

November 04, 2021



AGM Presentation

Mad Paws Holding (ASX: MPA)



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01

Chairman's address



Our Purpose: We exist to enable pets to live their lives to the fullest

Our Vision: To be the most trusted and convenient brand to rely on for all pet-related needs

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FY21 Highlights

Despite COVID lockdowns,
FY21 Bookings increased
+34%

FY21 Revenue growth
increased by **+43%**

\$12.5M cash on hand, to
fund FY22 growth strategy

New Subscription products
accelerated quarter to
quarter to deliver **2.4M** in
ARR

New Customer Acquisition
up **71%**

110K+ paying pet customers
and **27K** pet sitters



02

CEO presentation



Pet Market Has Boomed Through COVID

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MAD: paws

30.4m pets in Australia, **69%** of households now own a pet

6.3M pet dogs in Australia, **19% of all dogs** procured during the pandemic

Dog Owners spent **\$20.5bn** in the last year. Cat Owners **\$10.2bn**

Average Spend per dog per year **\$3200**, cats **\$2,100** – mostly on foods, vets and healthcare

70% of pet owners say their pets have improved their lives during the pandemic

Owners now have different, more **human like relationships** with pets, more inelastic spend

Australia's Dominant Pet Services Marketplace

The Mad Paws pet services marketplace, provides a safe and convenient digital platform that connects pet owners with high quality and trusted pet-care providers in their area.



**Over 1 million
pet care services provided**



**Product Review
Best Raw Dog Food of 2021**



**Partnership & Access to 10M Qantas Frequent Flyer
Members**



**CommBank Rewards Partner +
CommBank Staff Deals**



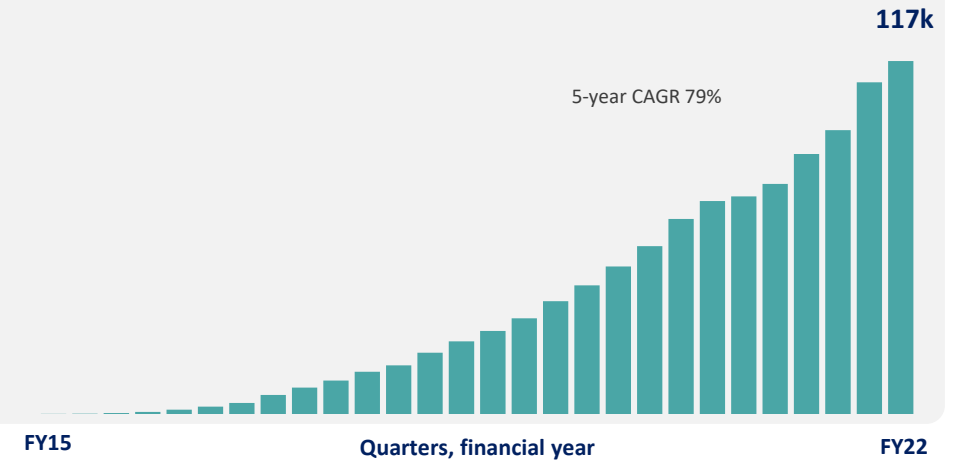
4.7 rating from over 4.3 K reviews



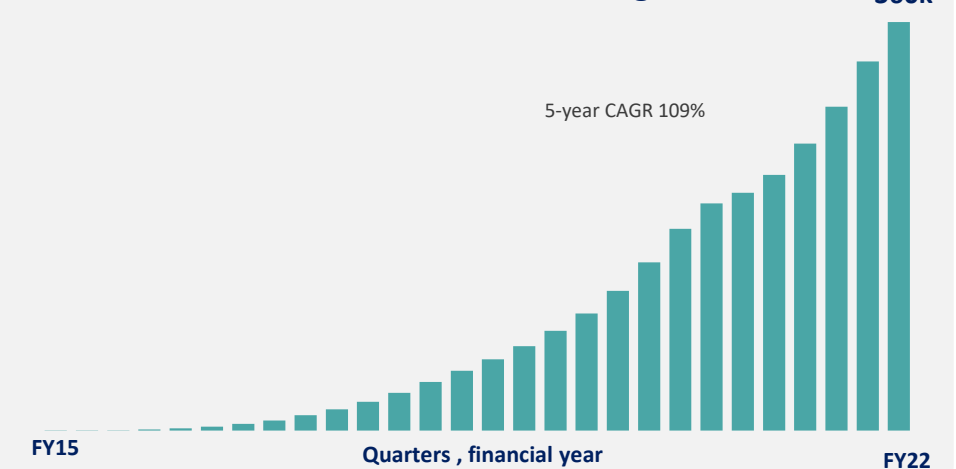
**Product Review
4.7 rating from circa 2K reviews**



