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Mad Paws

IPO
March 2021

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If you choose to submit an Application Form and accept the Offer, please be aware of the Terms of Offer (contained in this document) which apply to your acceptance.

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EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

Mad Paws offers a pet services marketplace solution and pet food subscription services in AU

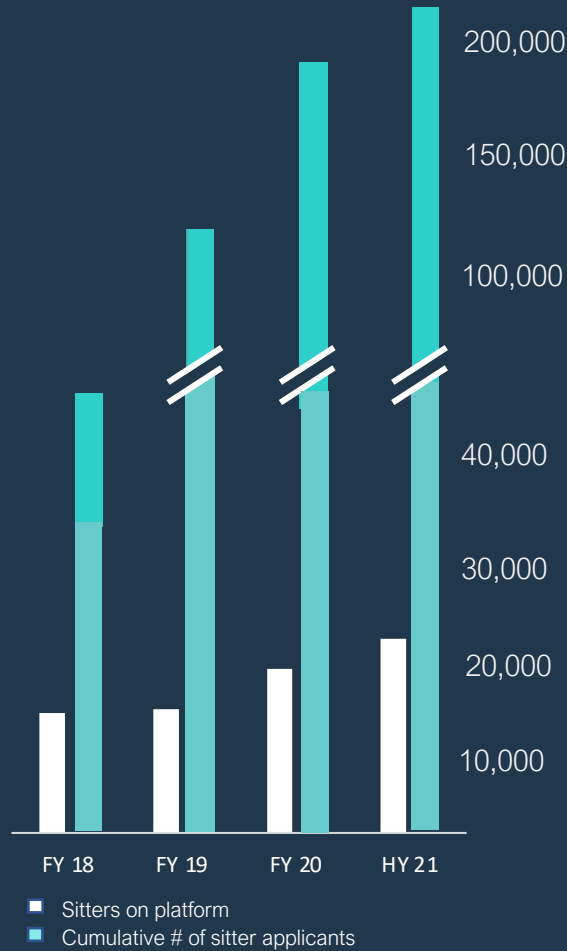
Providing trust and convenience to pet owners with recurring subscription revenues

- 1. Pet Care – Sitting, Walking, Day Care, Grooming (Launched 2015)
- 2. Pet Food & Treats (Launched August 2020)
- 3. Future growth strategies:
 - Pet Insurance
 - Pet Health

