

4 August, 2022



Australia's #1 Tech enabled Pet
Marketplace

Mad Paws Holding (ASX: MPA)



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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

Personal use only



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. Mad Paws has fostered a loyal growing community where pets feel happy and owners enable their loved pets to live their lives to the fullest.

Mad Paws proudly serves Pet parents and Pet Carers in the following verticals:

Mad Paws Care: Sitting, Walking, Day Care, Grooming
launched 2015

Mad Paws Food
Dinner Bowl launched Q1 2021

Mad Paws Health
Insurance launched Q3 2021, acquired Pet Chemist April 2022

Mad Paws Joy
Toys and Treats – Waggly acquisition Q4 2021

Mad Paws Home
Curated Ecommerce – Launched in Q2 FY22 with Sash acquisition

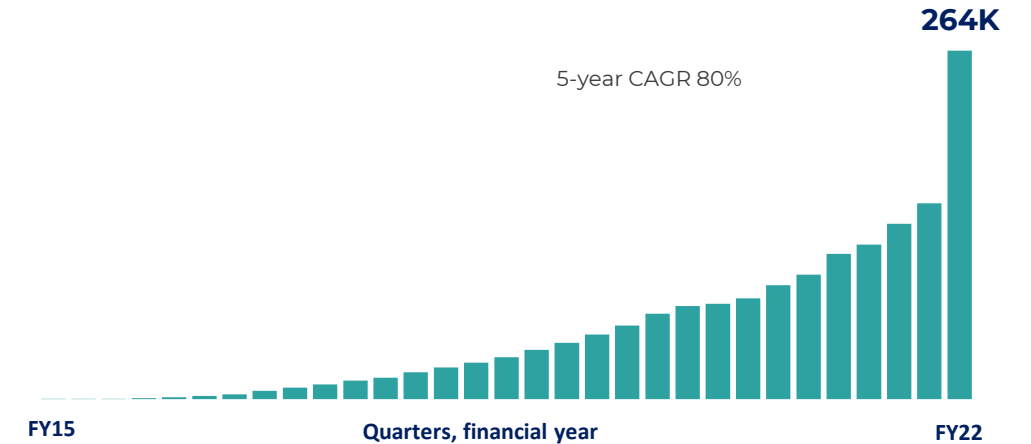
 **Over 1 million
pet care
services
provided**

