



Mad Paws

FY21 Trading update
July 2021

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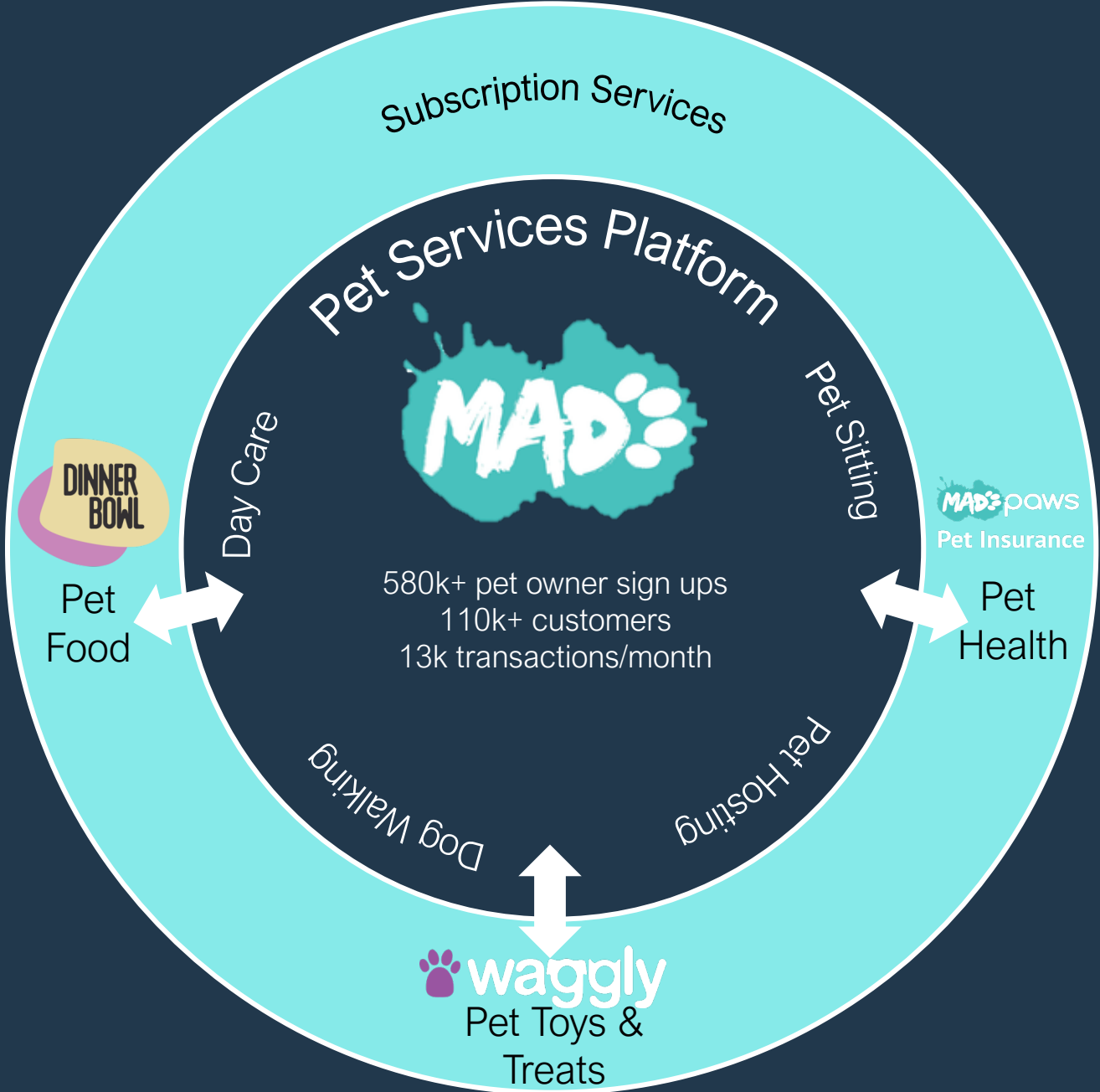
