

# madpaws

## Q1 FY23 Quarterly update

Mad Paws Holdings Ltd (ASX: MPA)

October 20, 2022



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## Our Purpose

We exist to enable pets to live their lives to the fullest.

## Our Vision

Being the most trusted and convenient brand to rely on for all pet-related needs.



# Mad Paws at a Glance

Mad Paws provides a safe and convenient digital platform that connects pet owners with high quality services and products. Mad Paws has built a loyal and growing community of pet owners and sitters, focused on enabling their loved pets to live their lives to the fullest.

Mad Paws proudly serves pet owners and pet sitters 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



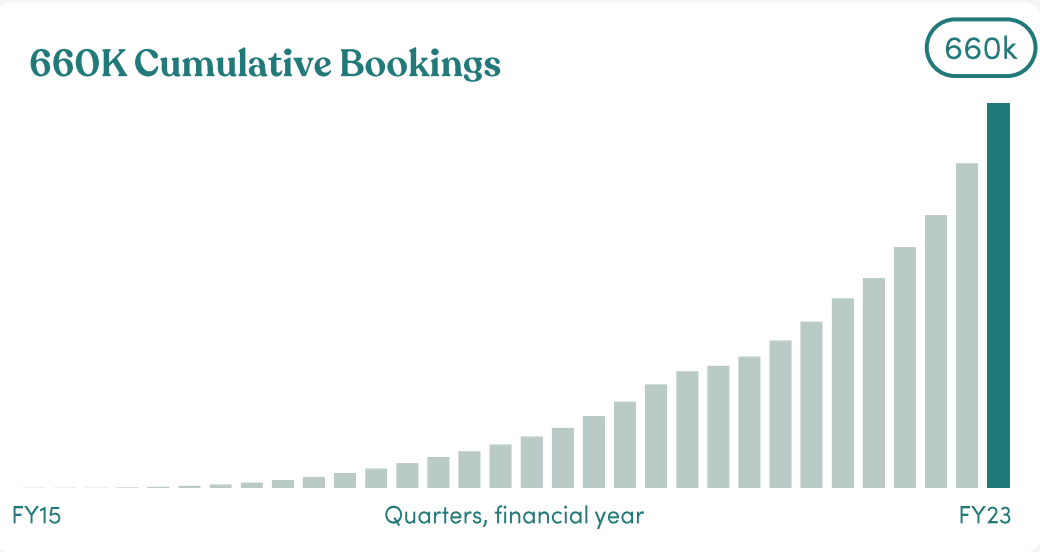
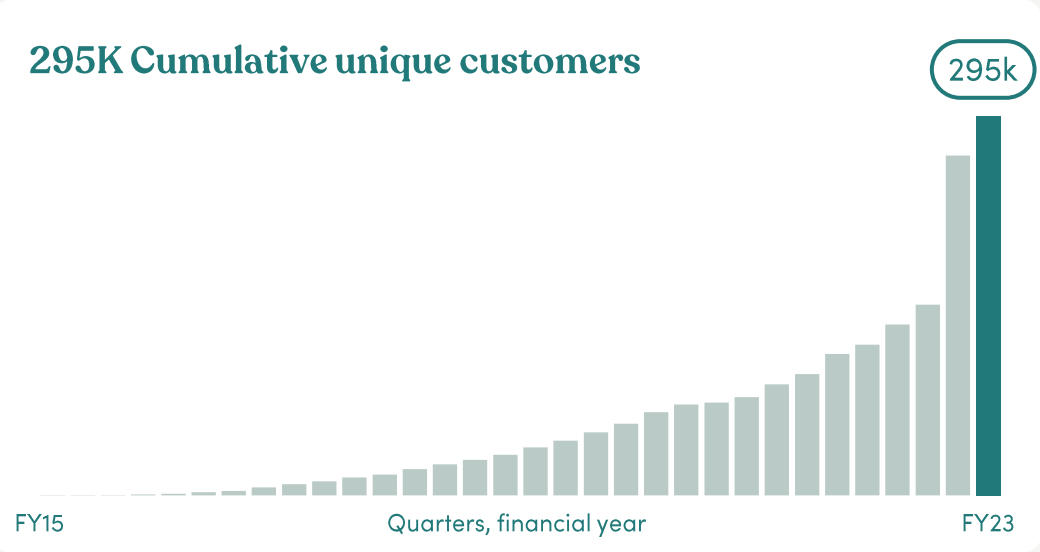
Over 1 million pet care services provided



Product Review Best Raw Dog Food of 2021



Qantas Partnership & Access to Qantas FF





## 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



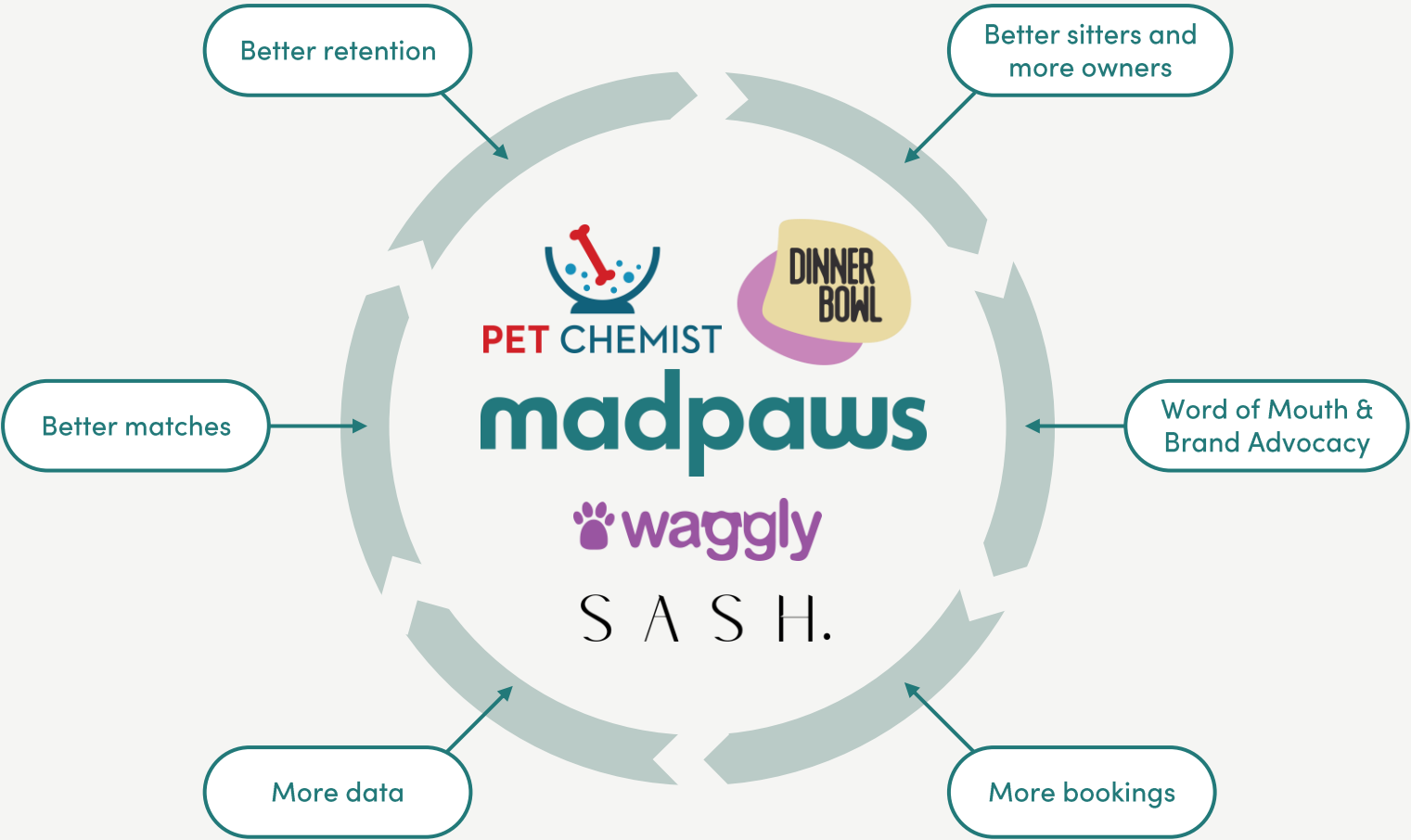
# Mad Paws is Building a Powerful Network Effect