117K Cumulative unique customers

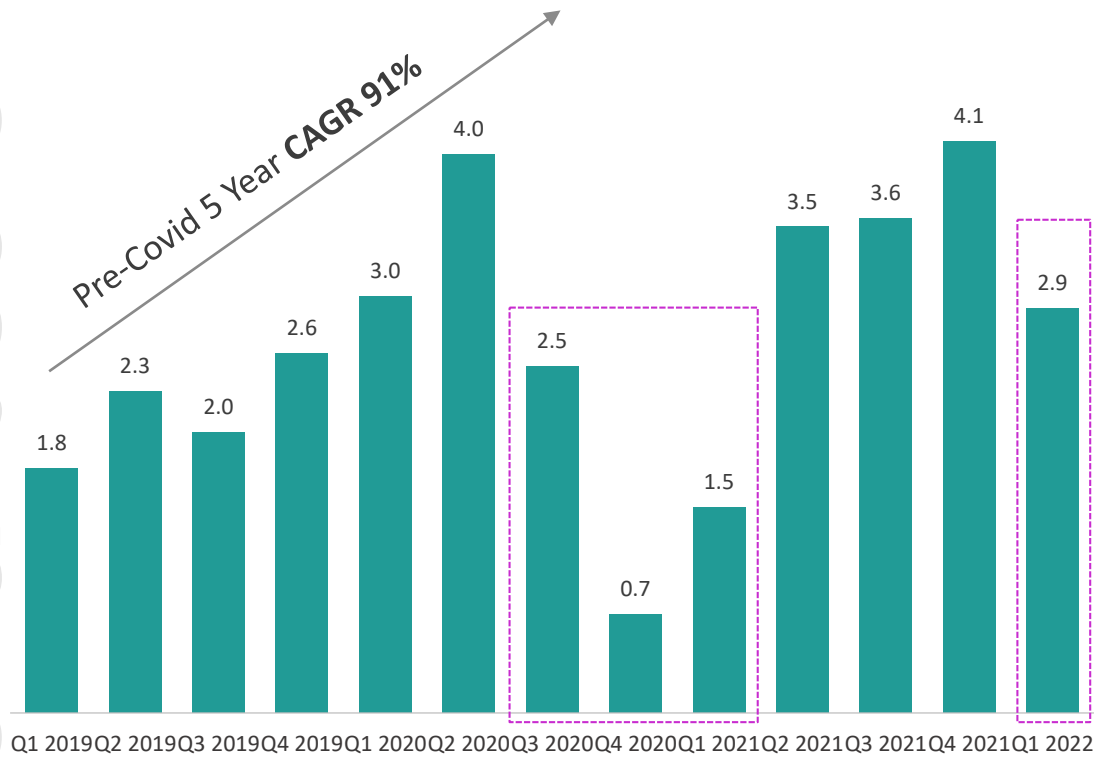


360K Cumulative Bookings

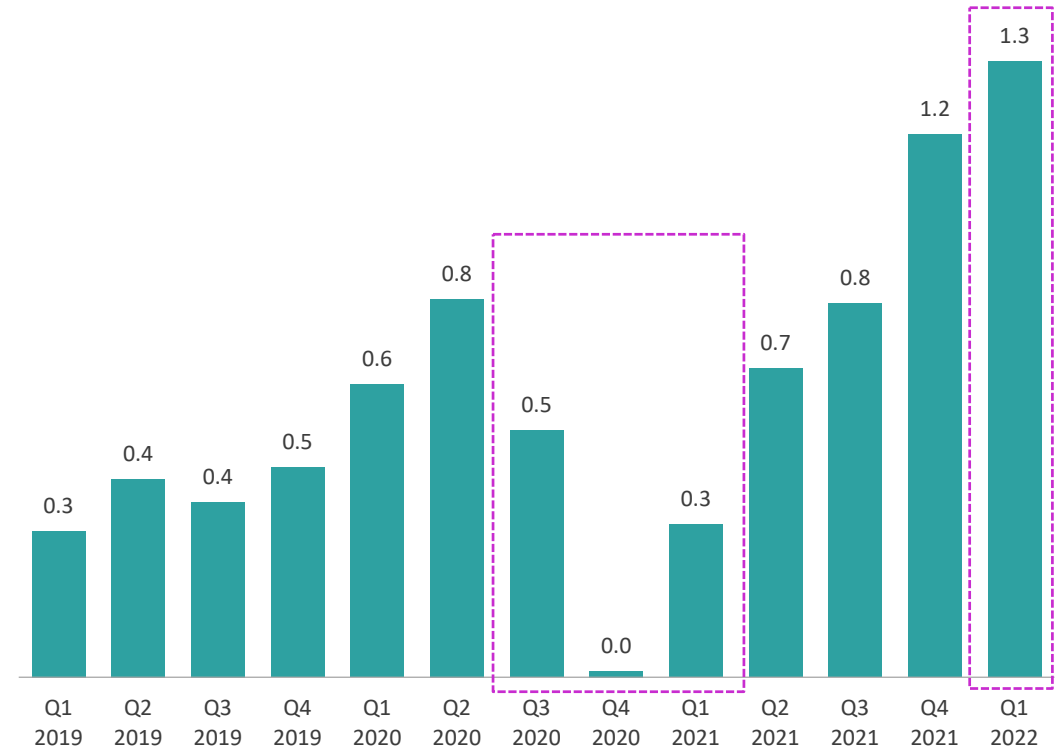


Strong Foundations, Resurgent Growth, With Further Acceleration Post COVID Restrictions

