

A young woman with long brown hair and glasses is lying on a light-colored rug, smiling as she looks at a white smartphone. A brown dog is sitting next to her, looking at the phone. The background is a bright, indoor setting with a white chair and a window with sheer curtains.

# The Future Marketplace for Pet Health and Wellness

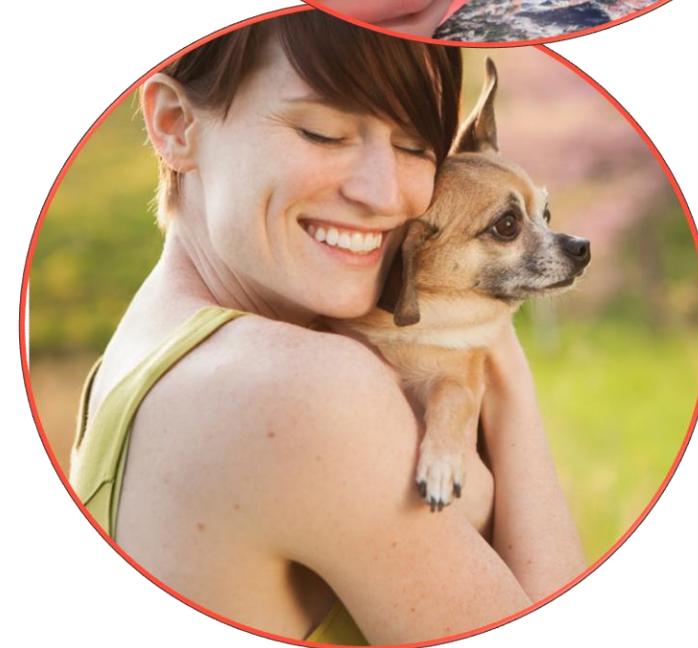




# Overview

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- ❖ Petzey is an on-demand mobile Pet Telehealth and Wellness App on a platform network, enabling instant, affordable healthcare for Pet Owners.
- ❖ We aim to provide convenient, accessible and affordable Pet care that meets the needs of an accelerating \$103B Pet industry, which is forecasted to grow 5% a year for the next 5 years: to an estimated \$275B in 2030.
- ❖ The first offering is the Petzey App, featuring proprietary routing and matching software and a robust cloud-based platform providing instant access to Petzey's Vet Professionals. The Petzey App has the ability to service pet owners and their pets in all 50 states – 85M+ households
- ❖ The Petzey App is the foundation for our second offering: the Petzey Wellness Alliance Membership - offering best-of-breed Pet Brands in a Pet marketplace ecosystem.





# Morgan Stanley Research Report

## *US Pet Care Industry - 2021*

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Industry spending will nearly triple in the next decade from \$107B in 2019 to \$275B in 2030

Drivers:

- ❖ Millennial population and demographic growth
- ❖ Pets have become “Family Members”
- ❖ COVID – surge of pet ownership



# Morgan Stanley Research Report

## *Pet Care Spending Poised to Accelerate*

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- ❖ 70% of U.S. households have 1 pet or more, 85M pet households
- ❖ For the first time in the U.S., there are now more households with a pet than households with a baby (2019)
- ❖ Animal healthcare spend recently reached \$40B, nearly overtaking Food as largest sub-sector (2019)
- ❖ By 2030 - Animal Healthcare spending will grow to become most important segment of U.S. Pet Care.