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

 **Qantas Partnership &
Access to Qantas FF**



264K Cumulative Customers

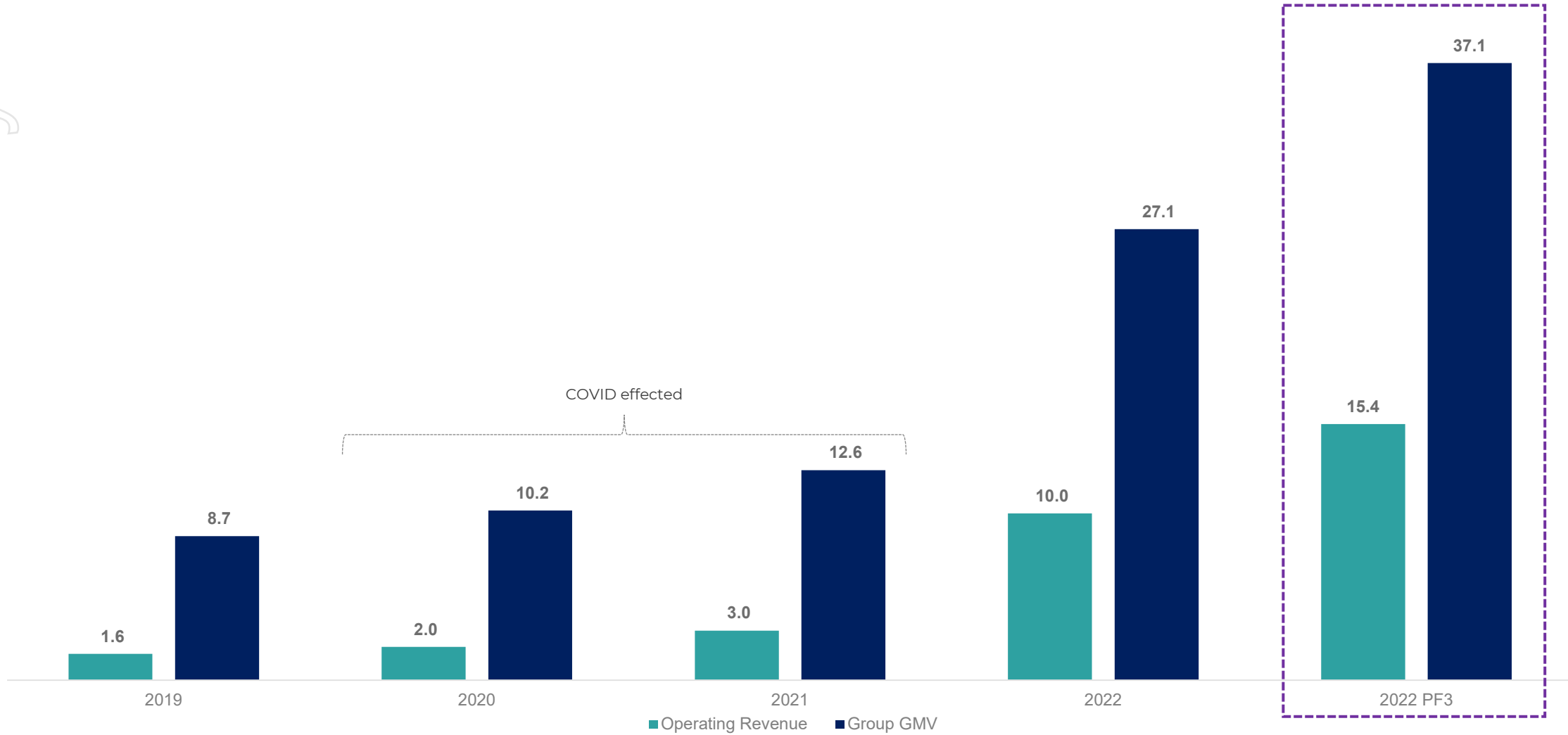


558K Cumulative Bookings



FY19 to FY22 Group GMV and Operating Revenue in \$ millions

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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, discount's and GST
²Operating Revenue is unaudited for FY22
³2022 PF = The pro forma group including the unaudited operating revenues for the 12 months ended 30 June 2022 including the audited revenues of Pet Chemist



Pet's and their impact on Australian's lives

Pet ownership is a way of life for the majority of Australians, an estimated **7.3 millions households** (73% of all households) would like to add a pet to their family

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

Pet Humanisation and Premiumisation Driving Spend



Prioritisation of Pet Needs



Increasing Spend Per Pet



Increasing Spend on Pet Products and Services

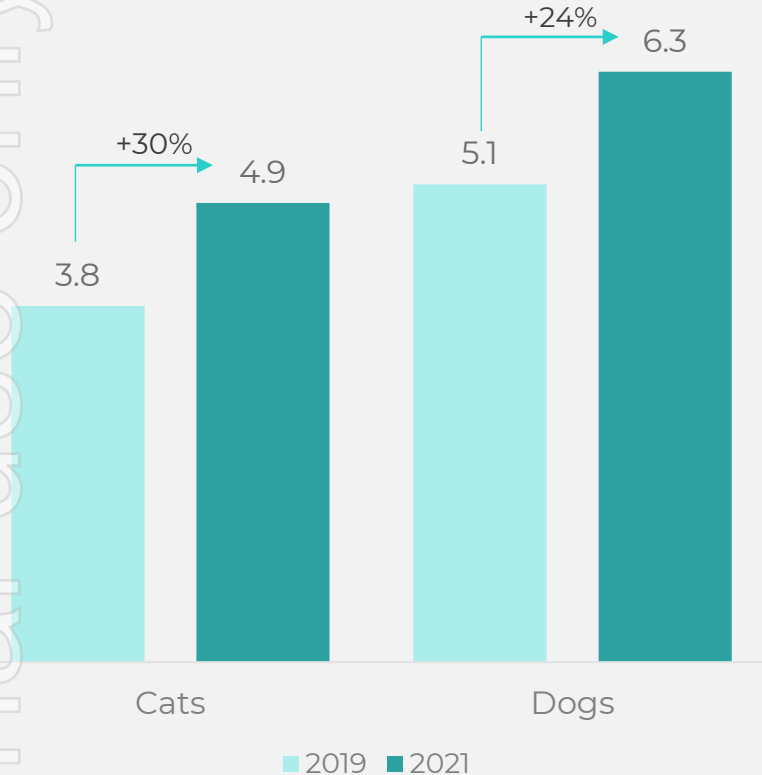


Recession resilience

The Pet Market has BOOMED during COVID

The Australian pet market is huge and growing with health care a key vertical

¹30.4 million pets in Australia with significant growth in pets relevant to our focus areas