Expert Team – Spreets, Airtasker, Marley Spoon, Vice Golf



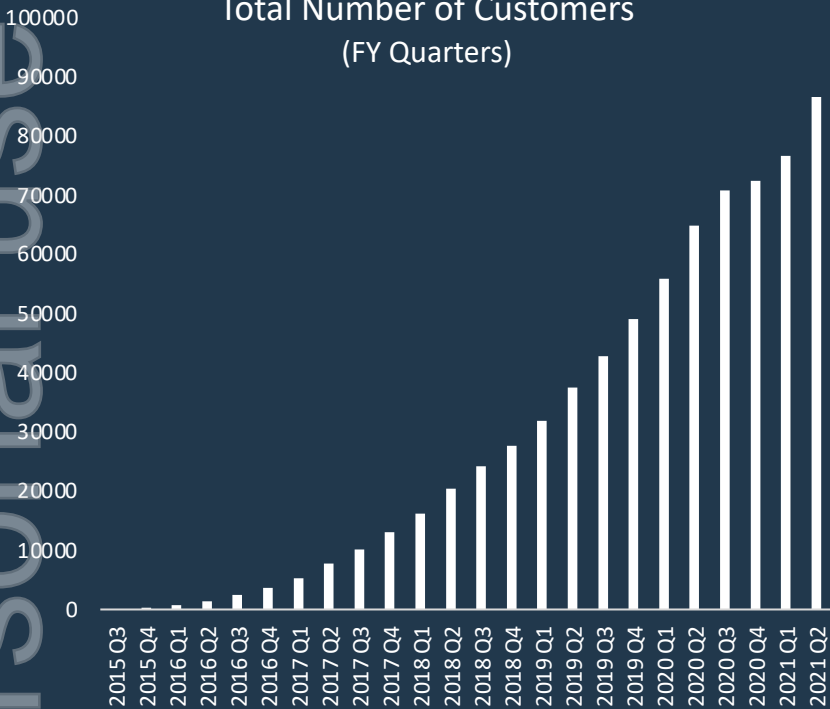
Sitter force and applicants



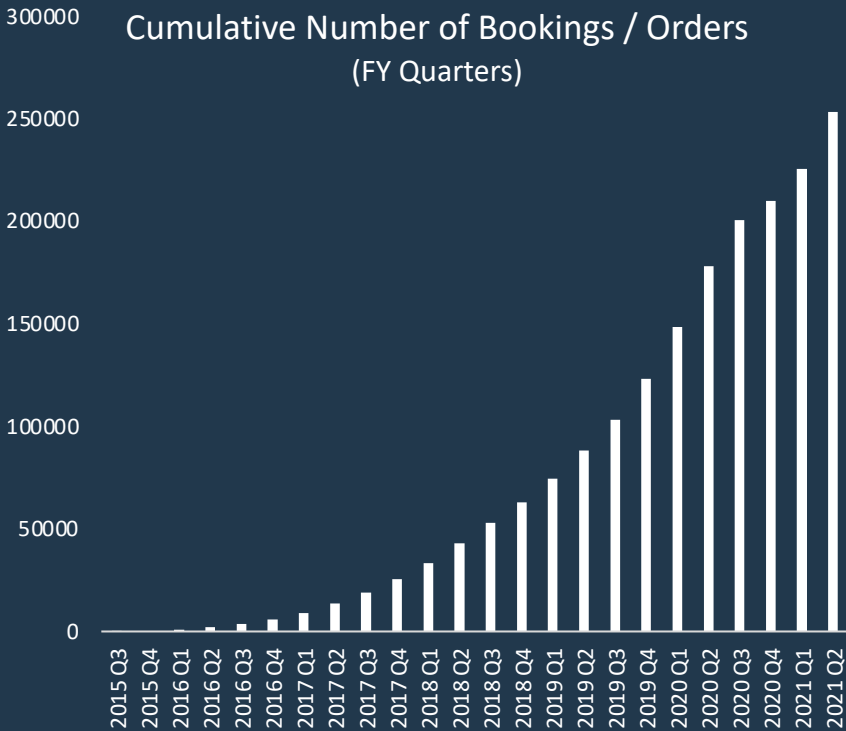
*Dec 2020 GMV of \$1.68m * 12 months

March 2021

Total Number of Customers (FY Quarters)



Cumulative Number of Bookings / Orders (FY Quarters)



KEY METRICS

Mad Paws has performed above expectations coming out of COVID, with the tailwinds of new pet ownership being reflected in strong growth numbers for our customers and bookings. With the IPO being finalized we look forward to focusing on building new products & services for our pet owners and improving the experience for pet parents and their pets.