# Morgan Stanley Research Report

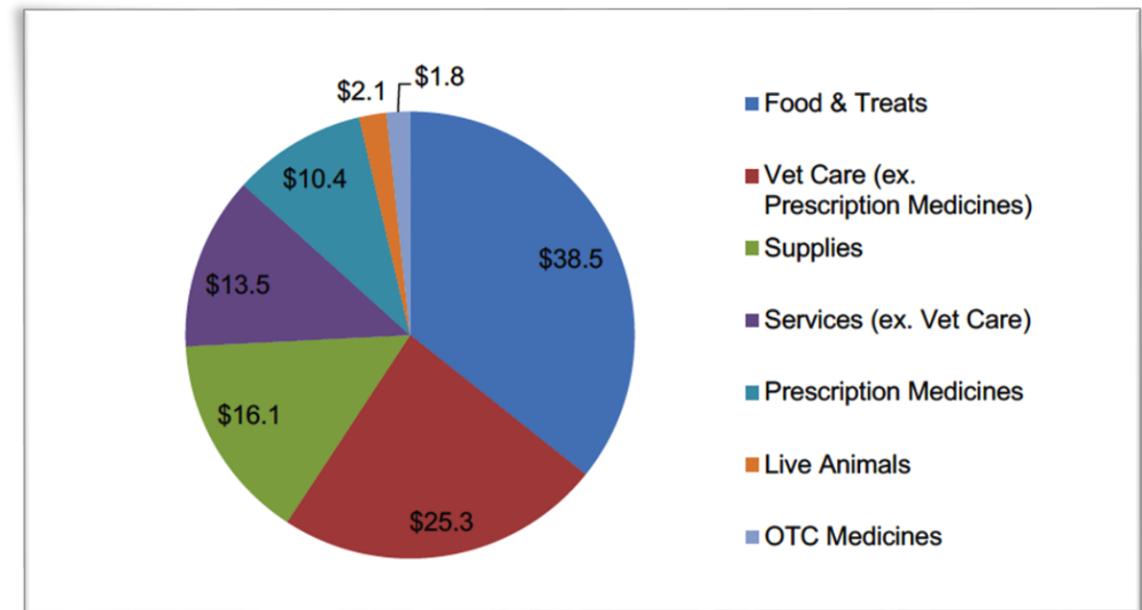
## *Pet Care Spending Poised to Accelerate*

**2019 Industry Spend = \$107.7B**

### **U.S. Pet Care Market – Petzey Addressable:**

Vet Care	\$25.3B
Supplies	\$16.1B
Food	\$38.5B
Services	\$13.5B
Prescriptions	\$10.4B

**Morgan Stanley Report Exhibit 8:**  
Breakdown of 2019 US Pet Care spend by category  
(in billions)





# Current State of Pet Care Industry

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- ❖ Clinic model outdated
  - ❖ Traditional Pet Care model has not changed in 139 years.
  - ❖ Predominantly “Brick and Mortar” based.
  - ❖ Current Pet Care model no longer works in the Sharing Economy and “one-click” market model
  - ❖ Growing practices under the current model is challenging
- ❖ Costs are rising
  - ❖ Vet care and Pet Emergency care prices have escalated in last 5-10 years. Typical Vet visit costs \$75-\$150 and takes weeks to schedule
  - ❖ Pet ownership preventive care declining.
  - ❖ Pet owners challenged by costs and inconvenient availability.



# Problem – Access to care

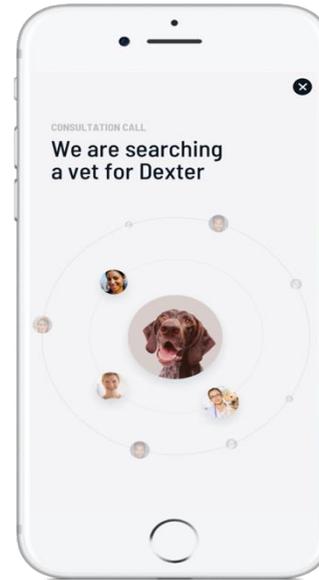
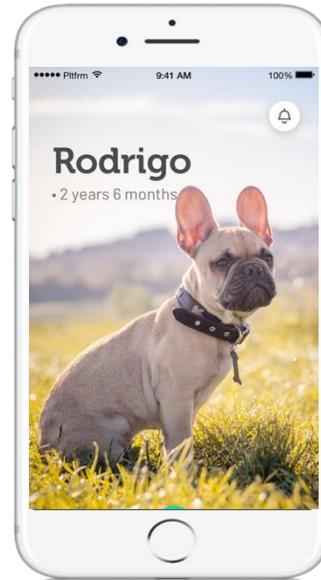
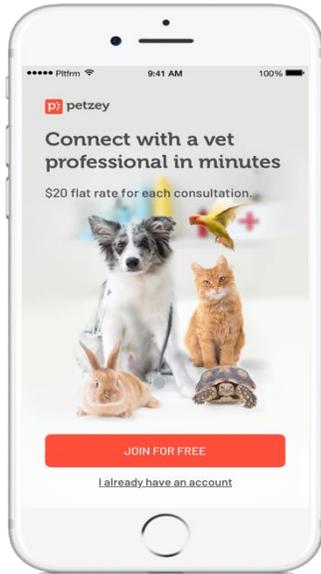
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- ❖ Access to care is limited
  - ❖ COVID has led to an explosion of ownership of companion animal pets
  - ❖ 61% of pet owners do not have a vet
  - ❖ Veterinarians nationwide are overwhelmed because of an influx of potential new patients and staffing shortages
- ❖ Pet Telehealth can fill the gap
  - ❖ 85% of Americans now own a smartphone, up from 35% in 2011.
  - ❖ 15% of Americans only access the internet via smartphone
  - ❖ There is a need for greater access to pet healthcare – Petzey intends to address this need