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.

only use personally

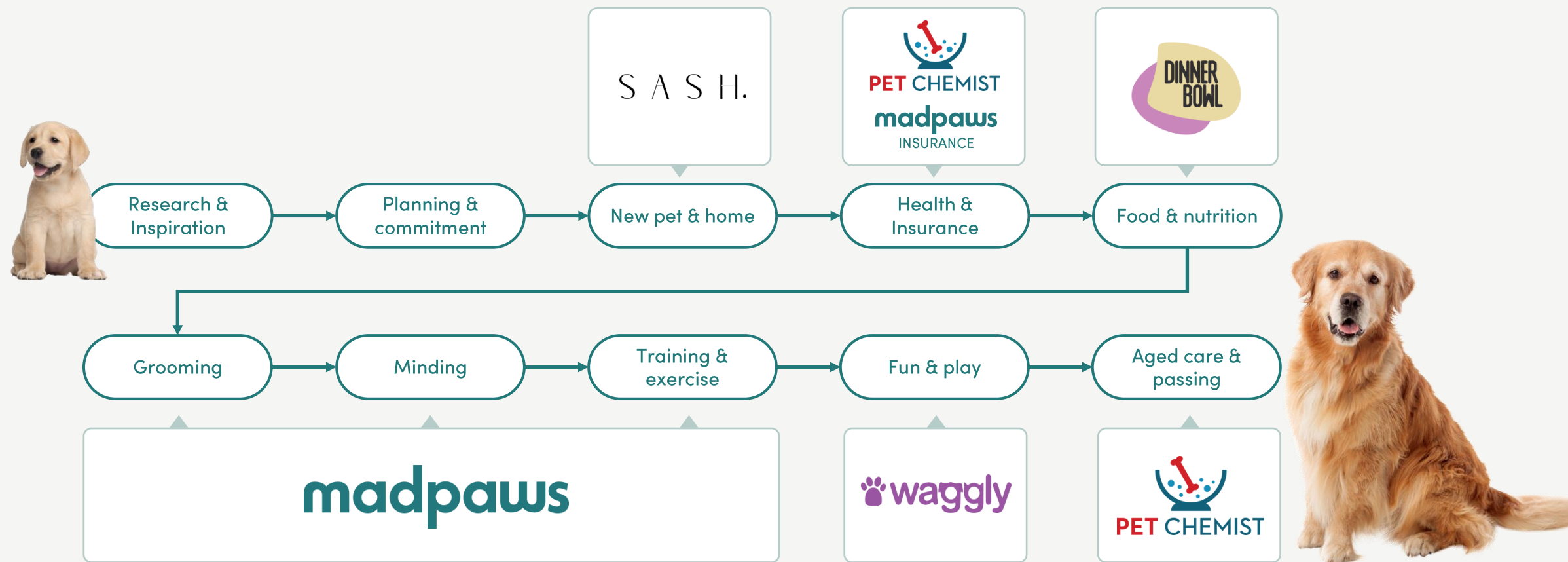




# Pet Owners Have Multiple Needs Across the Pet Life Cycle

Mad Paws is already providing products and services in most categories. Mad Paws can play a role throughout the pet life cycle, leveraging it's trusted positioning, expanding data set and love of Pet's.

