

ARATANA THERAPEUTICS, INC.
Form DEFA14A
April 19, 2019

UNITED STATES

SECURITIES AND EXCHANGE COMMISSION

Washington, DC 20549

SCHEDULE 14A

(Rule 14a-101)

INFORMATION REQUIRED IN PROXY STATEMENT

SCHEDULE 14A INFORMATION

Proxy Statement Pursuant to Section 14(a) of the

Securities Exchange Act of 1934 (Amendment No.)

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

Preliminary Proxy Statement

Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))

Definitive Proxy Statement

Definitive Additional Materials

Soliciting Material Pursuant to §240.14a-12

ARATANA THERAPEUTICS, INC.

(Name of Registrant as Specified in its Charter)

(Name of Person(s) Filing Proxy Statement, if Other Than the Registrant)

Payment of Filing Fee (Check the appropriate box):

No fee required.

Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

(1) Title of each class of securities to which transaction applies:

(2) Aggregate number of securities to which transaction applies:

(3)

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Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

(4) Proposed maximum aggregate value of transaction:

(5) Total fee paid:

Fee paid previously with preliminary materials:

Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

(1) Amount previously paid:

(2) Form, Schedule or Registration Statement No.:

(3) Filing Party:

(4) Date Filed:

*** Exercise Your Right to Vote *** Important Notice R

*** Exercise Your Right to Vote ***

Important Notice Regarding the Availability of Proxy Materials for the
Stockholder Meeting to Be Held on June 06, 2019

ARATANA THERAPEUTICS, INC.

Meeting Information

Meeting Type: Annual Meeting

For holders as of: April 10, 2019

Date: June 06, 2019

Location: Aratana Therapeutics, Inc.

Time: 8:00 AM CDT

ARATANA THERAPEUTICS, INC.

11400 TOMAHAWK CREEK PARKWAY SUITE 340

LEAWOOD, KS 66211

11400 Tomahawk Creek Parkway

Leawood, KS 66211

You are receiving this communication because you hold shares in the above named company.

This is not a ballot. You cannot use this notice to vote these shares. This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. You may view the proxy materials online at www.proxyvote.com or easily request a paper copy (see reverse side).

We encourage you to access and review all of the important information contained in the proxy materials before voting.

See the reverse side of this notice to obtain proxy materials and voting instructions. Proxy Materials Available to VIEW or RECEIVE:

1. Notice & Proxy Statement 2. Annual Report

How to View Online:

Have the information that is printed in the box marked by the arrow (following page) and visit: www.proxyvote.com.

How to Request and Receive a PAPER or E-MAIL Copy:

(located on the

If you want to receive a paper or e-mail copy of these documents, you must request one. There is NO charge for requesting a copy. Please choose one of the following methods to make your request:

- 1) BY INTERNET: www.proxyvote.com
- 2) BY TELEPHONE: 1-800-579-1639
- 3) BY E-MAIL*: sendmaterial@proxyvote.com

* If requesting materials by e-mail, please send a blank e-mail with the information that is printed in the box marked

by the arrow

(located on the following page) in the subject line.

Requests, instructions and other inquiries sent to this e-mail address will NOT be forwarded to your investment advisor. Please make the request as instructed above on or before May 23, 2019 to facilitate timely delivery.

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Vote In Person: Many stockholder meetings have attendance requirements including, but not limited to, the possession of an attendance ticket issued by the entity holding the meeting. Please check the meeting materials for any special requirements for meeting attendance. At the meeting, you will need to request a ballot to vote these shares.

Vote By Internet: To vote now by Internet, go to www.proxyvote.com. Have the information that is printed in the box

marked by the arrow

available and follow the instructions.

Vote By Mail: You can vote by

mail by requesting a paper copy of the m The Board of Directors recommends you vote

FOR the following:

1. Election of Directors

Nominees

01 Craig A. Barbarosh, Esq 02 David L. Brinkley03 Robert P. Roche, Jr.04 Craig A. Tooman

The Board of Directors recommends you vote FOR the following proposal:

2. To approve, in an advisory vote, our named executive officers' compensation.

The Board of Directors recommends you vote 1 YEAR on the following proposal:

3. To approve, in an advisory vote, the frequency, in future years, of an advisory vote on the compensation of our named executive officers.

The Board of Directors recommends you vote FOR the following proposal:

4. To ratify the appointment of PricewaterhouseCoopers LLP as our independent registered public accounting firm for the year ending December 31, 2019.

NOTE: The appointed proxies will vote in their discretion on any other business as may properly come before the Annual Meeting or any continuation, postponement, or adjournment thereof.

materials, which will include a proxy card.

Voting Items

The Board of Directors recommends you vote

FOR the following:

1. Election of Directors

Nominees

01 Craig A. Barbarosh, Esq.

02 David L. Brinkley03 Robert P. Roche, Jr.04 Craig A. Tooman

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