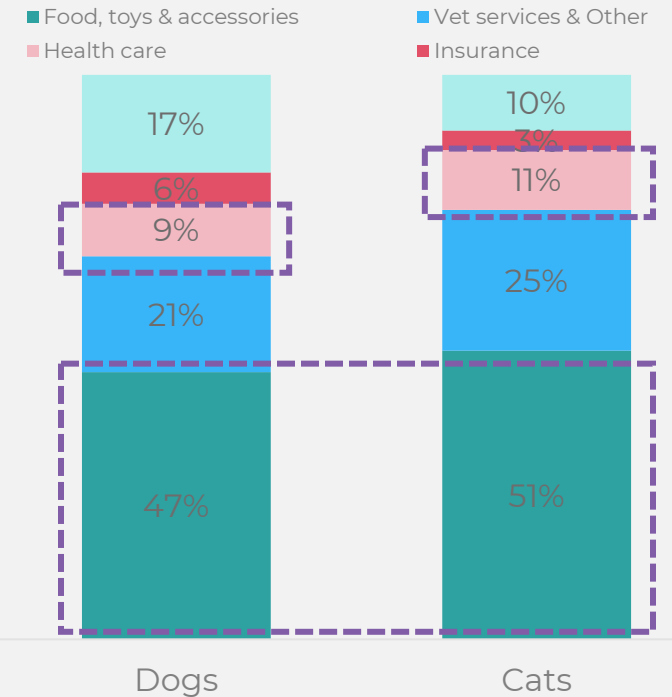


¹Average household spend for dogs and cats represents a large wallet size

Dogs
\$3,237 pa

Cats
\$2,074 pa

Our strategy is focussed on the largest components of the spend



Implied TAM for Dogs and Cats of **\$30.3 billion**

Pet owners have multiple needs across the pet life cycle

Mad Paws is already providing products and services in most categories



Mad Paws can play a role throughout the pet life cycle, leveraging its trusted positioning, expanding data set and love of Pet's

Leading too lower customer acquisition costs and strong customer loyalty and high customer repeat rates throughout the lifecycle

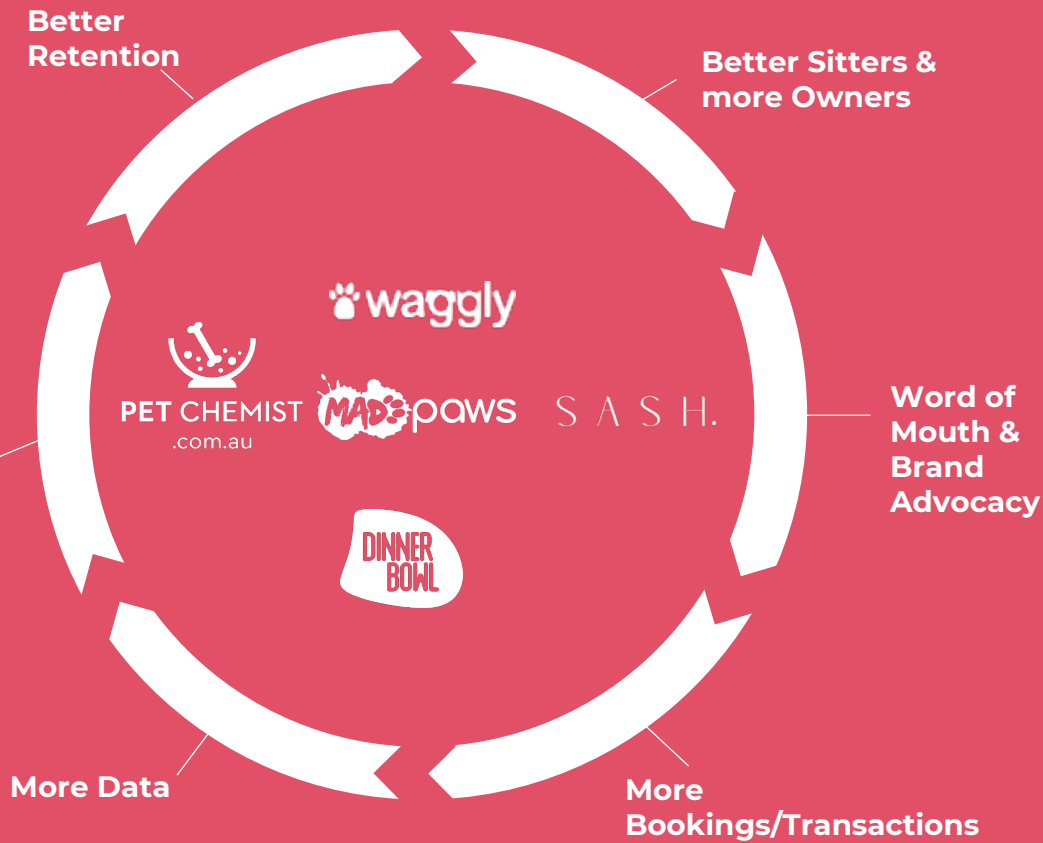
Mad Paws Is Building A Powerful Network Effect

