach this goal, to support adoption and responsible pet ownership, help the wellbeing of people in vulnerable situations and support the regeneration of soil and ocean ecosystems.

The Purina portfolio includes many of the best-known and best-loved pet foods including Felix®, Purina ONE®, Gourmet® and PRO PLAN®. For more information about the company, visit:

<https://www.purina.eu/>