Justus Hammer – CEO

\$20.2m GMV

Dec 2021 annualised*

\$ 980k Revenue

Jun - Dec 2020

48.0k Bookings

Jun - Dec 2020 actual

\$5.4m GMV

Jun - Dec 2020 actual

86.7k Customer

Dec 2020

*Dec 2020 GMV of \$1.68m * 12 months

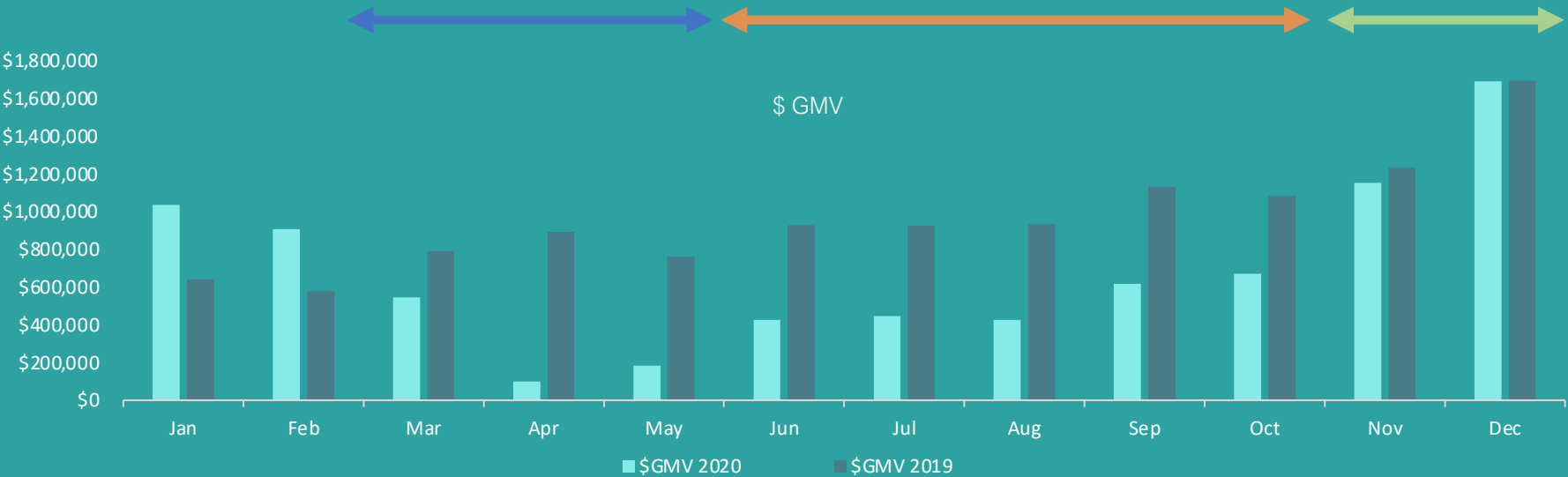
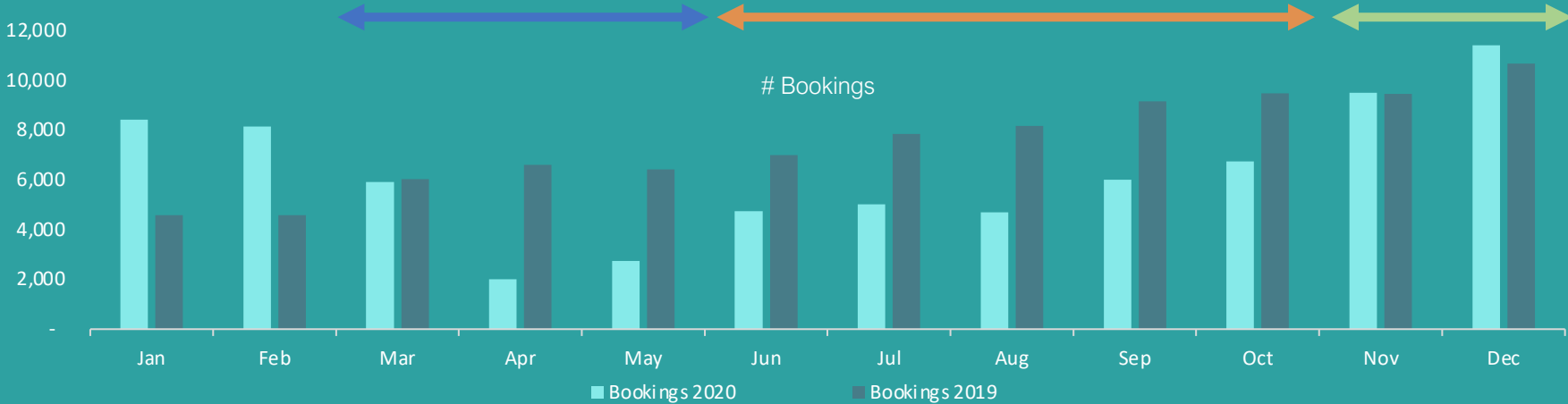
March 2021

Covid Impact – Positive Trajectory

Sales & \$GMV have surpassed 2019 levels, despite international borders still being closed

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- Full Lock Down
- Recovery
- Accelerated growth – despite Melbourne & Sydney lock downs and closed borders