The Mad Paws platform is driving powerful momentum as more owners and sitters enjoy benefits and advocate acceptance and usage.

Advocacy and customer demand for existing and new products and services continue to gain business traction reducing the amount of effort and marketing spend required over time.

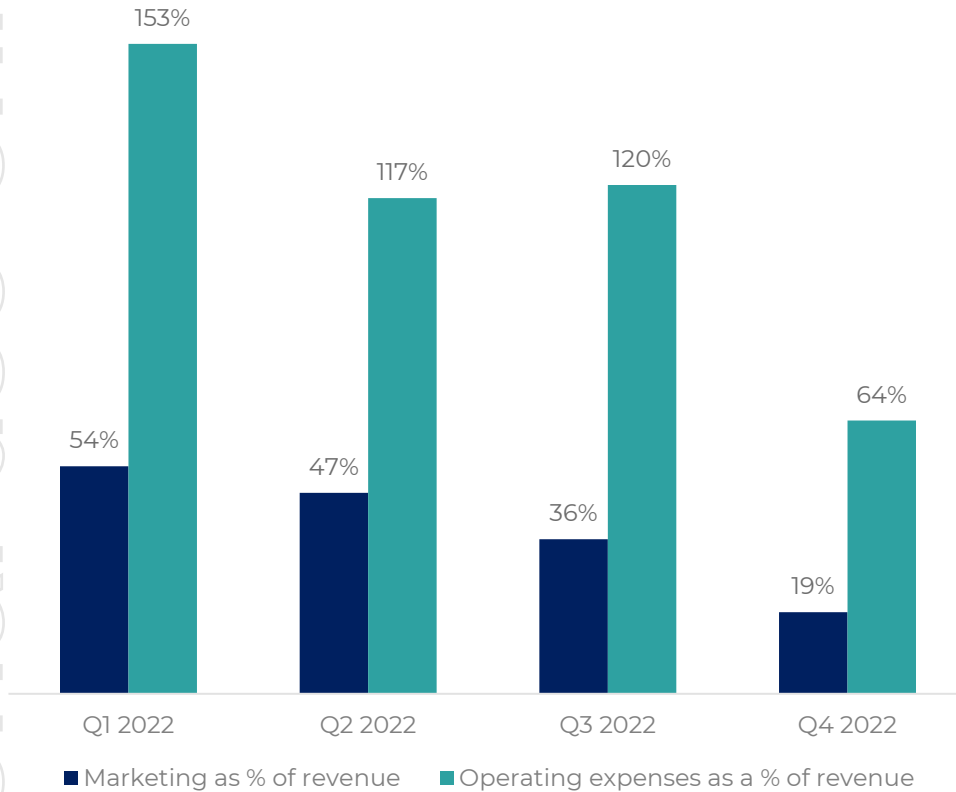
Ultimately leading to greater loyalty, repeat rates and a larger share of wallet for Mad Paws