# The Petzey App

## Simple, intuitive and effective



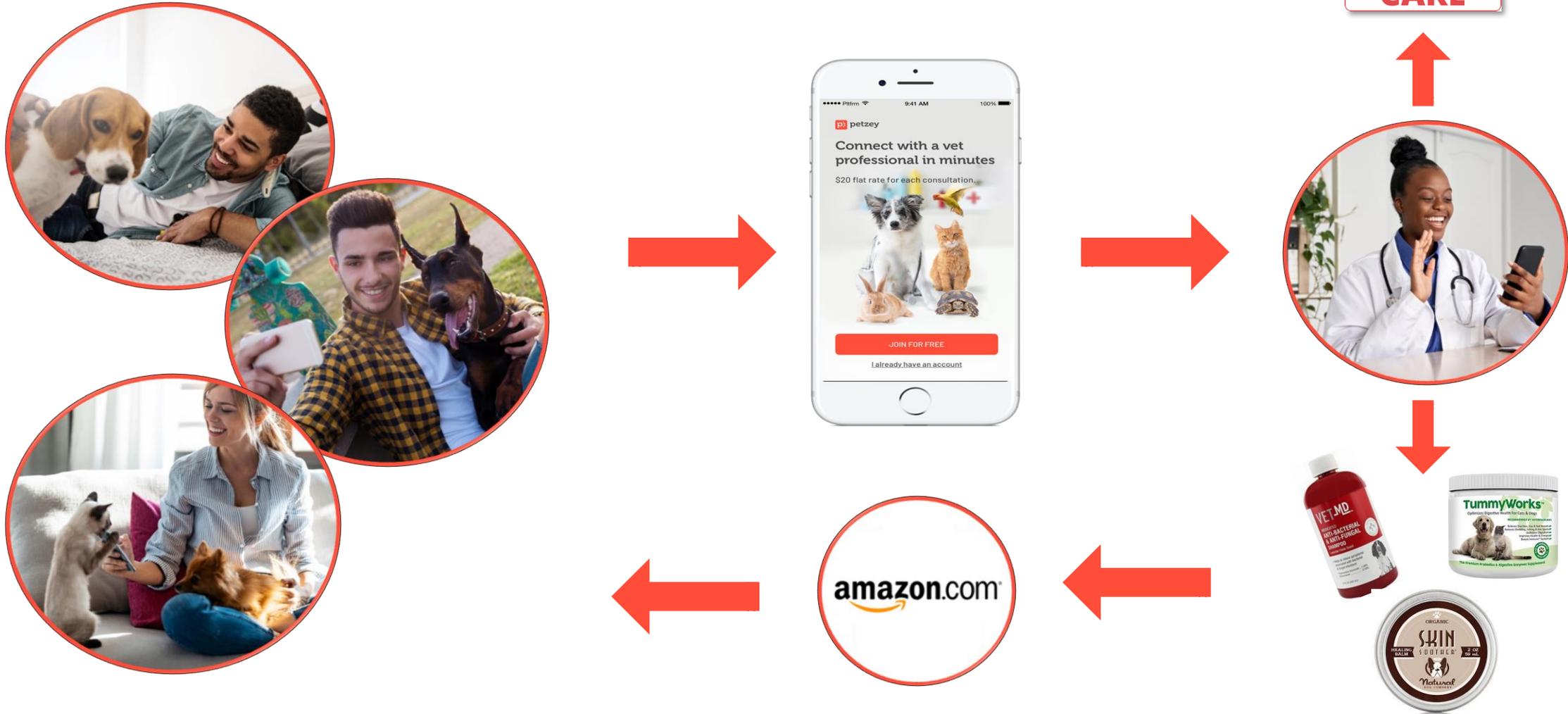
Installation and set up  
takes just a few minutes