Quarterly GMV* in millions



Quarterly Revenue in millions



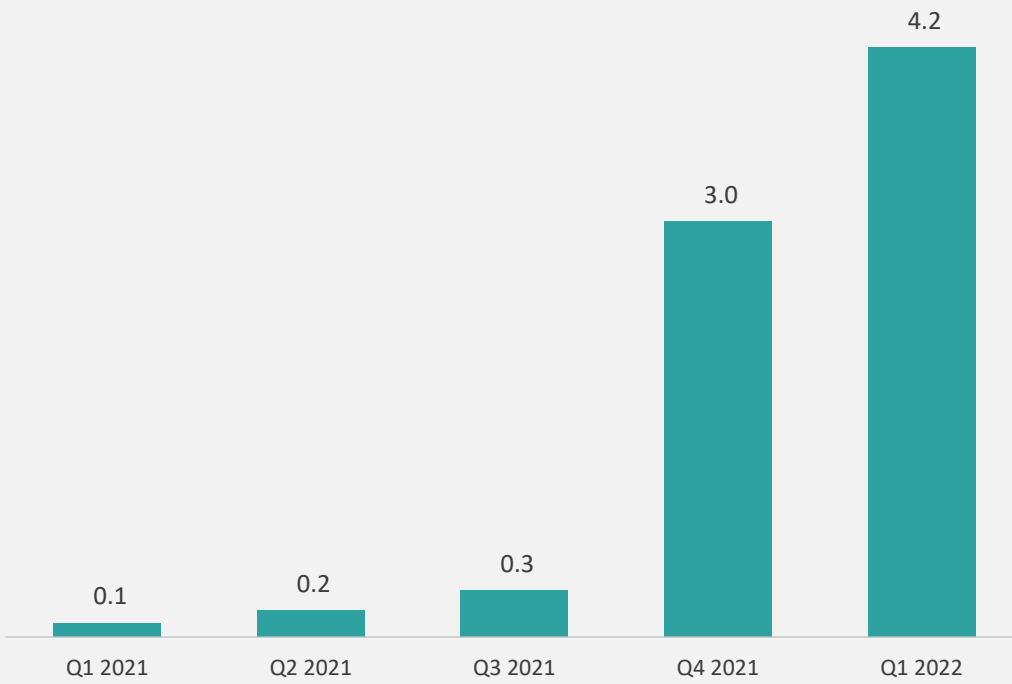
Covid-19 lockdown periods

*GMV is the total value of transactions processed by Mad Paws, on a cash basis, before deducting pet service provider payments, cancellations and refunds, chargebacks, discounts and GST

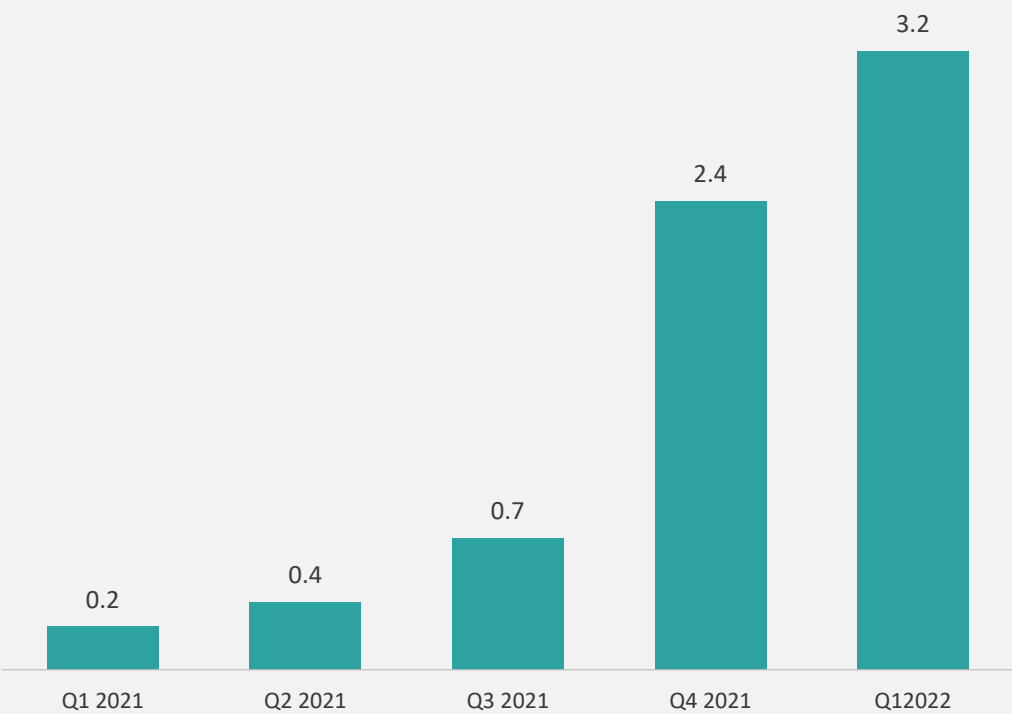


Shift To Online Is Accelerating Recurring Revenue

Total subscribers in 000s



ARR by quarter in \$ millions



FY21 Execution Milestones

Pet Services Marketplace

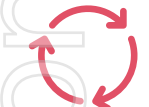
- ✓ Increased new customer acquisition by 71% compared to previous year
- ✓ Repeat Weekly Booking - Upgraded our subscription functionality on the marketplace

Pet Product Subscription Offerings

- ✓ New revenue streams - successfully launched Dinner Bowl Raw and Kibble offerings
- ✓ In its first year of operation, Dinner Bowl was voted Australia's 2nd best pet food product in Australia, independent Award from Productreview.com.au
- ✓ Focus on cross-selling between different offerings
- ✓ Taking full advantage of current lockdown conditions which are favorable for subscription businesses