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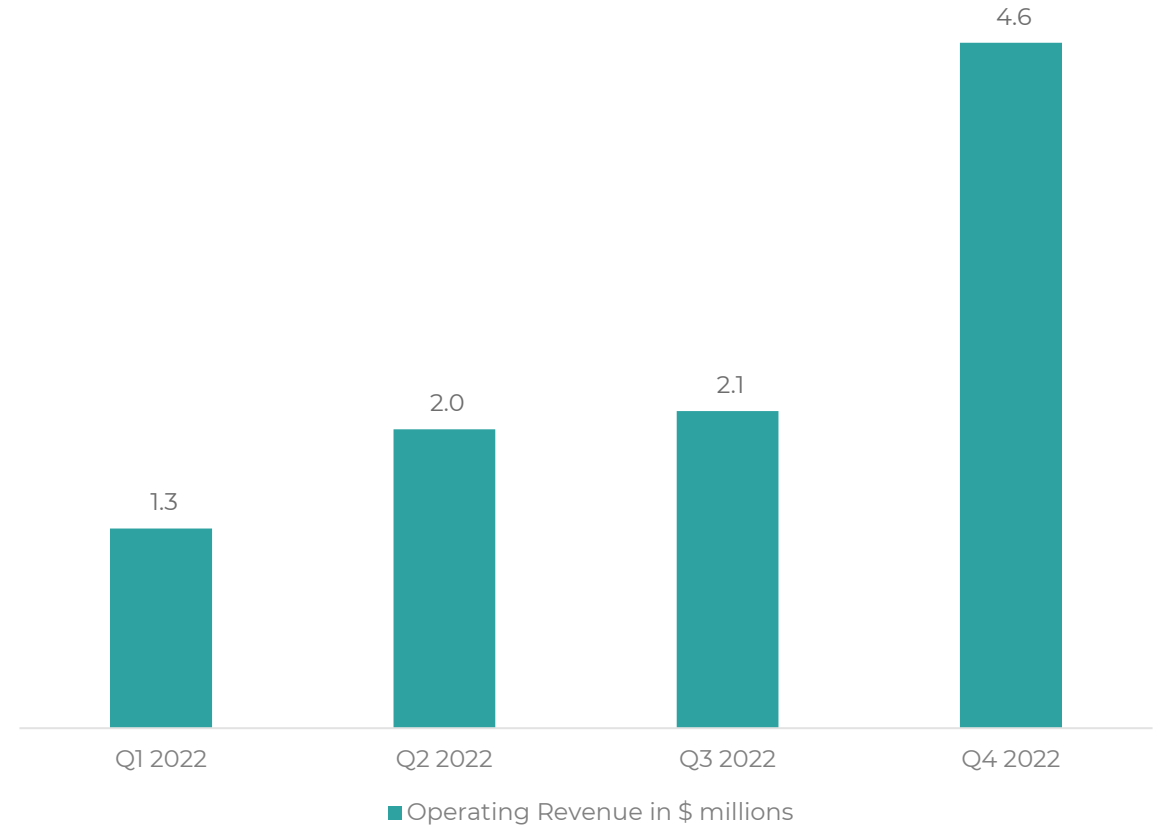


Strategy delivers Marketing efficiency and operating leverage while driving revenue growth