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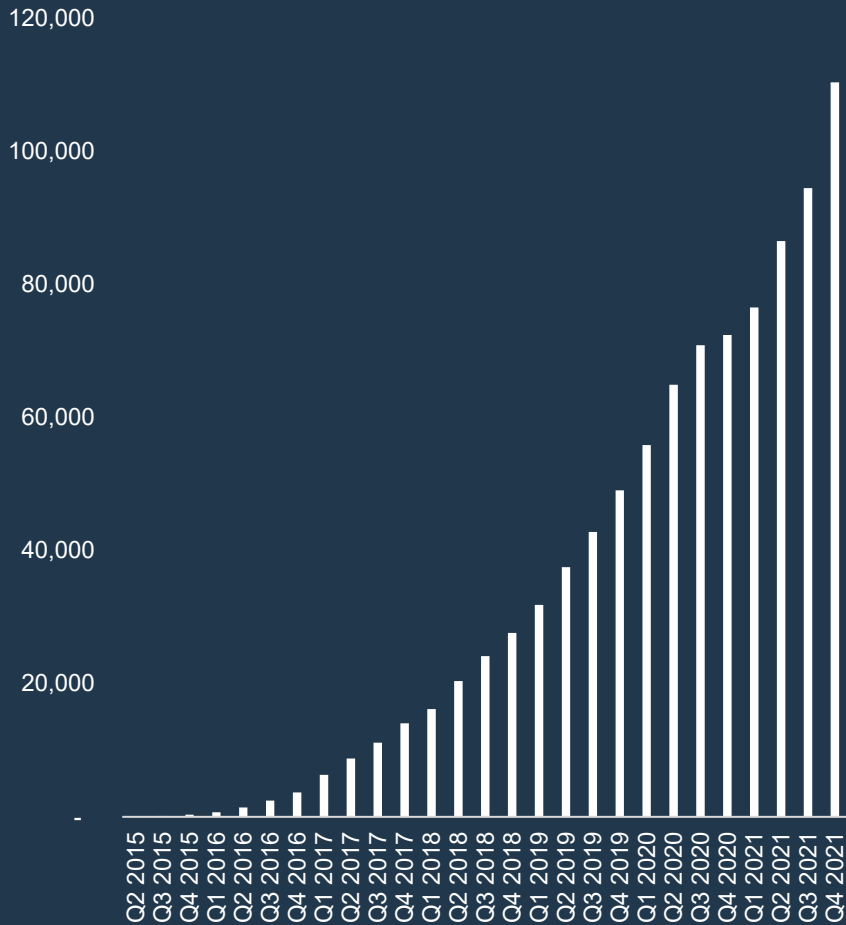
BUILDING AUSTRALIA'S LEADING PET SERVICES ECOSYSTEM