Create your pet profiles

Instantly find a credentialed  
veterinary professional

Speak to an expert for only  
\$20 per consultation

# Network Platform Model





# Current Status of Go To Market Activities

## ❖ ENTERPRISE ACCOUNTS

- ❖ Since January – added 14 new clients for a total of 32 enterprise accounts through voluntary benefits programs
- ❖ Accounts represent over 940,000 pet owners
- ❖ Have piloted successful recruitment campaign



AT&T



CenturyLink



LIBBEY



MATTEL



BISSELL



DOLLAR GENERAL

## ❖ CHANNEL PARTNERS

- ❖ Lincoln Financial Group – 3-year term – Volume Goals – 3 new Sales (Amway) – 7 in Sales Funnel
- ❖ Pilot Program Farmer’s Insurance Group – rollout to Employees in June – 48K Exclusive Brokers – purchased MetLife Property & Casualty \$3.94B



## ❖ DIRECT TO CONSUMER

- ❖ Charity of choice is Bissell Pet Foundation (BPF) – Cathy Bissell, founder – recognized Pet Advocate currently have 5,300 Shelters in all 50 States, and later direct to consumer marketing
- ❖ In discussion with Farmers Insurance to offer to Farmers Policy holders



BISSELL PET FOUNDATION™  
Until every pet has a home.

# Petzey Wellness Alliance Membership

- ❖ The Petzey Wellness Alliance is a bundled service offering of the best-of-breed pet services to build and leverage differentiation in the market.
- ❖ Creates two paths to revenue for Petzey – the Telehealth App and a Membership Packaged Service offering
- ❖ Petzey Wellness Alliance is working towards partnerships with Farmers, Petco, Verizon, PupBox, KitNipBox and the Bissell Pet Foundation.
- ❖ Members pay only a low annual fee for a free wellness check and access to discounts from all the Pet Brands.





# Gaining Retail Market Access

## Industry Leaders



## Grocery & Mass Merchants



## Alternative Channels



## Grocery Buying Groups





# Network of Vet Professionals

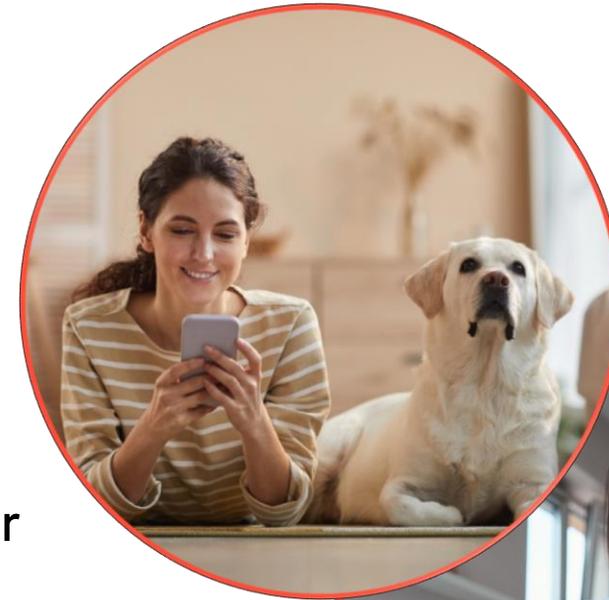
- ❖ Source Vet Professionals from multiple areas – review credentials, license and interview = formal onboarding and training
- ❖ Petzey proprietary routing and matching algorithm, network that can support Enterprise accounts nationwide
- ❖ Conducted in excess of 3,000 Virtual Pet Health Consultation Calls-with high customer satisfaction
- ❖ Established network of almost 600 credentialed veterinary professionals serving all 50 states
- ❖ Vet Professional market total addressable in the U.S. is 85,000 licensed veterinarians and more than 100,000 credentialed veterinary technicians. These occupations will grow by 15-17% by 2030.
- ❖ Network Capacity currently has maximum of over 50,000 calls per day, with ability to expand significantly with no real barriers