Quarterly Marketing & Operating expenses as % of revenue



Quarterly Group Operating Revenue in \$ millions

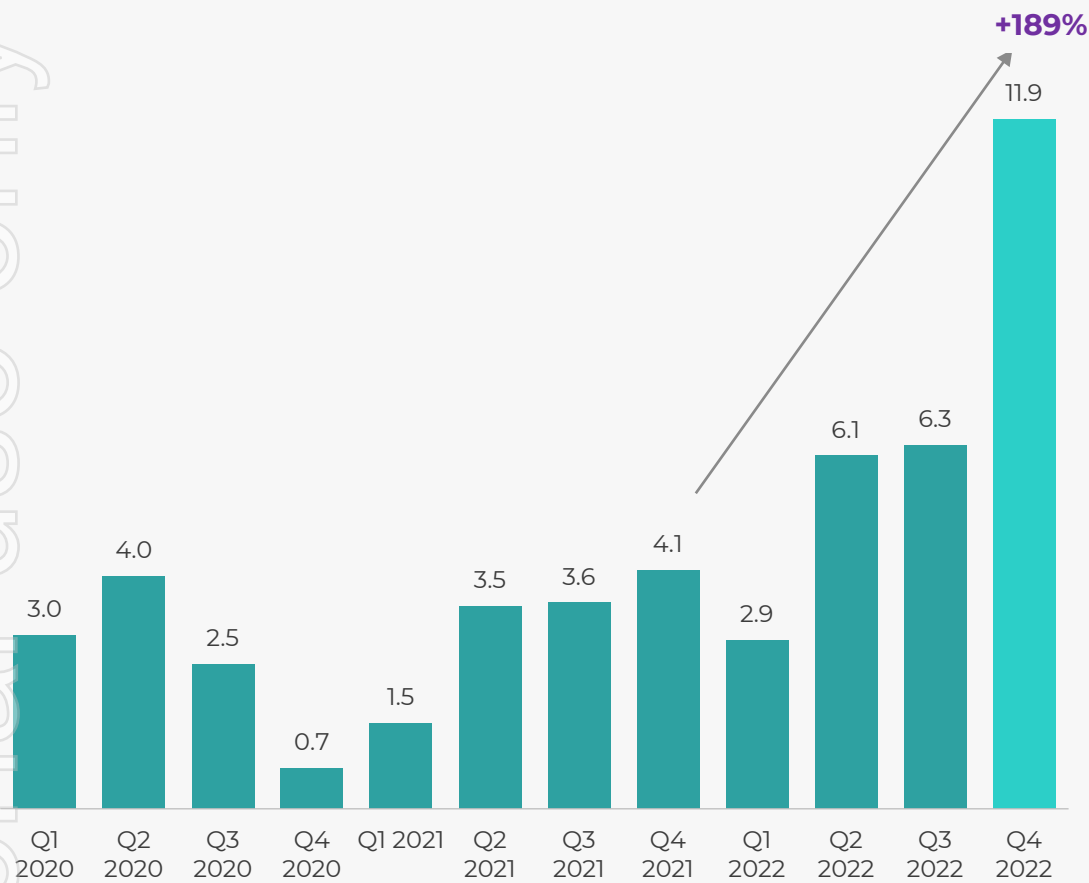


Quarterly performance trends



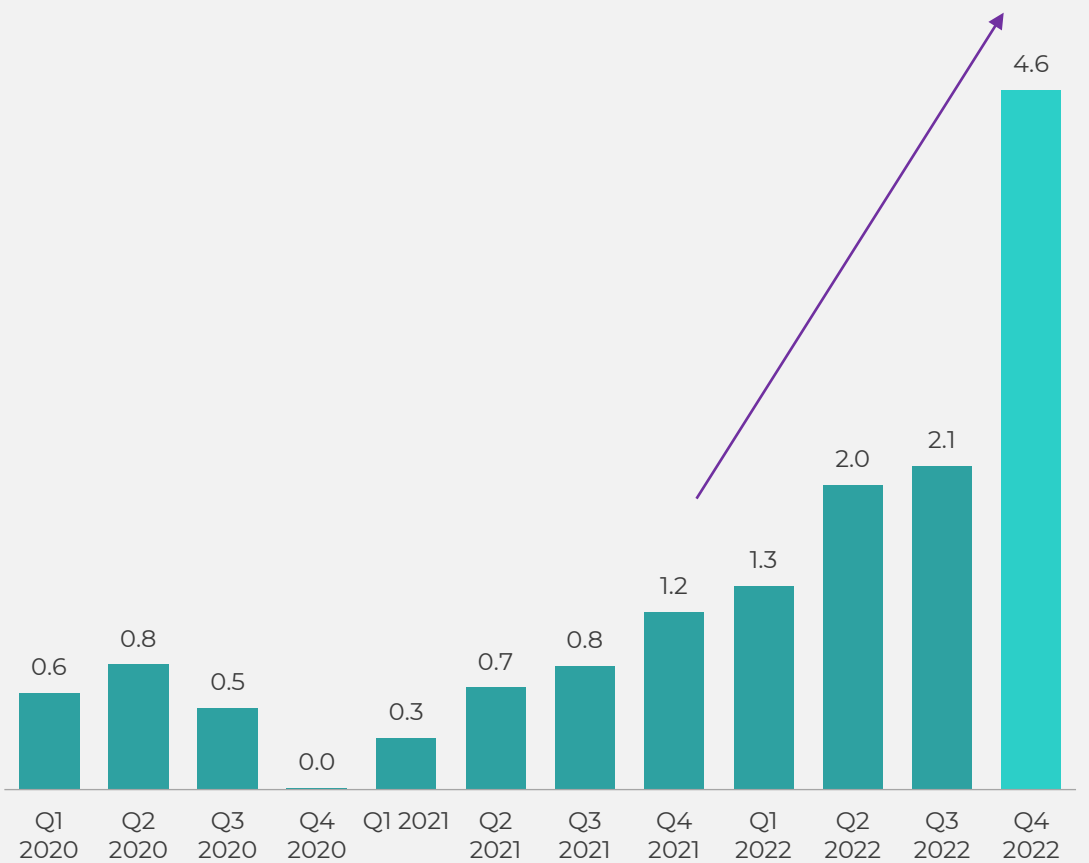
Execution of our pet life cycle strategy is gaining share of the pet owner's wallet and accelerating growth