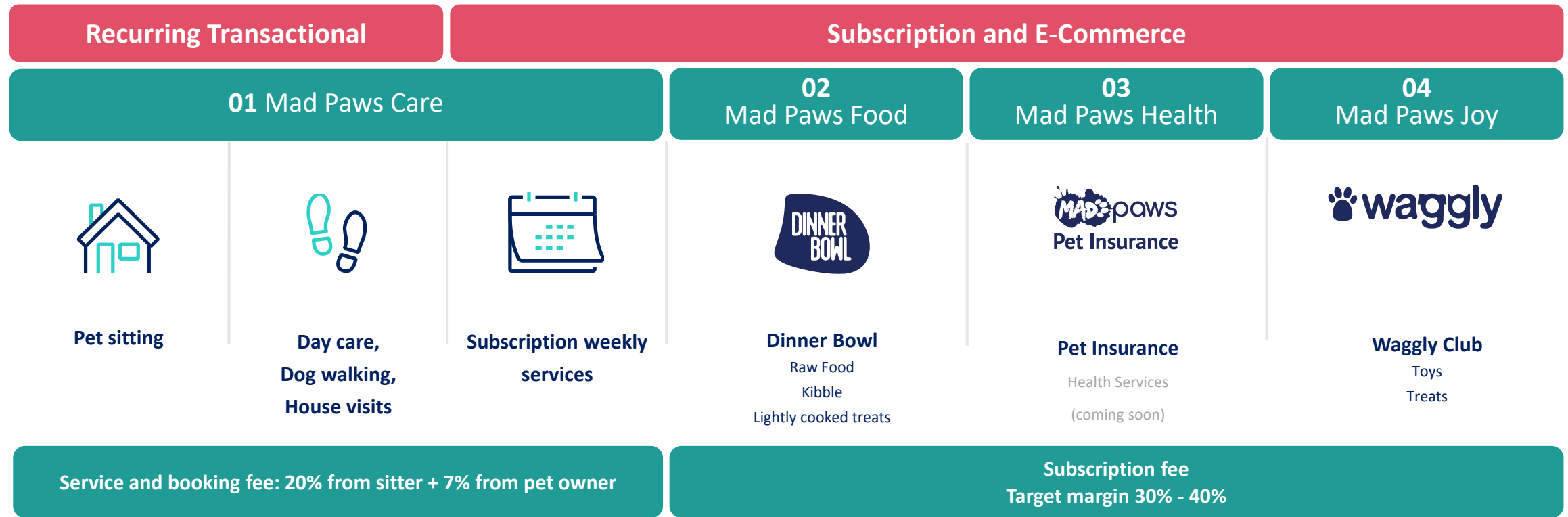
Pet life Cycle management

- ✓ Identified new opportunities
- ✓ Acquired Waggly to accelerate subscription business growth and breadth of offerings



Four Distinct Revenue Verticals

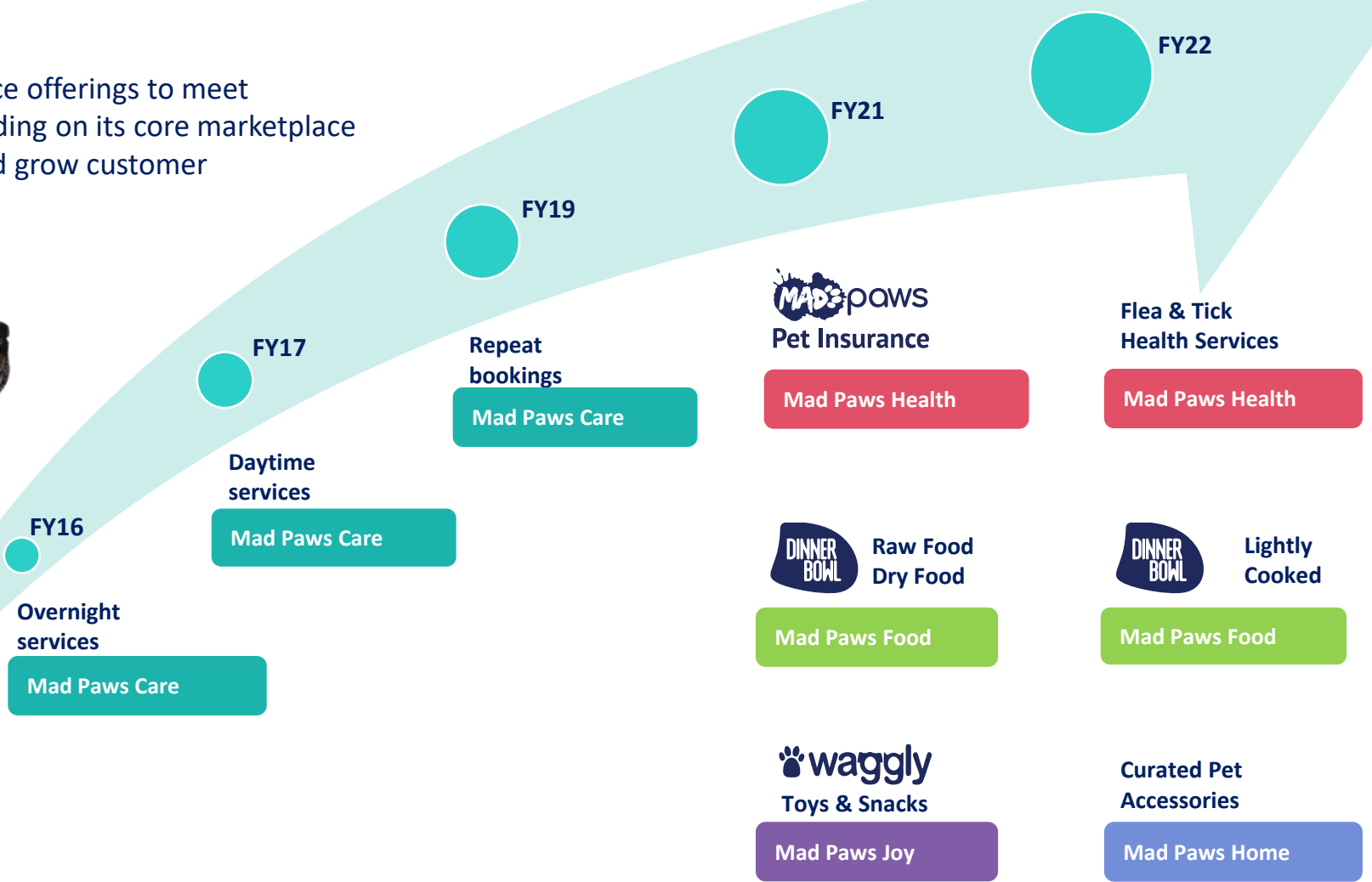
Using our customer base and data, we are set up perfectly to cross sell the right product/service at the right time, realising huge expansion potential of share of wallet.



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New Product Vertical Expansions To Meet Growing Demand Of Pet Humanization & Premiumization

Mad Paws has been building product and service offerings to meet demand of the booming pet market and expanding on its core marketplace offering to increase frequency, engagement and grow customer acquisition.