# Strategic partnership with



- ❖ Approved International Trademark for Petzey
- ❖ Preliminary Patent filing Q1 (2022)
- ❖ Parachute Group – IT Consulting firm – Assessment and Recommendation Development
- ❖ Mike Green, CEO of Parachute – recently joined Advisory Board and became acting CIO for Petzey
- ❖ Will transition App to native iOS and Android operating systems which will allow increased performance, a better user experience, and increased security
- ❖ Developing feature Road Map for new services and revenue creation and Alliance Membership Pet Market





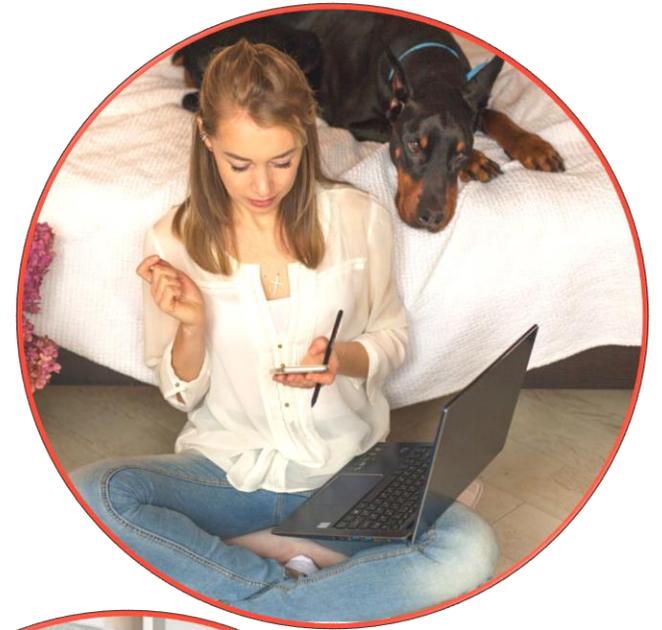
# What makes Petzey different?

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- ❖ Shared Economy Application (such as Uber, Airbnb) in the growing Pet Health Care market.
- ❖ **Platform network model** with proprietary routing and matching algorithm creates operational efficiencies, scalability and new service offering unmatched in the market.
- ❖ Platform enables integration to aggregate best-of-breed Brands in a Membership model for an ecosystem of Pet Services.
- ❖ Corporate Sponsorship partner model.
- ❖ Line extensions with other services to increase revenue per user such as Prescription Drug and delivery and specialty services.

# State of the Business

- ❖ **Friends & Family/SEED Note** – raised \$3.0M in capital
- ❖ **Petzey App Developed** – completed MVP 1 and Version v1 of the App on Network Platform with proprietary routing and matching algorithm.
- ❖ **Recruited Initial Network of Virtual Veterinary Professionals in all 50 States.**
- ❖ **We have now operationalized a ubiquitous, seamless network in all 50 States compliant with all State Veterinary Practice Acts.**
- ❖ **Currently have engaged with 32 Enterprise clients through voluntary benefits programs with an addressable market of 953,000 Pet Owners including ATT, CenturyLink, and Accenture.**
- ❖ **Channel Partnership with Farmers Insurance, Pilot Program with Lincoln Financial Group.**
- ❖ **Strategic relationships with Bissell Pet Foundation working with 5,300 Pet Shelters in all 50 States.**
- ❖ **Petzey Wellness Alliance Membership** – is a bundled service offering of the best-of-breed pet services to build and leverage differentiation in the market.





Join our mission at [petzey.com](https://petzey.com)