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



## Q1 FY23 Highlights

Revenue of \$5.4m  
Q1 FY23  
+301% to pcp

Group operating revenue  
run rate of \$23m  
Sept 22  
+85% to pcp

30,000 new customers  
acquired  
+335% to pcp

Operating EBITDA as a %  
of revenue improved  
by 12ppt

Marketing as a % of  
revenue improved  
3ppt to 16%

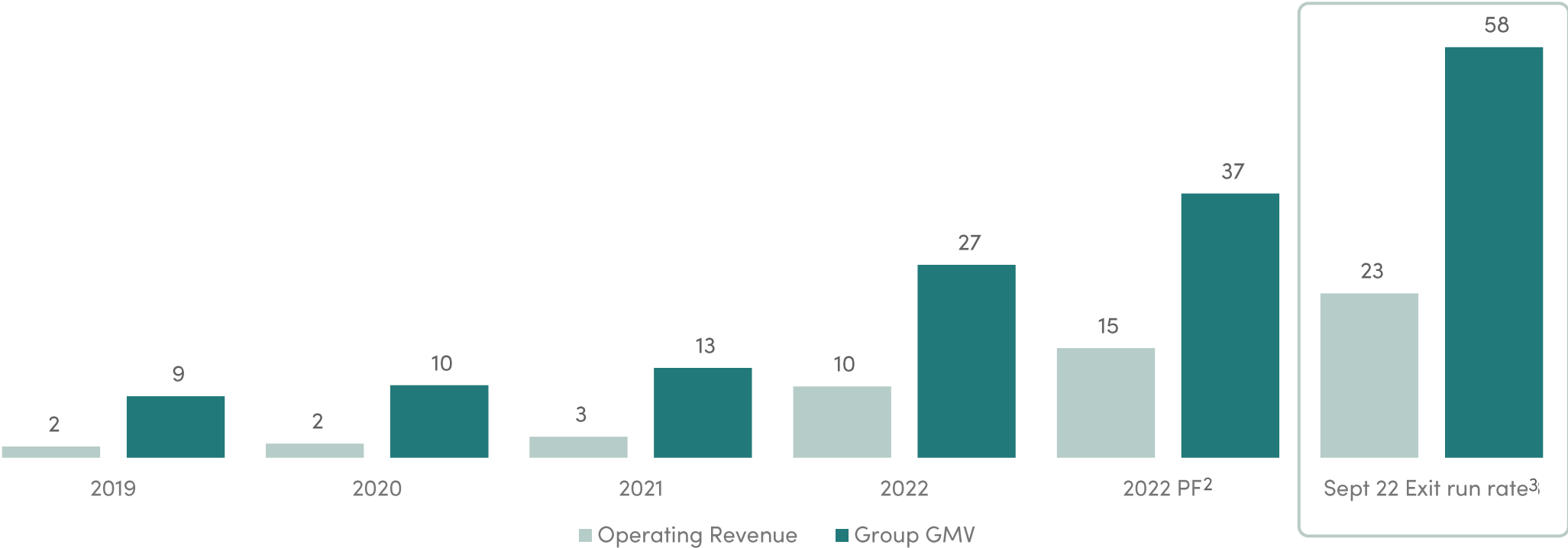
Profitable Marketplace  
Operating EBITDA as a %  
of revenue improved to  
20%  
+11ppt



# Operating Revenue and Share of pet owner's wallet continue to accelerate in Q1 FY23



GMV and Operating Revenue in \$ million



<sup>1</sup>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.  
<sup>2</sup>The pro forma group includes the audited results of the Mad Paws Group for the 12 months ended 30 June 22. Pet Chemist results are audited from the date of acquisition of 1 April 22 and are unaudited for the 9 month period prior to acquisition  
<sup>3</sup>September 22 Exit run is based on the Group September 22 GMV and operating multiplied by 12

# Q1 FY23 Execution Milestones

## Pet Services Marketplace

- Increased Operating EBITDA margins 11ppt to 20%
- Continuous improvements to our search algorithm resulted in **improved conversion, retention rates and lifetime values**
- **Record number** of Active sitters acquired
- **Data integration** – finalized single data layer for all businesses

## eCommerce & Subscriptions

### FOOD

- **New and improved production facility** for Dinner Bowl now operational
- Improved lightly cooked gross margins and operating costs

### JOY

- Found a new level of **growth for the subscription** business at significantly reduced acquisition cost
- Improved buying to **improve margins**
- Implemented improvement to our customer life cycle management

### HEALTH

- Expanded product offering
- Implemented new customer support solution
- Successful launched cross-sell acquisition campaigns