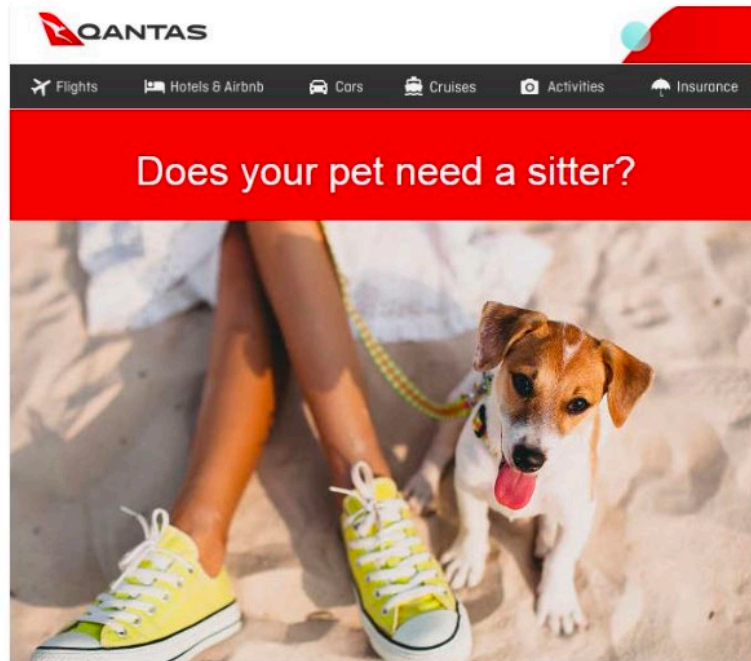


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Partnering With Iconic Australian Brands To Fuel Growth



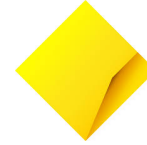
10M QFF members



Hi Email Proofer,

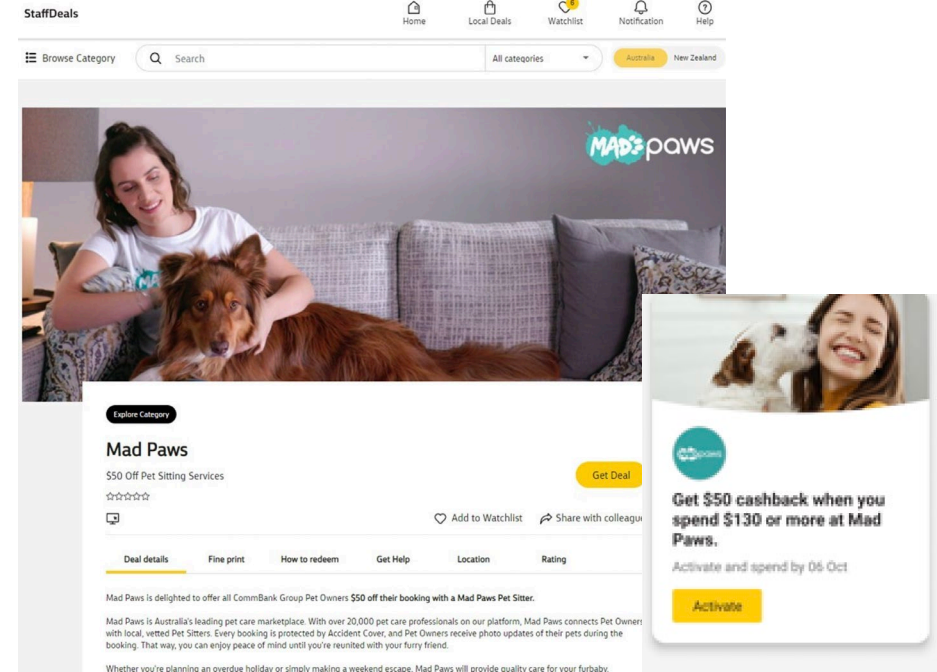
Find the best care for your pets while you're away with Mad Paws. Choose from dog walking and visits, training and grooming, pet sitting and pet hosting away from home. You'll earn 1 Qantas

- Access to Qantas 10M QFF Members to market Mad Paws
- Earn 1 QFF point for every \$1 spent
- Promotes Mad Paws as a trusted brand advocated by Qantas
- Top 10 Shareholder



CommBank Rewards and CBA Staff Deals

13M CommBank App Users + 40,000+ Staff



- Access to CommBank Rewards 13M App Users.
- Cash back on all Marketplace bookings, and other subscription services
- Marketing Partnership kicks off mid November 2021

Mad Paws Drives Positive Brand Awareness And Advocacy Amongst Pet Owners And Sitters

Comments

Most relevant



HEATHER JAMES (She /H... • 2nd 1mon ...)

Creative Director Brand Specialist...

I've really loved being a Pet Host with MadPaws and met so many lovely pet owners and the most beautiful pets! I've literally fallen in love with every single one! 🥰🐾🐾

The Mad Paws app makes it so much easier to trade and communicate your rates! You don't have to negotiate your rates or terms and it everyone security for payment to be fulfilled or refunded if needed.

I've missed my pet guests during lockdown! 😞

Looking forward to seeing how Mad Paws evolves with the food range and I'm certain you'll create even more amazing products and services in the future!

Well done! 🙌🙌🙌

Like • 2 | Reply • 1 reply



Rangat Oberai Author 1mon ...

GM Food at Mad Paws

Thanks Heather! That's what we love the most too, really looking ...see more



"My pup loves her new food and so do I. I love that I'm feeding her with all the nutrients she needs and no fillers. The ordering process is so simple and the packaging is great. The portion sizes make it so easy too."

Nat, Queensland, 2021

DINNER BOWL

"We originally tried the new Dinner Bowl by Mad Paws because of lockdown. I am super happy because it saves me time and as well the ingredients are of high quality. Thanks for saving me time, and making my dog and me happy!"

Pius, Sydney, August 2021

"Fantastic box! My dog absolutely loves the toys and treats. There is always something different and the toys are good quality. Would definitely recommend. Overall extremely happy."

Rachelle, July 2020



Mad Paws Is Building A Powerful Network Effect

Covid has accelerated the shift from offline to online. Mad Paws platform is driving powerful momentum as more owners and sitters enjoy benefits and advocate its acceptance and usage. Customer demand for existing and new products and services continue to gain traction reducing the amount of effort and marketing spend required over time.