Quarterly GMV¹ in millions



FY22 LTM ²PF Group GMV \$37.1 million

³Group Operating Revenue in \$ millions



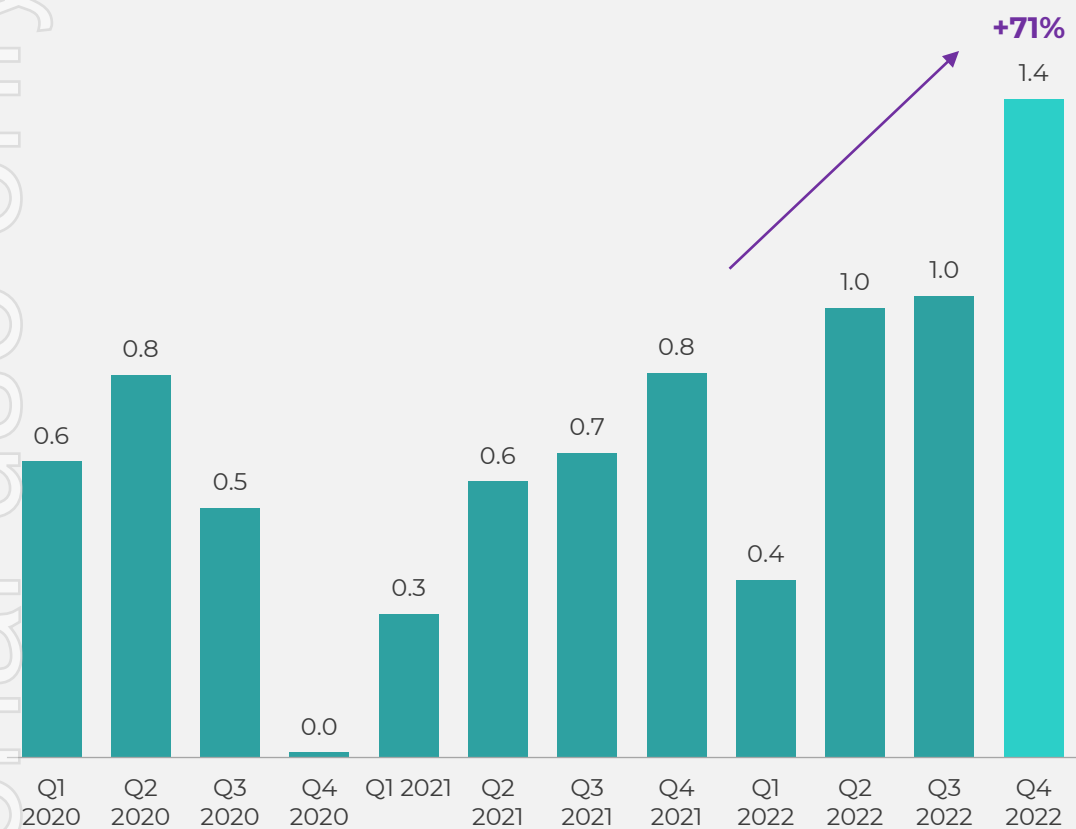
FY22 LTM ²PF Group Operating Revenue \$15.4 million