### HOME

- Developed new products for launch in Q2
- Launched paid influencer campaigns

# 02

## Financial Results

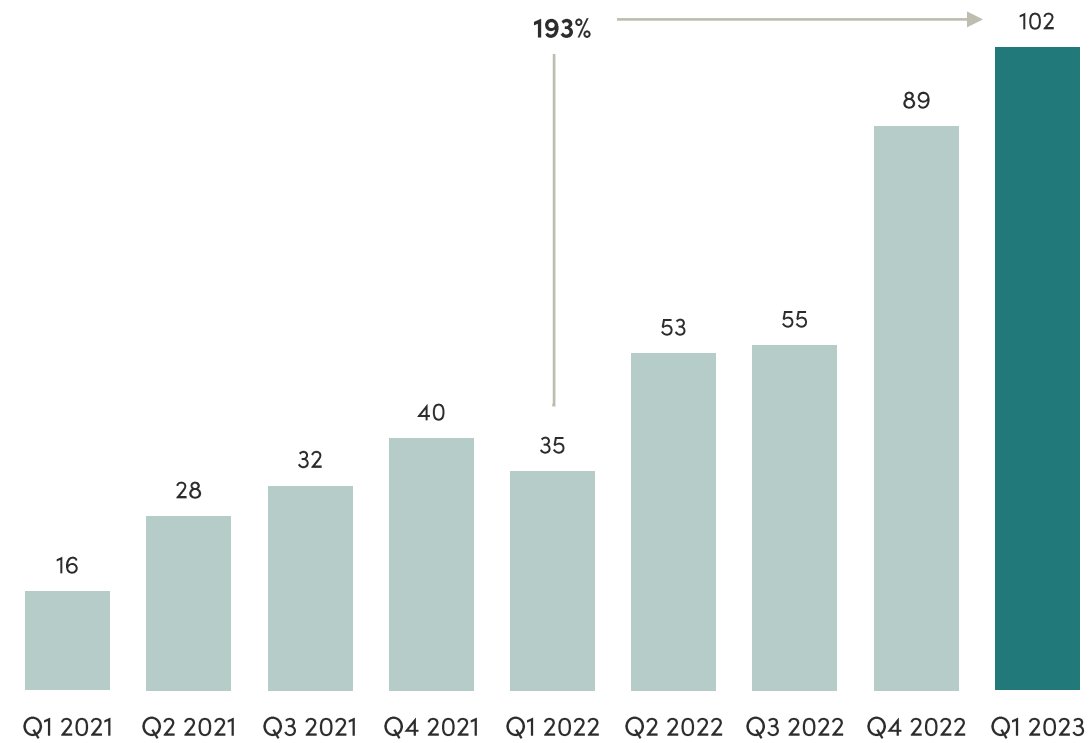




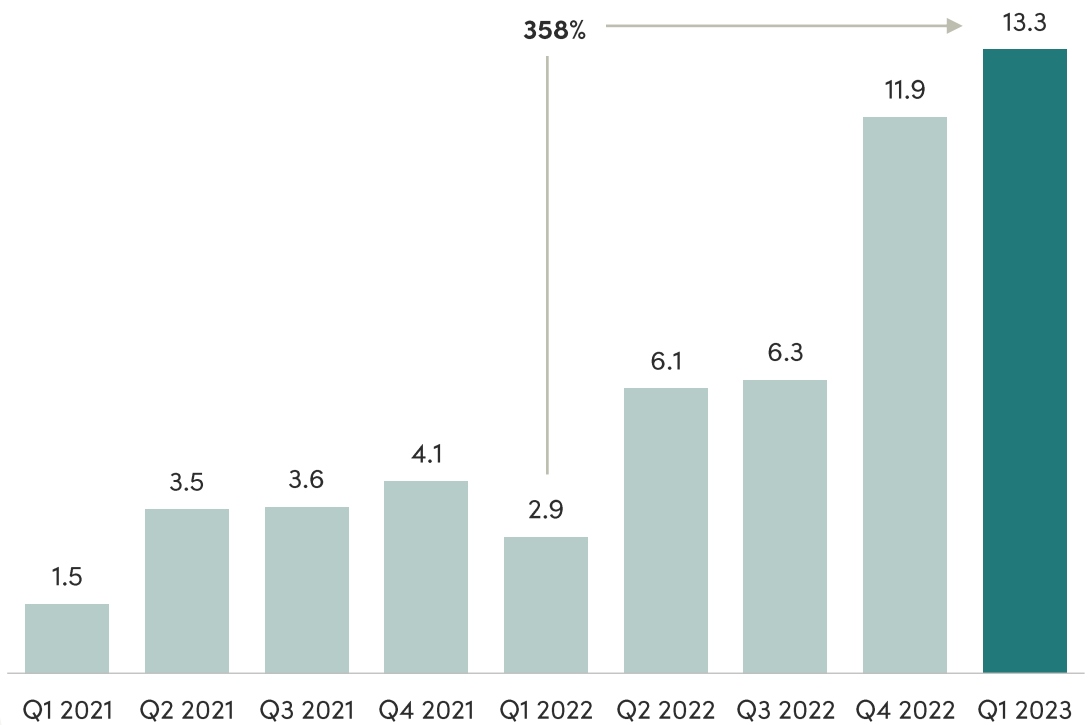
# Execution of our pet life cycle strategy is gaining share of the pet owner's wallet and with momentum continuing through Q1 FY23



Quarterly Bookings/Transactions in 000s



Quarterly GMV<sup>1</sup> in millions



September 22 Exit run rate<sup>2</sup> Group GMV \$58 million

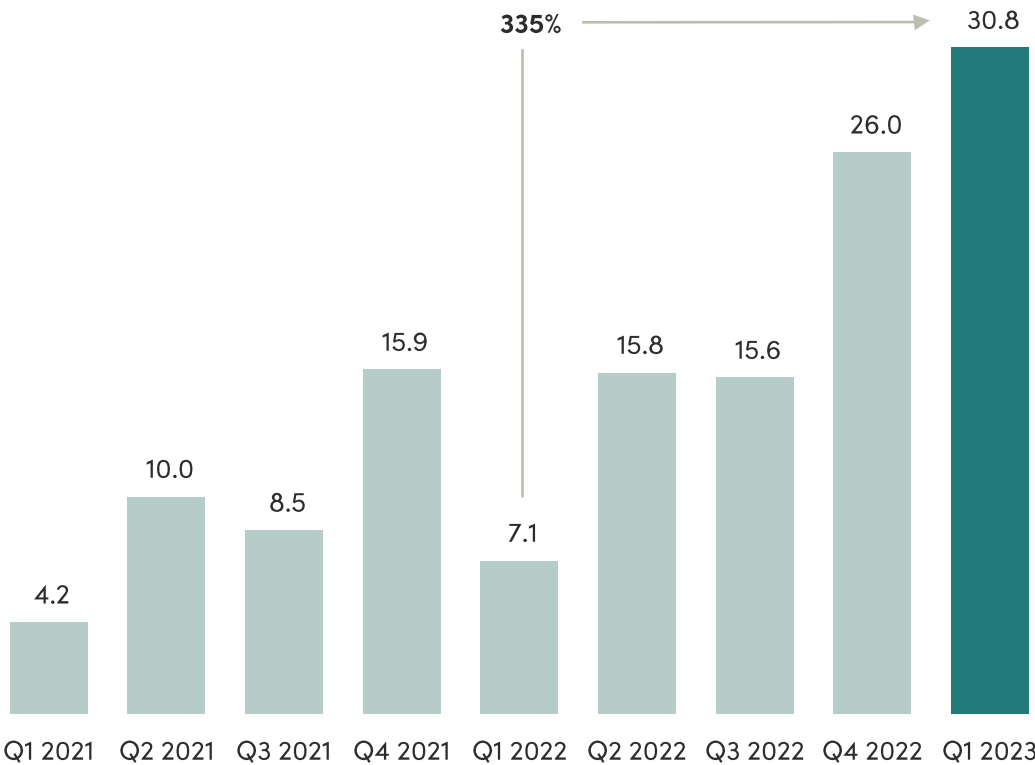
<sup>1</sup>GMV is the total value of transactions processed by Mad Paws, on a cash basis, before deducting pet service provider payments, cancellations and refunds, chargebacks, discounts and GST.

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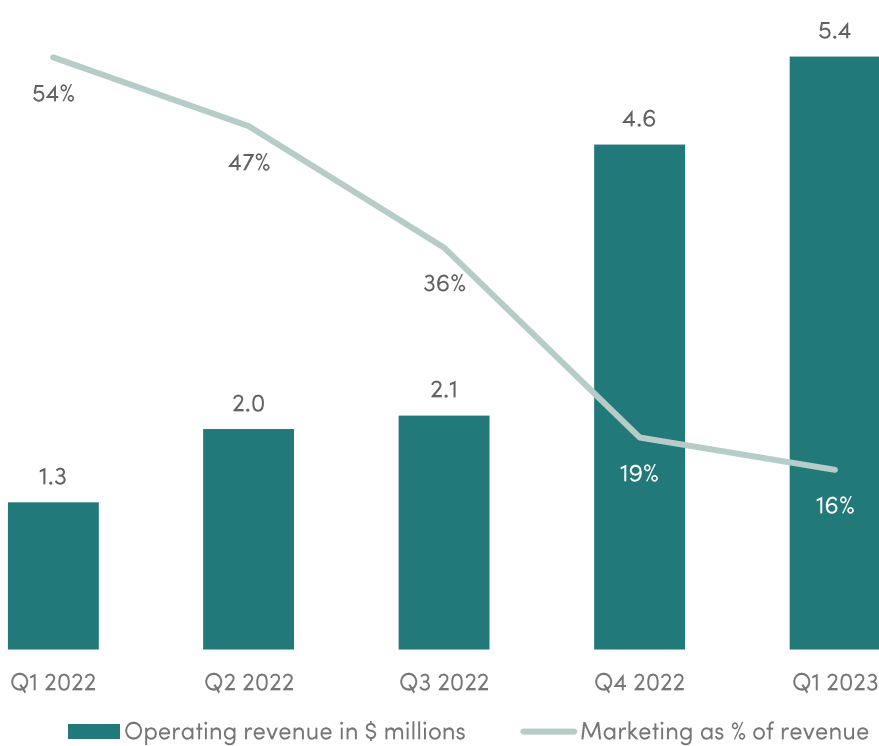
Focus on cross-sale and product improvements drive marketing efficiencies at record high customer acquisition levels