04

Growth and Outlook



Marketplace GMV accelerating with the easing of restrictions and reopening of domestic and international borders

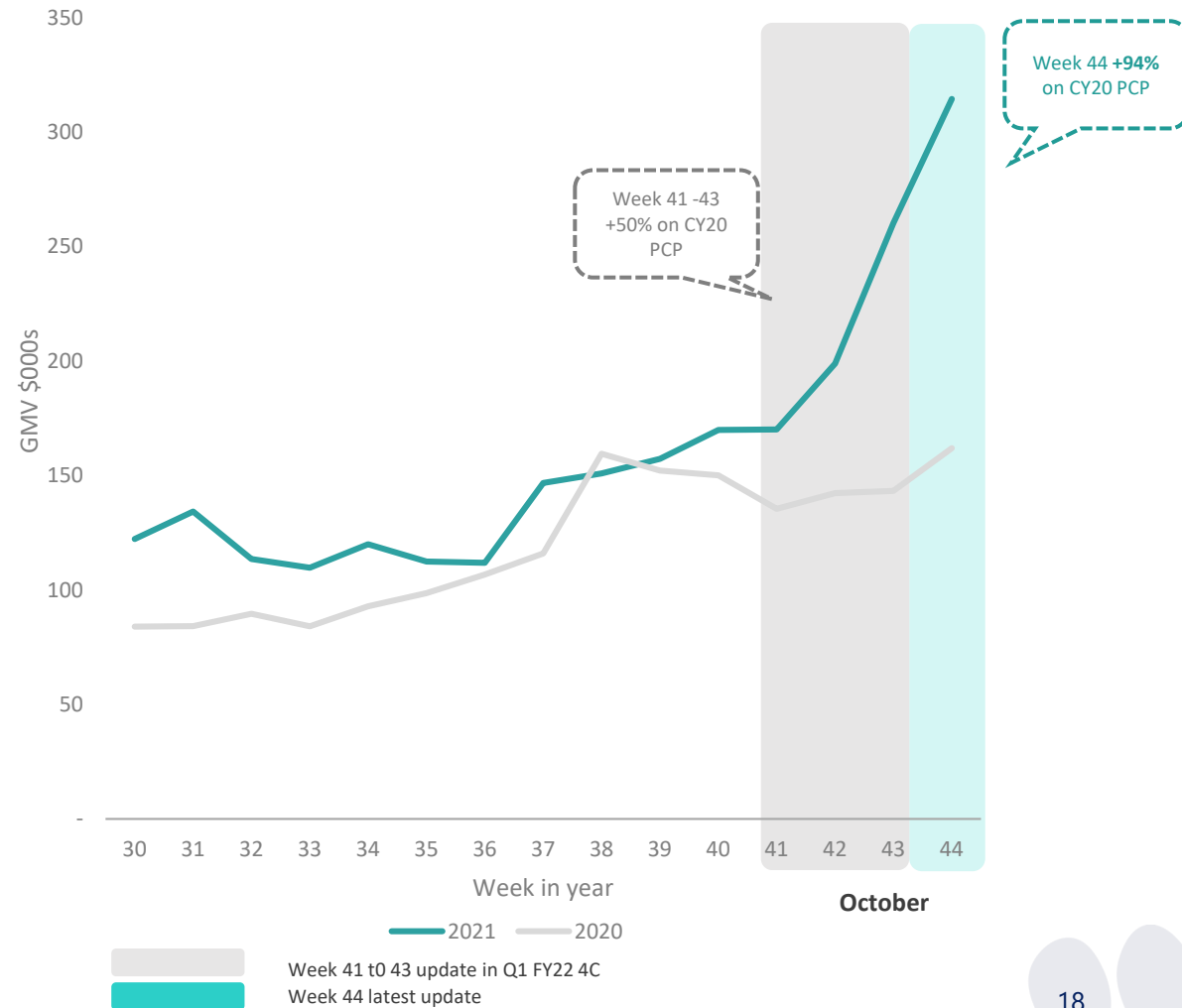
As highlighted in our FY21 results announcement, Mad Paws is well positioned for growth in a post lockdown environment.

- The easing of restrictions in NSW and VIC with clear timelines and milestones for the reopening of domestic borders has driven a GMV acceleration since week 41 (start of Q2 FY22)
- Growth largely coming from NSW and VIC with further growth expected from QLD in the coming weeks once vaccination rates hit targets

Additional market themes expected to further fuel marketplace growth in the quarter

- ✓ Return of international travel
- ✓ Further easing of domestic border restrictions
- ✓ Increased pet ownership during the pandemic

Latest Update: Week 44 Marketplace GMV in \$000s +94% Vs CY20



¹GMV is a non-IFRS measure, it represents the total value of transactions processed by Mad Paws, on a cash basis, before deducting pet service provider payments, cancellations and refunds, chargebacks, discounts and GST.



Investing in Capability to Accelerate Growth and Deliver Scale

1. PEOPLE

Attracting exceptional talent to the Mad Paw's pack, complementing the existing team

Graham Mason, CFO



15 years of senior finance and commercial experience with experience in digital, consumer and finance industries.

Previously, Finance Director at Virgin Active Australia & Senior Finance Director at HotelClub

Favourite dog breed: Border Collie

Mike Yap, Head of Product



Over 20 years experience in leadership roles across digital product and design, from startups to multinationals.

Significant marketplace experience, with Gumtree and Hipages.

Favourite dog breed: German Shepherds

Kate Herbert, GM Toys & Treats



Over 12 years of experience in strategy and the digital space.

Lead Product and Tech for subscription products at Australia Post and Holland & Barrett

Favourite dog breed: Labrador

2. PROCESS

Investing in data capture to enhance insights to provide more customised services

Agile operating structure



Whole company now run on Agile methodology. 2-week sprints for the whole company, including technology, product, marketing, cx and finance teams

Creation of cross-functional teams focused on particular parts of the business in order to support growth and different business streams

Leverage Data to customize and cross sell



Developing single customer view through implementation of company wide CRM and data management platform.