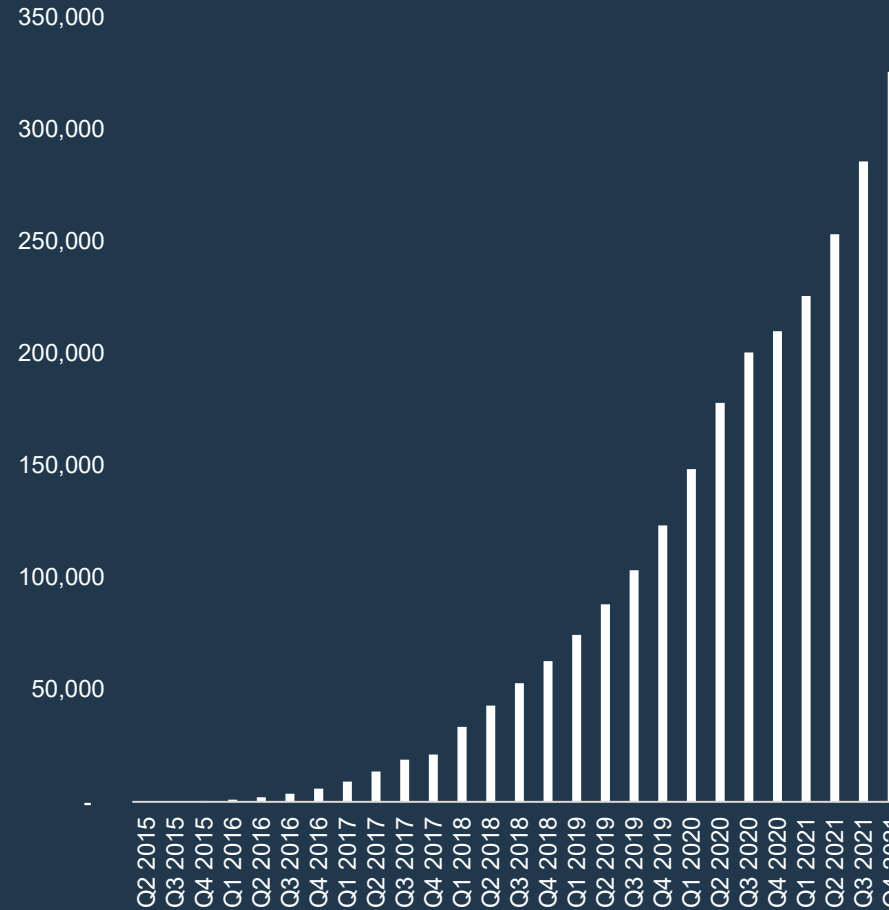
CRITICAL SCALE

SET UP FOR GROWTH

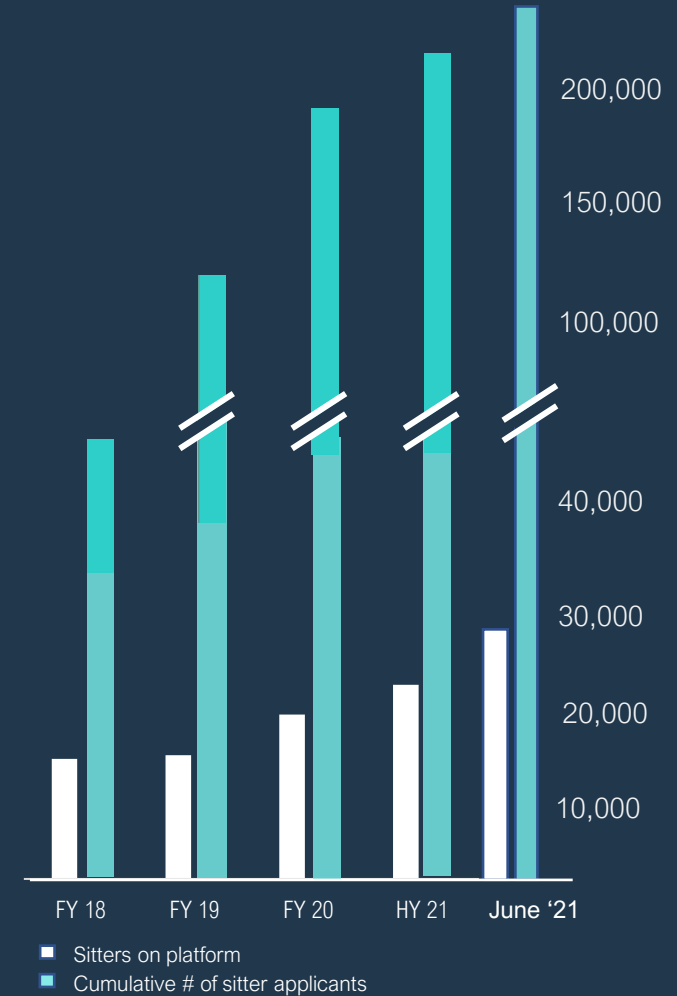
Cumulative Number of Customers



Cumulative Number of Bookings / Orders



Sitter force and applicants



FOUR DISTINCT REVENUE STREAMS

WITH MORE ON THE ROADMAP

Recurring Transactional

Subscription and E-Commerce

1. Pet Care

2. Pet Food

3. Pet Insurance

4. Pet Toys & Treats

5. Pet Health

Acquisition

Future Growth Strategies



Pet Sitting



Day Care, Dog Walking
House Visits



Subscription
weekly services



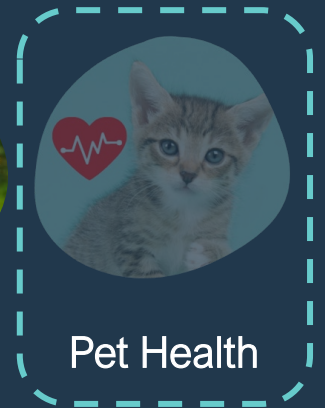
Dinner Bowl
Raw Food
Kibble
Lightly Cooked
Treats