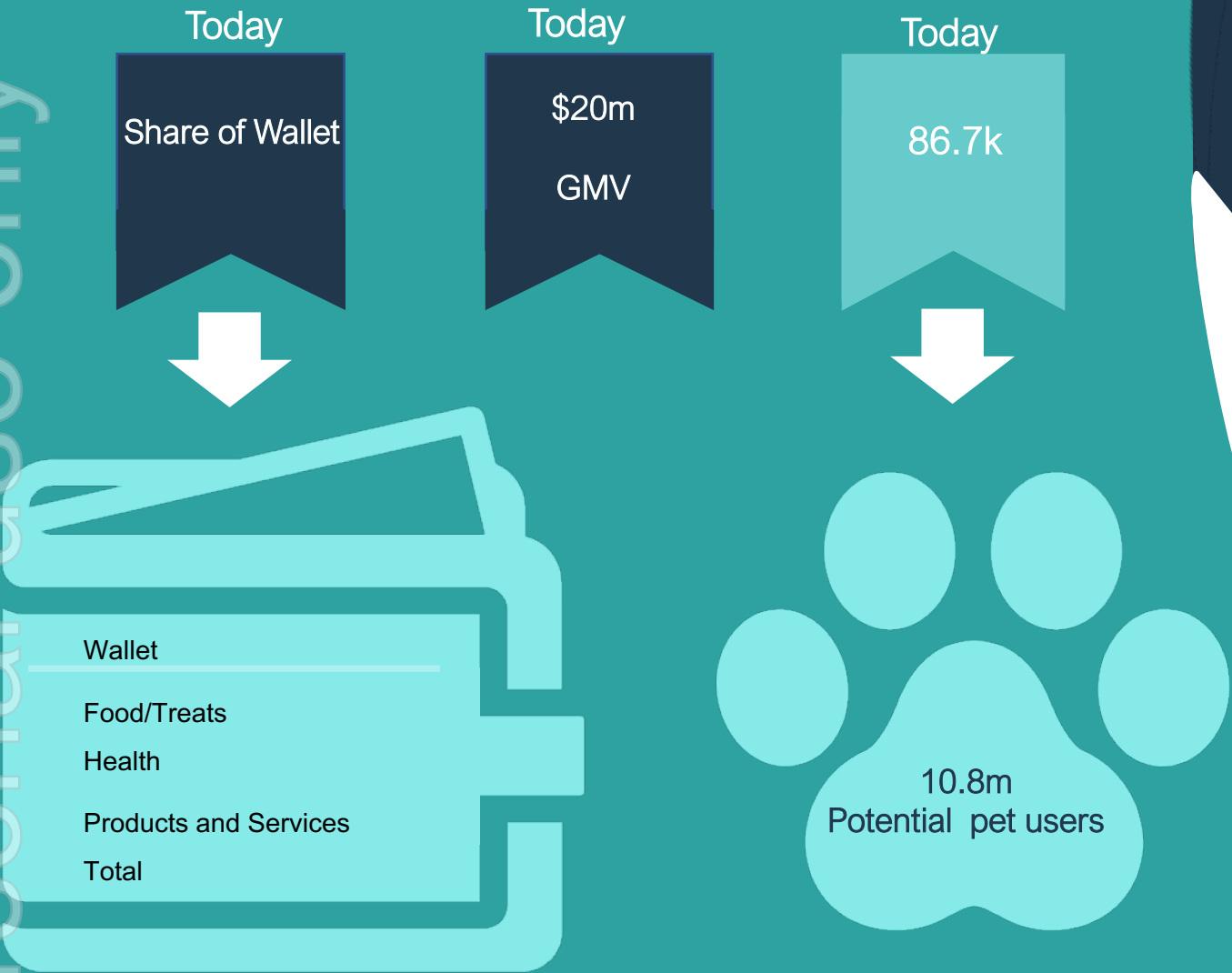




OPPORTUNITY

Exponential GMV growth potential

Customer growth x increased share of wallet



Customer acquisition

- Proven customer acquisition channels
- Grow customers by geographic expansion – Asia

Wallet Growth

- Grow share of wallet by adding pet food, pet insurance, treats
- Grow share of wallet by adding pet health and owning experience end to end