Quarterly New Customer in 000s

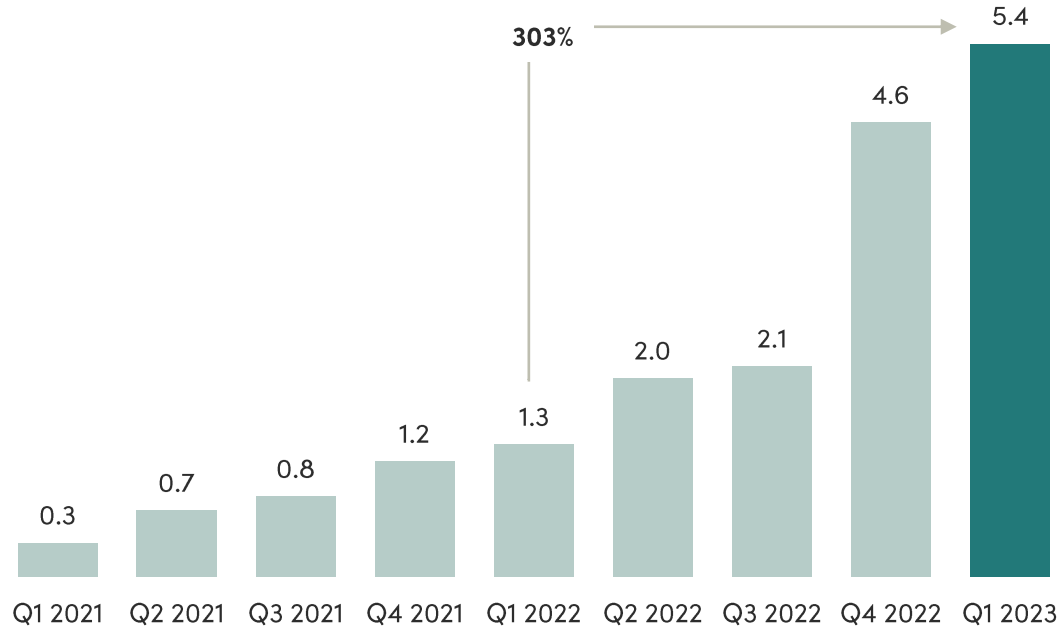


Quarterly Marketing as a % of Revenue

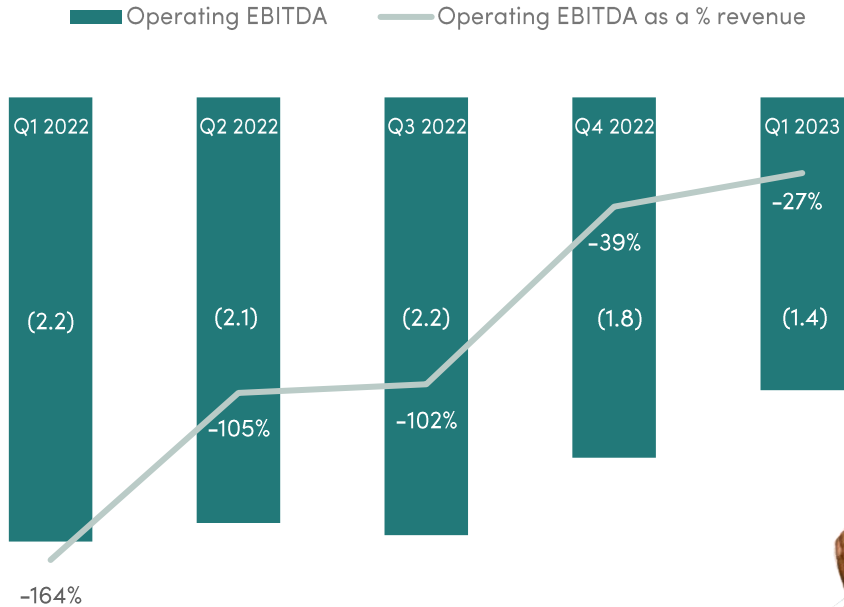


Mad Paws on track for Operating EBITDA breakeven midway through calendar year 2023 due to focus on profitable revenue growth, marketing efficiency and prudent cost management

Quarterly Operating Revenue in millions



Quarterly Operating EBITDA in millions



<sup>1</sup>September 22 Exit Group Operating Revenue \$23 million

<sup>1</sup>September 22 Exit run is based on the Group September 22 Operating Revenue multiplied by 12