Expanding data science capabilities to drive customer retention and personalization

Expanding capacity



Consolidating subscription vertical logistics operations in new warehousing facilities

10x increase in size footprint to support current and expected growth

3. TECHNOLOGY

Futureproofing the business and allow scale up and global expansion

Subscriptions Platform 2.0



Migrating from Shopify to customized Adobe Commerce platform

Allows for single customer sign on, improved data and analytics and customized customer account sections improving customer engagement and retention

SEARCH ALGORITHM



Developing a data driven approach to improve users needs and experiences through better sitter and owner matching, improving customer conversion and retention, while decreasing platform disintermediation

Scalability



Moving towards a microservices infrastructure, which will help us with our delivery speed and scalability.

Major changes to our search set up and SEO infrastructure which will ultimately result in better rankings and more organic traffic

Caring for our Colleagues and Community



- At Mad Paws we are guided by our values and principles and firmly believe the teams varied and unique skills combined will drive growth
- Our obsession with pets and people runs deep and we are committed to support our community through internal and external initiatives



Mad Paws
4,647 followers
4mo · Edited · 🔄

This Friday is Bring your Dog to Work Day! 🐾 Something we know a thing or two about 🐾 Here is a write up from [Dana Pendrick](#) at [The Daily Telegraph](#) that discusses the many benefits of bringing your four-legged friends to work with you!



Mad Paws
4,647 followers
2mo · Edited · 🔄

Today is [#InternationalDogDay](#) and we wanted to celebrate the special place dogs have in our hearts and homes by raising awareness of the importance of pet shelters. [@jrtrescue](#) has been giving dogs [#ForeverHomes](#) for ...see more

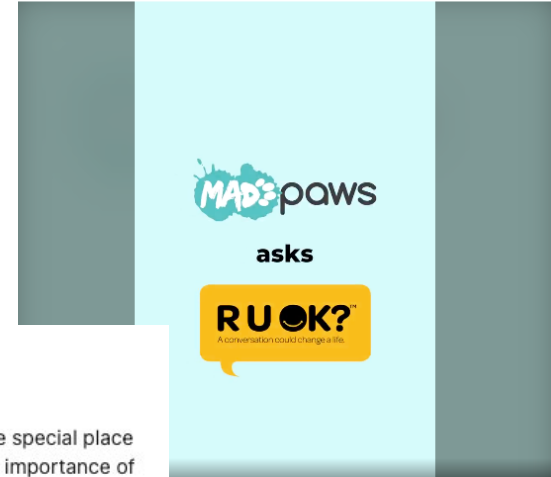


International Dog Day 2021

Mad Paws
4,647 followers
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At [Mad Paws](#), we believe the conversation around mental health is hugely important. Animals bring us lots of joy, but sometimes you can't beat having a conversation with a fellow human. So today, ask somebody [#RUOK?](#)

The leadership team at Mad Paws have decided to recognise the importance of [R U OK?](#) by giving the team the afternoon off to spend time checking in with themselves, their loved ones and to focus on their own mental health. Out of office on, we'll see you tomorrow. [#mentalhealth #ruokday](#)



Strategic Focus For FY22

Pet Services Marketplace

Build our flywheel of more owner requests, more matches, more data, better matches, increased bookings . Be ready to take full advantage of Covid lockdowns easing

Pet Product Subscription Offerings

Build Australia's leading pet subscription platform with a focus on cross-sale between all our assets

Pet Life Cycle management – Health as a Key Focus for FY22

Focus on healthy additions to our food offerings and adding additional services in the health vertical

Curated Ecommerce

Utilising the logistics setup and the data we have to provide curated products to our customer we know they want



Mad Paws Is Capitalising On The Recovery With Accelerated Growth



Pet ownership has dramatically increased with 69% of all Australians now owning at least one pet, 47% of which are dog owners and 30% cat owners¹



Pet humanization and premiumization is driving an increase in spend on pet services and pet needs



Pet Industry is now worth \$30.3B in Australia and the popularity of gourmet meals continues to rise¹



Covid has accelerated the shift from offline to online validating the future demand and growth in pet care services and subscription services



Strong start to FY22 with pent up demand for travel building; tailwinds ahead for the marketplace with lockdown restrictions eased – demand for pet sitters



Global peers in the pet marketplace category (Rover) have seen fast recovery as travel opens globally pent-up demand for travel



Growing Recurring Revenue from Dinner Bowl and Waggly subscription services supplementing core business and diversifying revenue streams



Strong balance sheet with \$9.9m of cash at 30th of September, provides capacity to invest in FY22 to enhance the pet lifecycle



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THANK YOU



Appendix



FY 21 Profit & Loss

In millions	2020	2021	\$ change	% change
Gross Marketplace Value (GMV)	10.2	12.6	2.4	24%
Marketplace revenue	2.0	2.4	0.4	18%
Subscription revenue	-	0.5	0.5	nm
Ecommerce revenue	-	0.0	0.0	nm
Revenue	2.0	2.9	0.9	43%
Operating expenses				
Employee benefits expense	(1.4)	(3.2)	(1.8)	-128%
Marketing expenses	(1.4)	(2.1)	(0.7)	-54%
Professional and consultancy expenses	(0.1)	(0.2)	(0.1)	-129%
IT expenses	(0.6)	(0.8)	(0.2)	-31%
Raw materials and consumables used	(0.0)	(0.4)	(0.4)	nm
Delivery expenses	(0.0)	(0.2)	(0.2)	nm
Other operating expenses	(0.6)	(0.7)	(0.1)	-22%
Operational EBITDA	(2.0)	(4.7)	(2.7)	-131%
Non operating, non recurring income and costs				
R&D grant & COVID government support	0.4	0.6	0.3	83%
IPO, acquisition expenses	(0.0)	(0.9)	(0.9)	nm
Depreciation and amortisation expense	(0.2)	(0.2)	(0.0)	-24%
Share-based payments expense	(0.3)	(6.6)	(6.3)	-2352%
Other non-recurring items	-	(0.0)	(0.0)	nm
Net interest (Expense)/Income	(0.0)	(0.1)	(0.1)	-307%
Total non-operating, non recurring income and costs	(0.1)	(7.2)	(7.1)	-4760%
Net loss after tax	(2.2)	(11.9)	(9.7)	-445%