BUSINESS MODEL & MODEL

FOUR DISTINCT REVENUE STREAMS

Recurring Transactional

1. Pet Care



Pet Sitting



Day Care, Dog Walking, House Visits



Subscription weekly services



Pet Food

Subscription and E-Commerce

2. Pet Food

3. Pet Insurance

4. Pet Health

Future Growth Strategies



Treats



Pet Insurance



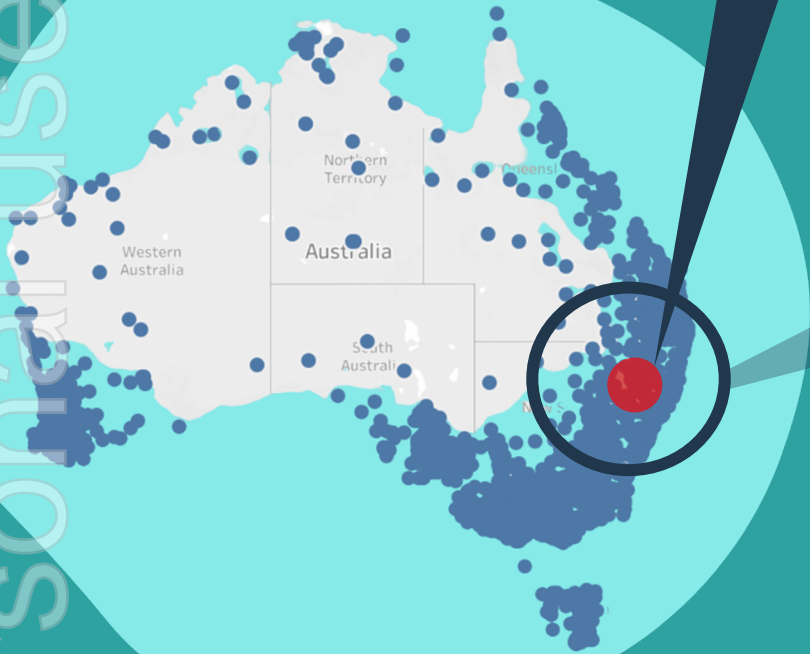
Pet Health


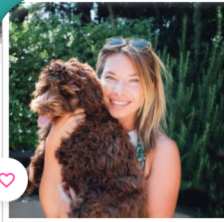
Commission: 20% from sitter + 7% from pet owner


Subscription

1. Pet Services Marketplace


Pet Sitters Near Bondi Beach








Olivia M. 


Friendly, energetic and loving animal devotee with great availability!
[Bondi Beach, NSW](#)

16 Repeat Guests  83 Reviews


 Accepts Repeat Weekly Bookings for:
Dog Walking, House Visiting, Pet Day Care

Response rate: 92%
Last seen 5 seconds ago


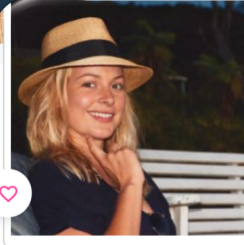



Naomi I. 

Home Away from Home for Your Cat
[Bellevue Hill, NSW](#)


19 Repeat Guests  133 Reviews


Response rate: 100%
Last seen 2 hours ago




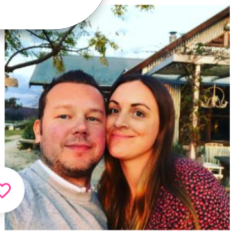
Meg M. 


Ready to care for your pet!
[Rose Bay, NSW](#)

4 Repeat Guests 


 Accepts Repeat Weekly Bookings for:
Dog Walking, House Visiting, Pet Day Care


Response rate: 99%
Last seen 1 hour ago





Sarah & Patrik J. 

Active, fun & caring doggy daycare
[Queens Park, NSW](#)


11 Repeat Guests  47 Reviews

 Accepts Repeat Weekly Bookings for:
Pet Day Care



Response rate: 100%
Last seen 15 minutes ago




Balmain Dog Walking & Pet Minding
[Balmain, NSW](#)


2 Repeat Guests  7 Reviews


Response rate: 100%
Last seen 8 months ago





Rebecca P. 


Experienced, Responsible & Kind Pet Carer - North Sydney
[Chippendale, NSW](#)


13 Repeat Guests  68 Reviews

 Accepts Repeat Weekly Bookings for:
Dog Walking, Pet Day Care

Response rate: 97%
Last seen 5 hours ago



pet pamper 

9 Repeat Guests  41 Reviews

Response rate: 100%
Last seen 1 day ago

Last seen 14 hours ago

Last seen 8 months ago

Last seen 11 minutes ago

2. PET FOOD SUBSCRIPTION MAD PAWS DINNER BOWL

Healthy, fresh pet food subscription service providing pet owners with pre-prepared, individually packed meals for their pets.



Test's Meal Plan

How much food will my dog receive?

Meals will be portioned out to meet your dog's unique needs based on their age, breed, weight, and activity levels. They will receive enough food for two meals per day, for two weeks at a time.

1 Doggy Details 2 **Doggy Meal Plan** 3 Delivery Details 4 Review & Pay

Based on what we've learned about Test, here are our recommendations:

Test's Meals

- ✓ **Kangaroo & Vegetables**
Wild kangaroo mince, carrot, cabbage, minced beef liver, broccoli.
- ✓ **Beef & Vegetables**
Grain-fed beef mince, carrot, cabbage, minced beef liver, broccoli.
- ✓ **Chicken & Vegetables**
Free range chicken mince, carrot, cabbage, minced chicken liver, broccoli.