# 03

## Segment Performance

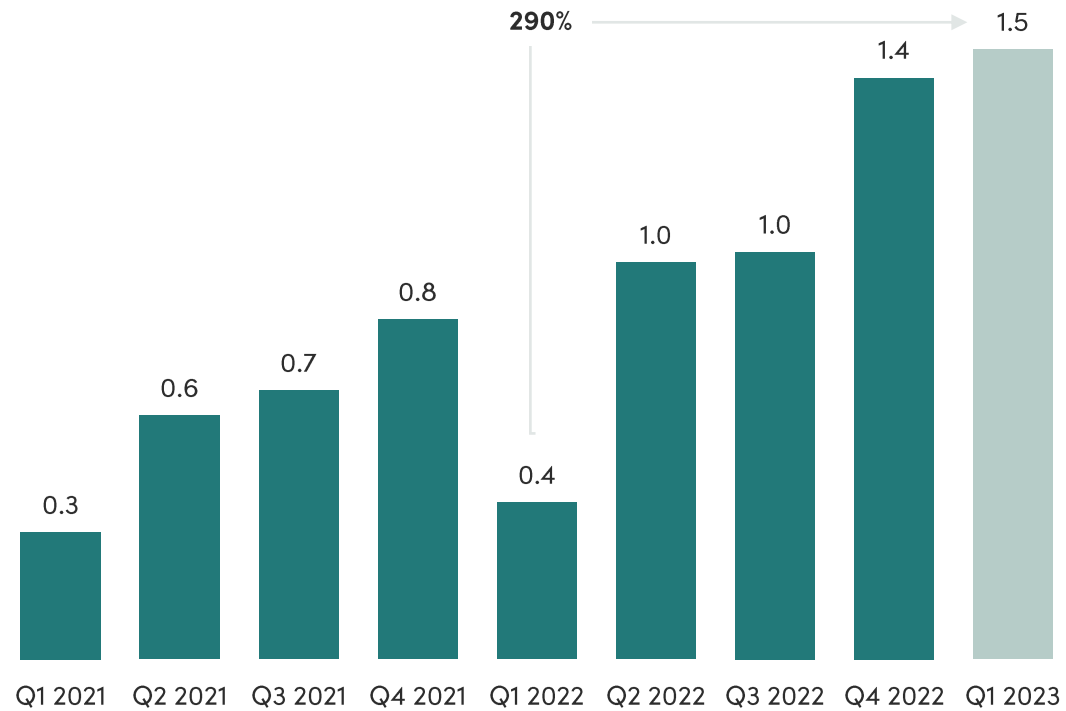


## Marketplace performance

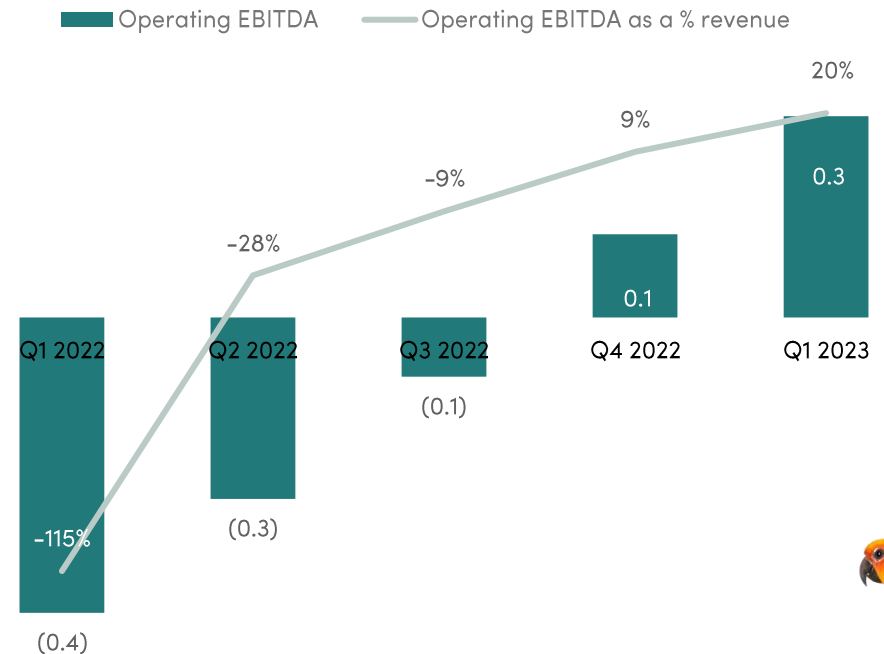
Marketplace performance continues to perform strongly, benefiting from pent up travel demand. Strong operating leverage and improving marketing efficiency are driving Operating EBITDA as % of revenue



### Quarterly Marketplace Operating Revenue in millions



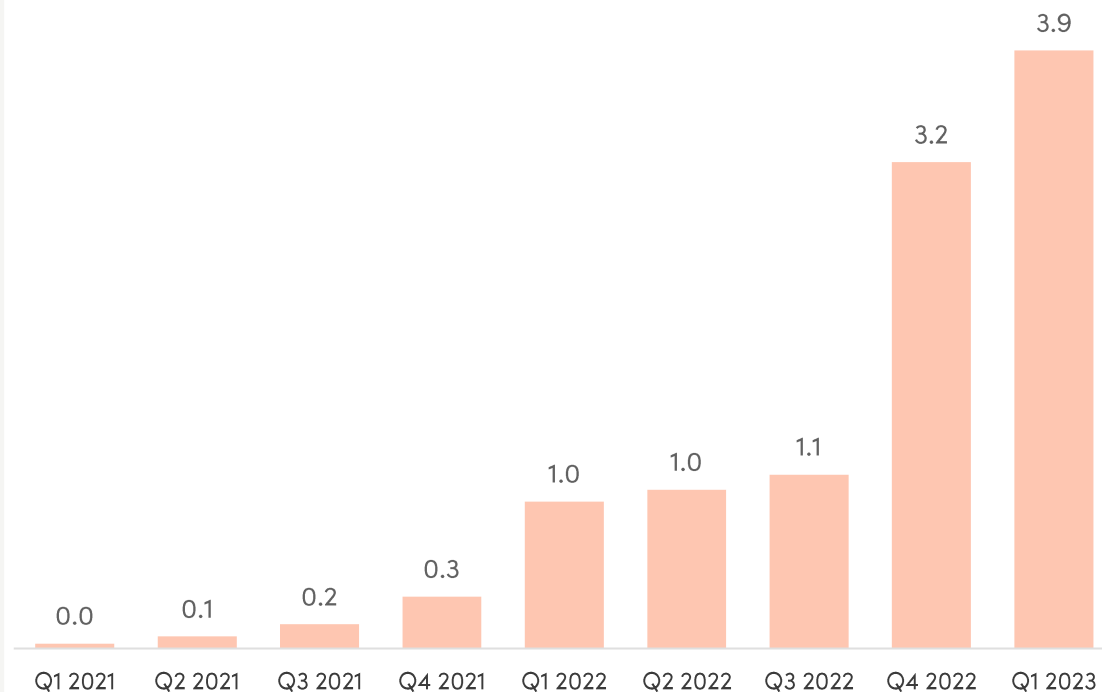
### Quarterly Operating EBITDA in millions



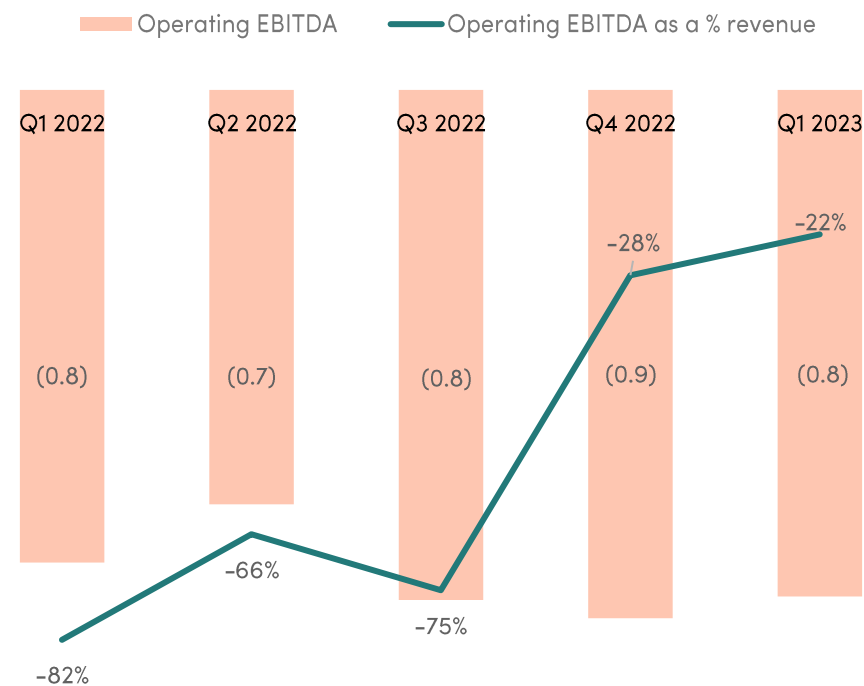
## eComm & Subscription performance

Focus on gross margin improvements and lower customer acquisition costs are driving significant improvements in Operating EBITDA margins with strong momentum for FY23