Commentary

- FY21 Revenue grew 43% to \$2.9m with marketplace revenue increasing 18% to \$2.4m driven from the improvement in marketplace bookings (+43%) as domestic borders opened in the 2nd quarter of the financial year. Our subscription Pet food businesses launched in the period and contributed \$0.4m revenue. Waggly, which we acquired in June, contributed an initial \$0.1m in subscription revenue and \$0.05m in e-commerce revenue. 81% of the subscription revenue was contributed in the second half of FY21.
- Operational EBITDA loss for the year was \$4.7 million, an increase of \$2.7 million from FY20. The increase partly represents the rebasing of expenses post the initial COVID impact and investments for future growth.
- Marketing cost increased \$0.7m to \$2.1m for FY 21, with \$0.4m relating to the return to a normal level of marketing costs following the pause in activity during the COVID impact in FY20. The balance represents investments to increase customer acquisition in our marketplace and to support the launch of subscription businesses in the year.
- The launch of our Pet food subscription product, Dinner Bowl as well as the acquisition of toys and treats business, Waggly increased raw materials and consumables to \$0.4m and delivery expenses to \$0.2m.



FY 21 Summary Balance sheet

In millions	30-Jun-20	30-Jun-21
Cash	1.0	12.5
Other receivables	0.2	0.4
Stock	-	0.2
Prepayments	-	0.1
Current assets	1.2	13.2
PPE	-	0.1
Right of use Asset	0.2	-
Intangibles	0.8	3.6
Non current assets	1.0	3.7
Accounts Payable	(0.1)	(0.8)
Other payables	(0.3)	(0.9)
Deferred revenue	(0.0)	(0.1)
Borrowings	-	(0.0)
Lease liabilities	(0.2)	-
Sitter deposit	(0.5)	(1.1)
Total liabilities	(1.1)	(2.9)
Net assets	1.1	14.0

Commentary

- \$12.5m in cash at 30 June 21, well capitalized and ready to invest in our growth strategy
- Inventory of \$0.2m as a result of launch of Dinner Bowl raw and the Kibble launch in July 21. The Waggly acquisition in June resulted in an increase in inventory on \$0.1m
- Intangibles relate to goodwill on the Waggly acquisition and capitalised web development costs
- Accounts payable increased by \$0.7m with \$0.2m due to the Waggly acquisition and the balance due to the investments in our growth strategy
- Other payables largely relates to year end employee related items and accrual's
- Lease liabilities of \$0.2m in the prior year related to the adoption AASB16 leases . During FY21 we terminated this lease and moved to a month to month lease arrangement in co-working space.
- Sitter deposits represent the amount owing to Pet sitters and other marketplace service providers. These amounts are paid to sitters following the successful completion of the booking. \$0.6m increase year over year is due to the lapping of the COVID effected period of Q4 FY20 with considerably booking volumes at that time.



Board and Management



Jan Pacas
Chairman & Co-founder

15+ years of experience in both large multinational corporations as CEO leading up to \$1 Billion dollar businesses as well as founder of 2 digital technology companies.

Currently founder of All G Foods a food tech company.



Justus Hammer
Group CEO, Exec Director & Co-founder

15 years of retail and e-commerce experience, specialising in online marketplaces, business processes, fund raising and start-up investing.

Advisor and early investor to Airtasker, Advisor to VICE Golf. Previously Advisor to Docbook, Non-Executive Director to Tempurer and CMO of Mint Wireless

Previously co-founded and successfully exited Spreets



Mike Hill
Director

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. Prior to this, he was a Partner at Ernst & Young.

Mike is currently on a number ASX and non-ASX board's including Chair of Janison Education Group (ASX: JAN), Pacific Knowledge Systems Limited (ASX: PKS), Design Milk Co Ltd (ASX: DMC), Orbx Limited, and Mobecom Limited.



Josh May
Director

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



Vicki Aristidopoulos
Non-exec Director

More than 20 years in executive roles in e-commerce media, content and fintech. Vicki is a career Marketing, brand, customer growth expert.

Previous roles include CMO at Afterpay, NewsCorp Executive Director, Fairfax CMO, CommSec and Foxtel.

Vicki currently sits on the advisory board of Freely and is an independent advisor to POS tech provider Doshii



Alexis Soulopoulos
CEO new business, Co-founder

7 years of start-up growth and senior management experience, specialising in online market places, subscription, team development, consumer services and online distribution.

Co-founded the Sharing Hub, Sharing Economy Accelerator

Forbes 30 Under 30 Asia (2019), Young Executive of the Year (2020)



Graham Mason

CFO

15 years of senior finance and commercial experience in major companies and start-ups with experience in digital, consumer and finance industries.

Most recently, he was Finance Director at Virgin Active Australia. Prior to that, he was CFO at the ASX listed 1ST Group Limited (1ST) a digital platform that connects health providers with patients and Senior Finance Director at HotelClub Pty Limited (Part of Orbitz Worldwide) an online travel agency.



Mike Yap
Head of Product

Over 20 years experience in leadership roles across digital product and design, from startups to multinationals. Significant marketplace experience, formerly Head of Product at Gumtree and Head of Experience at Hipages.

Previously led product and design innovation at CBA and other Financial Services companies worldwide



Kate Herbert
GM of Toys and Treats

Over 12 years of experience in strategy and the digital space.

Kate headed up Product and Tech for subscription products at Australia Post and Holland & Barrett and before Corporate Strategy at Australia Post and ANZ



Karim Mouahbi
Head of Marketing

9 years of start-up marketing and senior management experience, specialising in international e-commerce, marketplace and performance marketing strategies and management

Previously Global Head of Search Marketing at Food Panda and Senior Marketing Manager at The Iconic