What's included in your package

- ✓ 100% of Test's daily calories

Back Continue to Delivery Details

3. MAD PAWS PET INSURANCE

Opportunity:

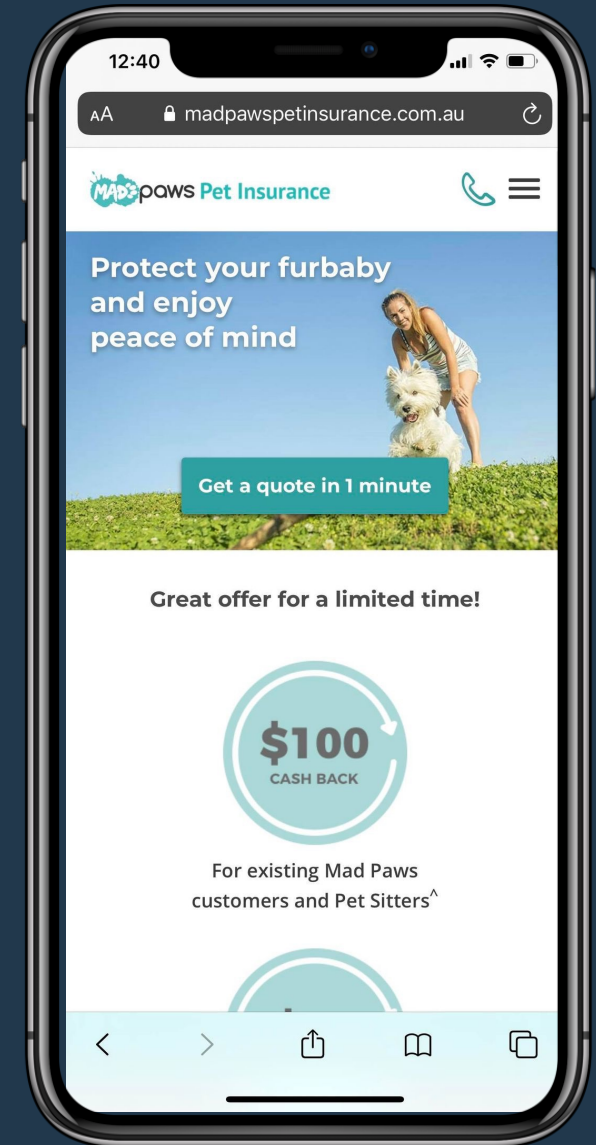
Australia's pet insurance market is less advanced than international markets however it is gaining increased recognition and acceptance in Australia, particularly with the continued increase in veterinary and pet medical costs expenses ⁽¹⁾

Partnership:

Partnered with Badger International (Pacific Insurance), largest pet insurance provider in South Africa

Mad Paws Commission

20% of lifetime spend



4. Pet Health

Opportunity: Huge market with no established online player in AU

Our Competitive Advantage: Data: age, breeds, nutrition, activity levels, body shape, walks frequency etc.

Initial focus:

Pet supplements & recurring medication such as flea & tick, worms

Board



Jan Pacas
Non-Executive
Director-Chairman
Co-founder



Justus Hammer
Group CEO
Executive Director
Co-founder



Mike Hill
Director



Josh May
Director

- Jan has a proven track record in creating shareholder value leading businesses at \$1 billion scale in various industries (fast moving consumer goods, retail, power-tools) as well as growing digital tech start-ups.
- Jan currently holds the position of Senior Vice President and General Manager Ecolab ANZ, a division of Ecolab Inc (listed on the New York Stock Exchange)
- Jan is also chair of Bite-Sized Innovations, serves on the advisory board for the University of Sydney Business School, is a former cofounder of Flare HR, and is an advisor to multiple tech start-ups
- In 2015, Jan was awarded the Australian Human Resources Institute, CEO Award
- Jan holds a Global Executive MBA degree from the University of Sydney and a degree in Business Administration from Stanford University Graduate School of Business
- Jan was appointed as a director of the Company on 23 December 2020 following the Company's acquisition of Mad Paws Pty Ltd. Jan's appointment was approved at the 2020 AGM held on 30 November 2020.
- Justus has over 15 years of retail and e-Commerce experience, specialising in online marketplaces, online marketing, business processes, fund raising and start-up investing.
- Mustus was an advisor and early investor to Airtasker, and was a co-founder, advisor and first investor to VICE Golf. Justus has also previously been an advisor to Mon Purse, DocBook and Chief Marketing Officer of Mint Wireless.
- Justus previously co-founded Spreets prior to its sale to Yahoo!7 in 2012
- Justus holds a Masters Diploma in Macro Economics from the Ludwig-Maximilians Universität München (Munich) and a Masters of Commerce in Information Technologies from Macquarie University
- Justus was appointed as a director of the Company on 23 December 2020 following the Company's acquisition of Mad Paws Pty Ltd. Justus' appointment was approved at the 2020 AGM held on 30 November 2020.
- Mike is a co-founder of Bombora Group, a pre IPO and listed equities boutique growth investor based in Sydney. He was a former Operational Partner of Ironbridge from 2004 to 2014, a private equity firm with \$1.5bn funds under management, at which he led and was involved in a number of transactions across a variety of different industries. Prior to this, he was a Partner at Ernst & Young.
- Mike's current ASX and non-ASX board experience includes Chair of Janison Education Group (ASX: JAN), Pacific Knowledge Systems Limited (ASX: PKS), Design Milk Co Ltd (ASX: DMC), Orbx Limited, and Mobecom Limited. Past ASX listed- board roles include Rhippe Limited (ASX: RHP), LiveTiles Limited (ASX:LVT), Acrow Formwork and Construction Services Limited (ASX: ACF), and Prime Media Limited (ASX: PRT).
- Mike is a member of the Australian Institute of Chartered Accountants and holds a Bachelor of Arts Degree (Accountancy) from the University of South Australia.
- Mike was appointed as a director of the Company on 23 December 2020. Mike's appointment was approved at the 2020 AGM held on 30 November 2020.
- Josh has over 20 years' corporate advisory experience including working for Ernst & Young in Sydney. Josh is a portfolio manager of the Bombora Special Investment Growth Fund.
- Josh currently serves as Chair of LVX Global, is a non-executive Director of Valory Resources Inc (Canada), a Director of Bombora Investment Management Pty Ltd and was formerly a non-executive Director of Acrow Formwork and Construction Services (ASX:ACF).
- Josh is a member of the Institute of Chartered Accountants and holds a Bachelor of Arts Degree (Accountancy) from the University of South Australia.
- Josh was appointed as a director of the Company at the time of its incorporation on 17 September 2019. Josh was re-elected as a director at the 2020 AGM held on 30 November 2020.

PLATFORM

HOW THE MARKET PLACE WORKS



THANK YOU

NORMALISED P&L

	Note	Consolidated 31 Dec 2020
Revenue	1	980,399
Other income		450,770
Interest revenue calculated using the effective interest method		1,684
Operational expenses		
Employee benefits expense		-992,064
Contractors expense		-60,553
IT expenses		-261,832
Marketing expenses		-794,346
Consulting, accounting & recruitment		-75,171
Other expenses		-246,195
Share-based payments expense (non-cash accounting entry for employee share options)		-1,099,762
Depreciation and amortisation expense		-113,234
Operational loss		-2,210,304

Further details and commentary included in Half Yearly Report lodged on ASX for 6mths ending 31 Dec 2020

NOTES:

1. Mad Paws revenue consists of a booking fee and a service fee. Booking fee revenue is recognised at the point in time of booking the sitting service. This is non-refundable should pet owners cancel the booking. Service fee revenue is recognised at the point in time of commencement of the sitting service.

2. The share-based payment expense of \$3,552,089 is a non-cash acquisition share based payment expense relating to the Share Sale Agreement on 23 December 2020.

Non-IFRS Financial Information

The Mad Paws group results are prepared under Australian Accounting Standards, and also comply with International Financial Reporting Standards ('IFRS'). The information presented in this document includes certain non-IFRS measures. Non-IFRS measures have not been subject to audit or review, however, all items used to calculate these non-IFRS measures have been derived from information used in the preparation of the reviewed financial statements. The non-IFRS information is intended as a summary only and should be read in conjunction with the more detailed discussion on the Financial Information disclosed in the Interim Financial Report as well as the Company's IPO Prospectus dated 12 February 2021