### Quarterly Operating Revenue in millions

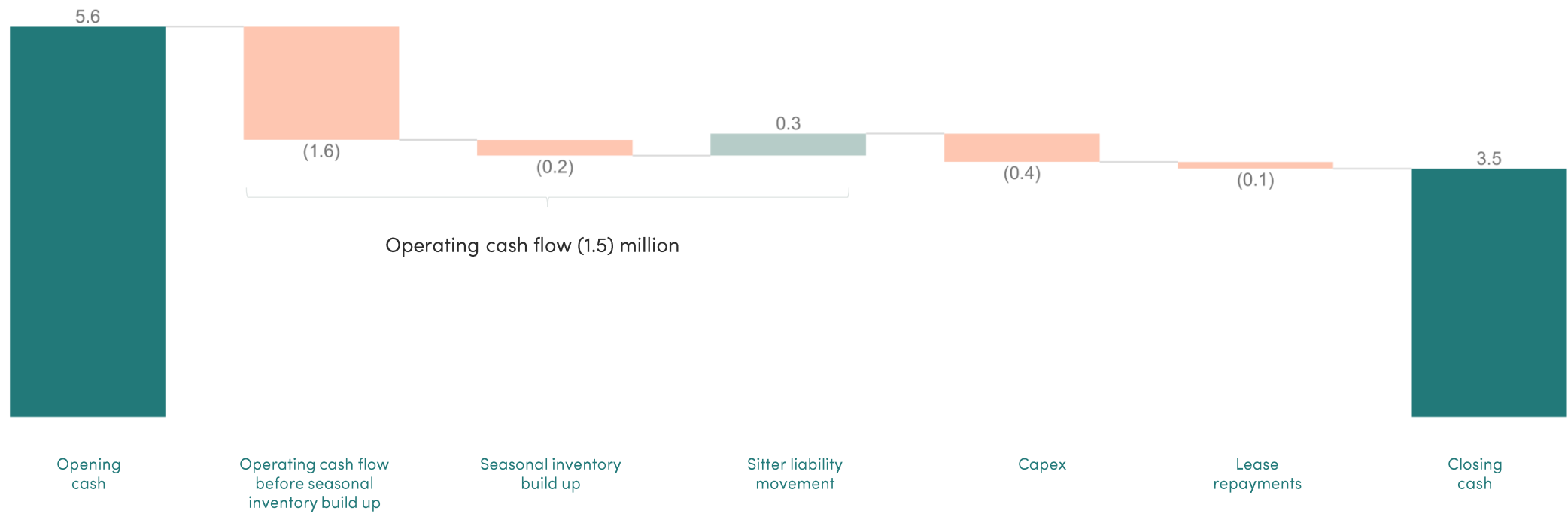


### Quarterly Operating EBITDA in millions





## Q1 FY23 Cash Flow Waterfall



# 04

## Outlook





# Strategic Focus For FY23



## Pet Services Marketplace

With our marketplace now contributing positive EBITDA to the group, we are doubling down on our data efforts, focusing on our flywheel of more owner requests, more matches, more data, better offerings, increased bookings/transactions.

## Upselling and Margins

We have made significant headway putting our subscription business in a position to scale them even faster. With customer acquisition in a very good place, we are now laser focused on increasing our average order value through “add to box” as well as increasing margin through better sourcing taking advantage of our volume and internal capabilities.

## Cross Selling

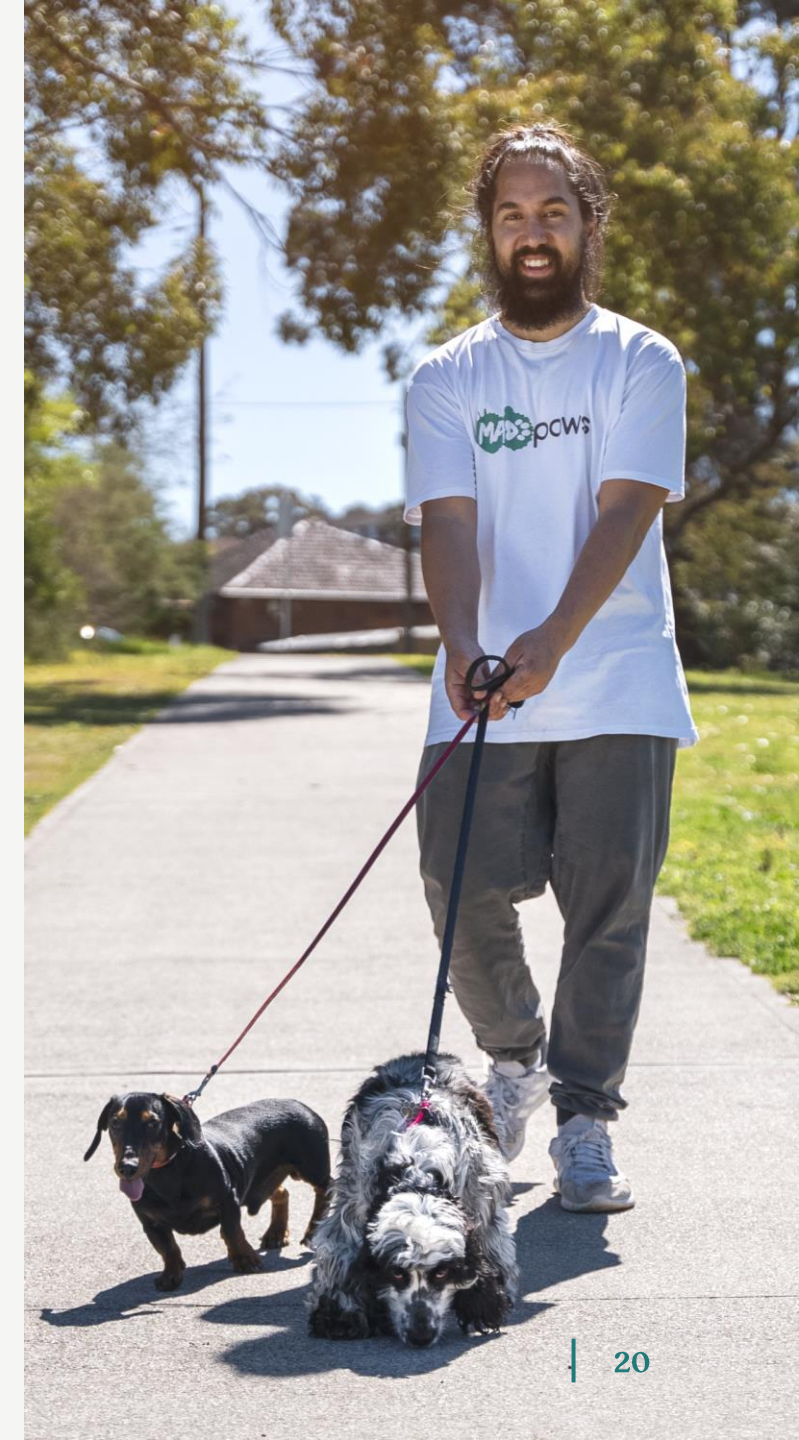
We have already seen our cross-selling strategy working. The next step for us is to make our customer experience even more cohesive and enjoyable. We are doing this by focusing on three things:

- Identity layer: Single sign-on for all our verticals
- Loyalty: Mad Paws loyalty offering
- Payments: single payments layer for all verticals



## Ecommerce Efficiencies

Optimising the current set up we have to better service our customers and at the same time reduce operating cost and increase margins.





## Q2 FY23 Trading outlook

Our Q1 results are in line with our break-even trajectory, and we exit Q1 FY23 with a current revenue run rate of \$23 million, which has been growing at an average of 14-21% quarter on quarter over past 12 months.

### Marketplace

Focus on Christmas, traditionally our strongest growth quarter of the year, see graph on the right (compared against last non-covid impacted year).

Focus on releasing our pet data capturing flow for the marketplace which will improve the customer experience (better matches) and allow us to better cross-sell other Mad Paws products

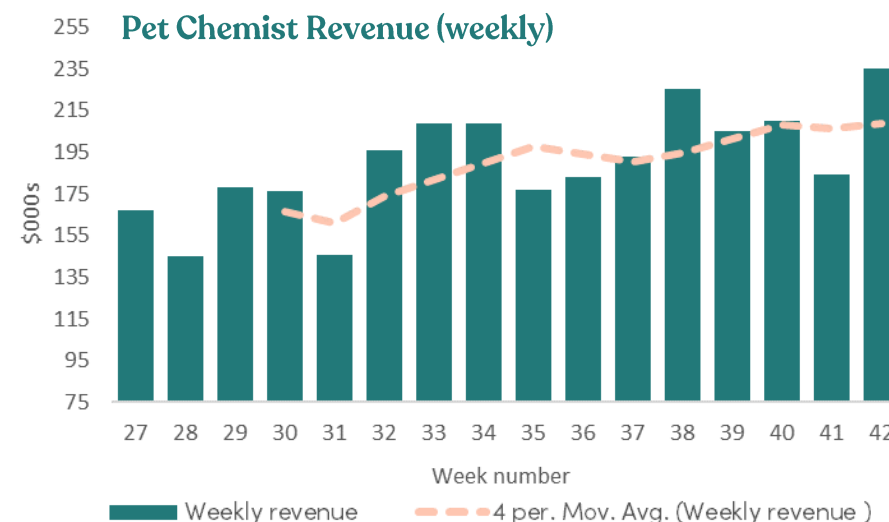
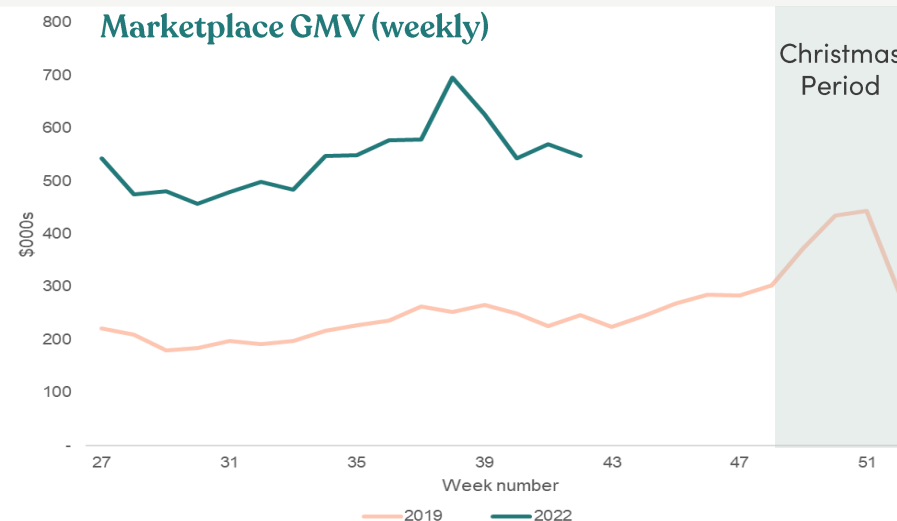
### eCommerce & Subscriptions

Positive momentum in Q4 FY22 has continued to improve in Q1 FY23 with subscriber acquisitions at record levels while customer acquisition costs are continuously going down.

Pet Chemist growth is accelerating as a result of our integration, cross-sell and laser focus on efficiently accelerating marketing activities.

Continued emphasis on improving EBITDA margins for the vertical with a focus on range expansion and autoship

Central & Corporate expenses are expected to remain consistent.



# Mad Paws Has Never Been Better Placed for Accelerated Growth and Recovery

**Pet ownership has dramatically increased** with 62% of all Australians now owning at least one pet, 48% of which are dog owners and 37% cat owners<sup>1</sup>.

**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 rise<sup>1</sup>.

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

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

**Growing Recurring Revenue from Pet Chemist, Dinner Bowl and Waggly subscription services** supplementing core business and diversifying revenue streams.

**Strong balance sheet with \$3.5m of cash** at 30<sup>th</sup> of September 22, with revenue growth and prudent cost management expected to deliver cash flow breakeven and profitability



<sup>1</sup> Animal Medicines Australia, Pets in Australia (2019): A national survey of pets and people.



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# Thank You



# Appendix



# Glossary

Term	Definition	Calculation/Comment
<b>GMV</b>	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.
<b>ARR</b>	Annual Recurring Revenue	Annual recurring revenue (ARR) = Closing subscribers at the end of period X Subscription price X 12 months
<b>Operating Revenue</b>	Non GAAP measure of revenue	Operating revenue is revenue recognised in accordance with IFRS before the deduction of promotional voucher cost for subscription customers
<b>Operational EBITDA</b>	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
<b>LTM</b>	Last Twelve Months	Refers to the trailing 12 month period ending on the reporting date, or as otherwise indicated
<b>FCF</b>	Free cash flow before strategic investments	FCF = Free cash flow less maintenance capex excludes strategic marketing and technology investments and sitter liability working capital movements