IN THE CIRCUIT COURT OF THE COUNTY OF ST. LOUIS
STATE OF MISSOURI

ADAM SCHROEDER, individually, and all
others similarly situated,

      Plaintiff,

      v.

M.I. INDUSTRIES, INC. d/b/a INSTINCT
PET FOOD,

      Defendant.

Case No. 25SL-CC02259

DECLARATION OF SETTLEMENT ADMINISTRATOR REGARDING NOTICE

I, Kari L. Schmidt, state as follows:

1.   I am currently a Project Manager for Analytics Consulting, LLC (hereinafter "Analytics"), located at 18675 Lake Drive East, Chanhassen, Minnesota, 55317. Analytics provides consulting services to the design and administration of class action and mass tort litigation settlements and notice programs. The settlements Analytics has managed over the past twenty-five years range in size from fewer than 100 class members to more than 40 million, including some of the largest and most complex notice and claims administration programs in history.

2.   Analytics' clients include corporations, law firms (both plaintiff and defense), the Department of Justice, the Securities and Exchange Commission, and the Federal Trade Commission, which since 1998 has retained Analytics to administer and provide expert advice regarding notice and claims processing in their settlements/distribution of funds.

3.   In my capacity as Project Manager, I count among my duties responsibility for matters relating to the settlement administration for the above-captioned litigation.

4.   Analytics has been engaged in this matter to provide settlement administration services.

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EXHIBIT

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Notice of Proposed Class Action Settlement

5.   On or about September 16, 2025, Analytics received Settlement Class Member data. The data included files containing 1,909 records of names and addresses of Settlement Class Members. Of these, 40 were identified as duplicate records and were removed from the population, leaving a total of 1,869 unique Settlement Class Member records.

6.   Analytics then cross-referenced the Settlement Class Member addresses with the United States Postal Service National Change of Address database. The Class list was updated with any new addresses that were identified.

7.   After updating the relevant addresses, on October 14, 2025, Analytics mailed the Court-approved Postcard Notice of Class Action Settlement ("Postcard Notice") to 1,869 Settlement Class Members.

8.   Prior to the Notice mailing, Analytics established the Settlement Website, www.InstinctPetFoodsDataSettlement.com, where Settlement Class Members could obtain copies of the Settlement Agreement and Release, Long Form Notice, Postcard Notice, Claim Form, and the Court's Preliminary Approval Order. The Settlement Website also permitted Settlement Class Members to submit a claim form. Copies of the Long Form Notice, Postcard Notice, and Claim Form are attached herein as **Exhibit A**, **Exhibit B**, and **Exhibit C**, respectively.

9.   Analytics also established a toll-free phone number of (1-877-647-8085) and a dedicated email box (info@InstinctPetFoodsDataSettlement.com) to receive and respond to Settlement Class Member inquiries. The phone number and email address were included in the Class Notice.

10.   Through the date of this Declaration, 12 Notices were returned to Analytics by the U.S. Postal Service with a forwarding address. Analytics updated the Class List with the forwarding address and processed a re-mail of the Notice to the updated addresses.

11.   Through the date of this Declaration, 454 Notices were returned to Analytics by the U.S. Postal Service without a forwarding address. In this case, Analytics conducted a skip trace in an attempt to ascertain a valid address for the affected Settlement Class Members. As a result of these efforts, 180 new addresses were identified for Settlement Class Members. Analytics subsequently updated the Class list with these new addresses and re-mailed the Notice to each of those addresses.

12.   In total, Analytics estimates that at least 1,595 Class Members (i.e., 85.3% of the total class) successfully received direct notice in this case.

Response to Class Notice

13.   The deadline to object or request exclusion from the Settlement was December 15, 2025. To date, Analytics has received zero (0) requests for exclusion and zero (0) objections.

14.   The deadline for Settlement Class Members to submit a claim for cash benefits is January 12, 2025. To date, Analytics has received a total of 115 claims for at least one form of Settlement Benefit. Of the 115 claim submissions, 47 were filed by Non-Class Members and were removed from the claimant pool. The remaining 68 claims were timely submitted by Settlement Class Members.

15.   So far, 63 claims have been deemed valid, in whole or in part, resulting in a valid claims rate of 3.37%.

16.   Three (3) claims have been deemed partially deficient due to insufficient supporting documentation for their ordinary out-of-pocket losses, but each is currently valid for at least one other Settlement Benefit. Three (3) claims have been deemed wholly deficient, due to the claim form being unsigned or signed under a name other than the Class Member. An additional two (2) claims are wholly deficient, as the claimant failed to select any Settlement Benefit(s). All eight (8) deficient claims are going through the deficiency process.

17.   To date, there are 29 valid claims for lost time payments, totaling $2,060, and 22 valid claims for the credit monitoring benefit. There are currently 31 valid claims for the alternative cash benefit, totaling $1,860.

18.   Analytics continues to receive and review claims submitted by Settlement Class Members. The deadline for Settlement Class Members to submit a claim is January 12, 2025.

19.   Analytics agreed to be the Claims Administrator in exchange for payment of its fees and out-of-pocket costs. As of the date of this declaration, expenses for work performed with respect to the provision of notice and administration of the Settlement are $9,364.00.

I declare under penalty of perjury under the laws of the United States of America pursuant to 28 U.S.C. § 1746 that the foregoing is true and correct to the best of my knowledge, information, and belief.

Dated: December 31, 2025

Kari L. Schmidt