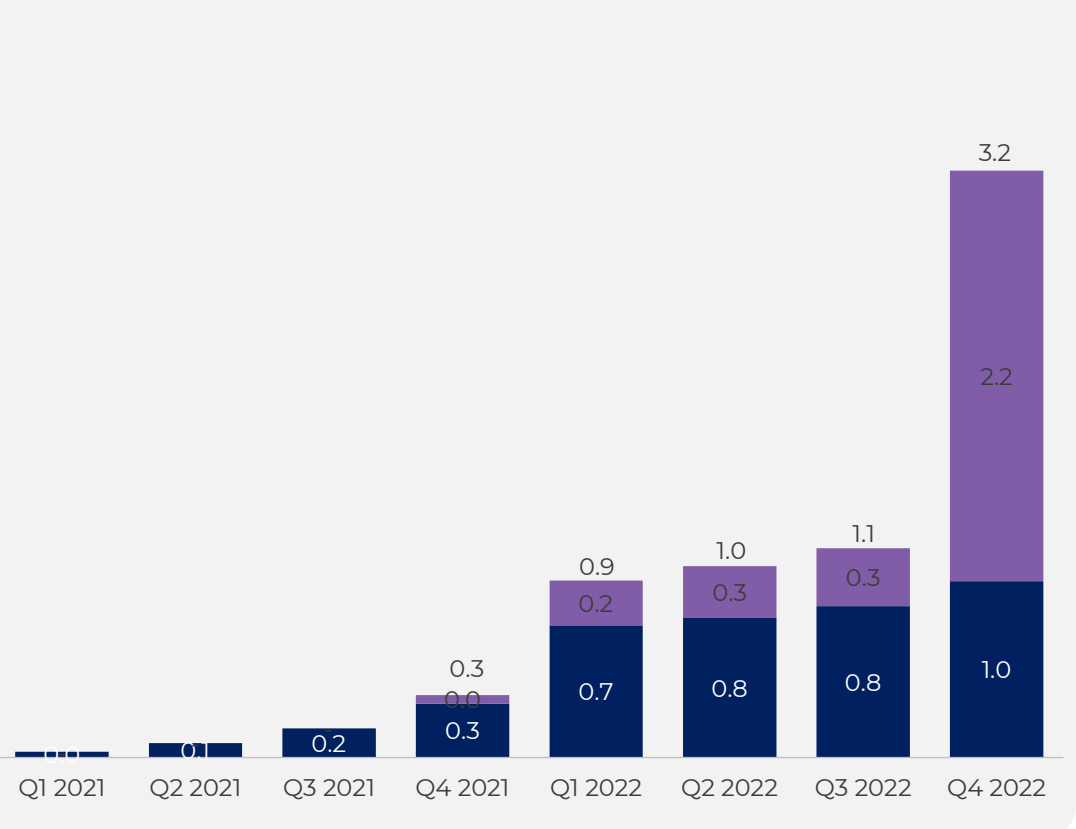
¹GMV is the total value of transactions processed by Mad Paws, on a cash basis, before deducting pet service provider payments, cancellations and refunds, chargebacks, discounts and GST
²The pro forma group includes the unaudited results of the Mad Paw Group and Pet Chemist for the 12 months ended 30 June 2022
³Quarterly Group Operating Revenues are unaudited

Our marketplace and e-commerce verticals riding the multiple structural tailwinds as well as specific pet industry themes of humanization and premiumization

Marketplace Operating Revenue in \$ millions



Ecommerce & Subscription Operating Revenue in \$ millions



Mad Paws Has Never Been Better Placed For Accelerated Growth And Recovery



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 premiumisation is driving an increase in spend on pet services and pet needs



Pet Industry is now worth \$30B 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 e-commerce and subscription products



Pent up demand for travel is building; tailwinds ahead for pet sitting once lockdown restrictions ease – demand for pet sitters



Growing Complementary Revenue from Pet Chemist, Waggly and Dinner Bowl supplementing core business and diversifying revenue streams



Strong balance sheet with **\$5.6m of cash** at 30th of June 2022, with revenue growth and prudent cost management expected to deliver cash flow breakeven and profitability



¹ Animal Medicines Australia, Pets and the Pandemic: A social research snapshot of pets and people in the COVID era

| **THANK
YOU**



Glossary

Term	Definition	Calculation/Comment
GMV	Gross Merchandise Value	GMV 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.
LTM	Last Twelve Months	Refers to the trailing 12 month period ending on the reporting date, or as otherwise indicated
Operating Revenue	Non GAAP measure of revenue	Operating revenue is revenue recognised in accordance with IFRS before the deduction of promotional voucher cost for subscription customers
ARR	Annual Recurring Revenue	Annual recurring revenue (ARR) = Closing subscribers at the end of period X Subscription price X 12 months
Operational EBITDA	Management's core earnings metric	Operational EBITDA (earnings before interest, tax, depreciation, amortisation and non-operating, non-recurring income and costs) is a financial measure which is not prescribed by Australian Accounting Standards ('AAS') and represents the profit under AAS adjusted for non-specific non-cash and significant items. The directors consider operational EBITDA to reflect the core earnings of the consolidated entity
FCF	Free cash flow before strategic investments	FCF = Free cash flow less maintenance capex excludes strategic marketing and technology investments and siter liability working capital movements
Performance marketing CAC	Performance marketing customer per customer acquired	Includes all performance marketing costs including paid search, social, programmatic (excluded brand, PR and agency cost) and the cost of any promotions e.g. %/\$ discount, giveaways etc / number of new customers acquired