Mad Paws
Pet Insurance



Waggly Club
Toys
Treats



Pet Health

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

Subscription Fee

TRADING UPDATE

MAY 2021- TRADING UPDATE

110k customers

June 2021 ⁽¹⁾

+15.9k new

added in Q4 FY21

40k Bookings

100% growth YoY
FY19

Mad Paws – Company Highlights – June 21

110,000+ Customers:

- March to June added 15.9k new customers
- 2x growth in new customer acquisition compared to Q4 FY19, independent of Waggly acquisition

\$4.1m in GMV ⁽³⁾, +59% on Q4 FY19 and 483% on Q4 FY20

- Mad Paws has seen significant growth of its core business which only slowed down with the start of lockdowns in Melbourne and Sydney
- Mad Paws has seen significantly accelerated growth for Dinner Bowl and Waggly since lockdowns began in Melbourne

\$1.1 million in revenue for Q4 FY21

- +145% on Q4 FY19 ⁽²⁾
- Solid performance in the quarter despite the Sydney and Melbourne lockdown's impacting marketplace bookings in late May and June

Strong cash balance

- \$12.6m in cash as of end of June 2021 ⁽²⁾

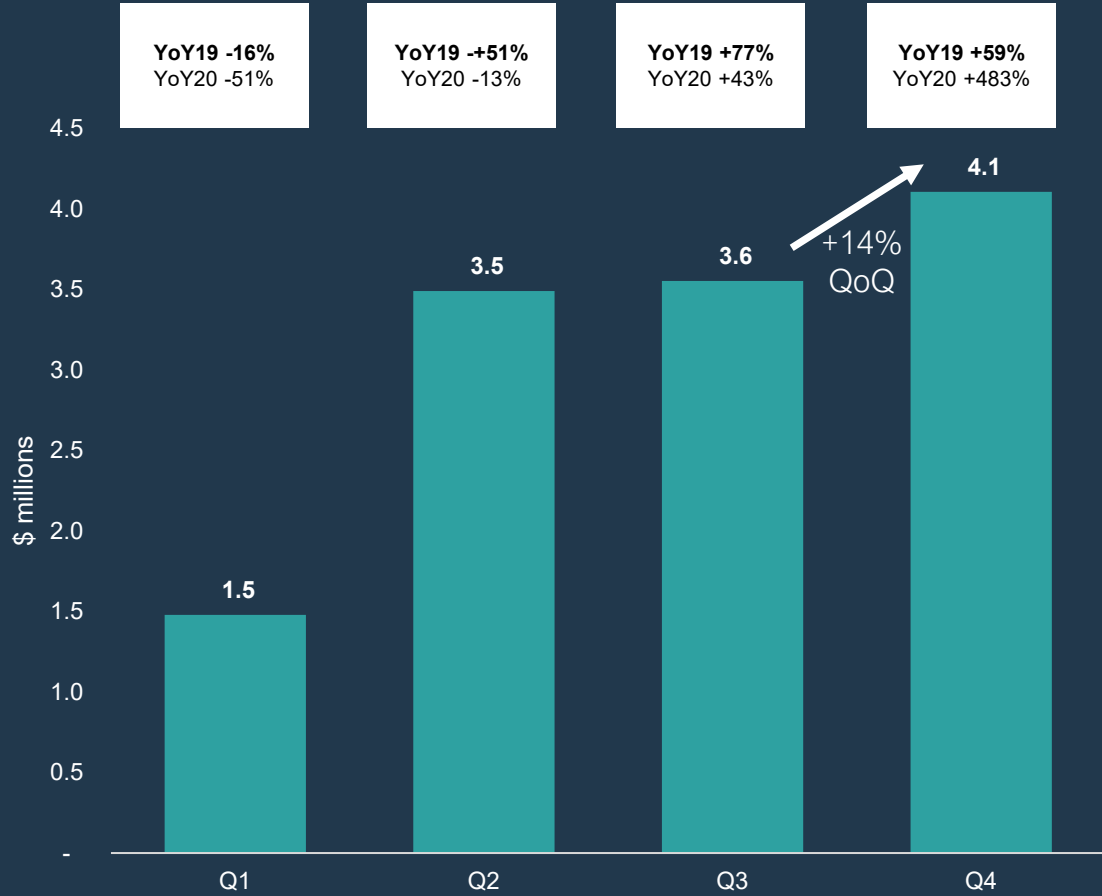
(1) As of June 30th, 2021

(2) Unaudited

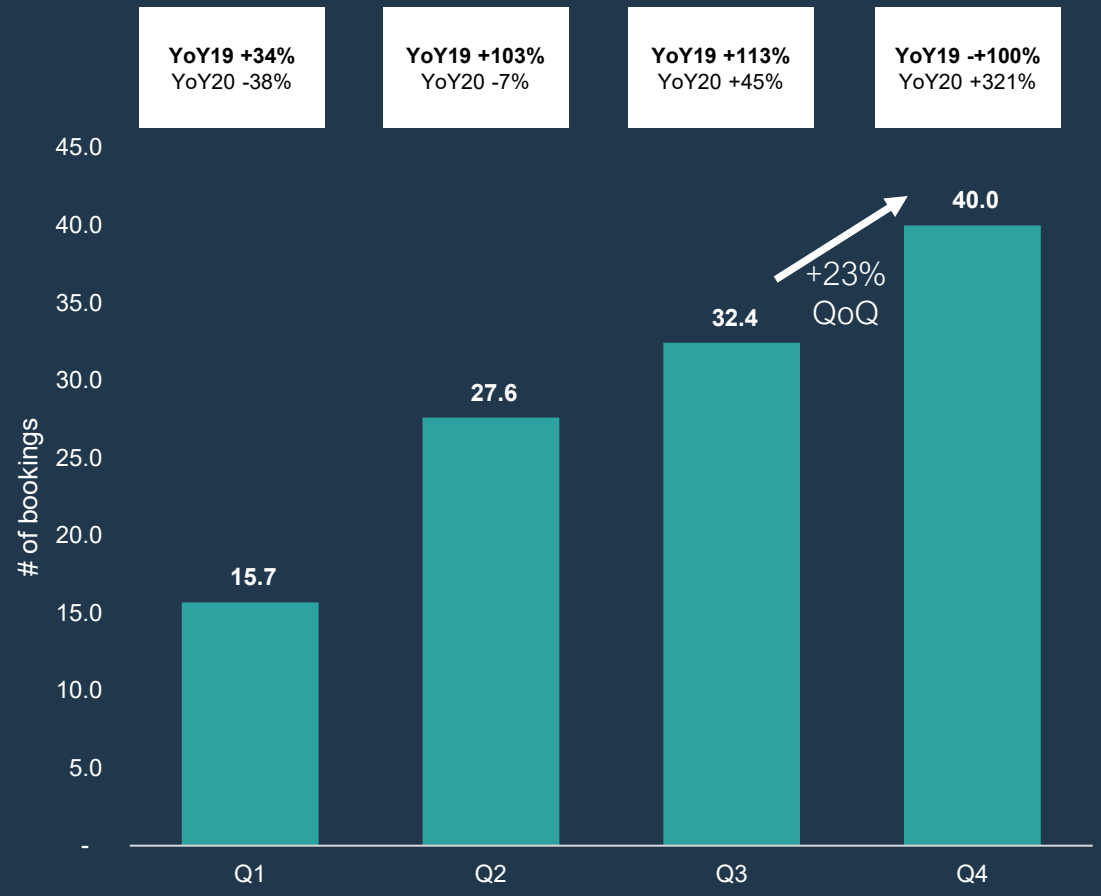
(3) GMV is the total value of transactions processed by Mad Paws, on a cash basis, before deducting pet service provider payments, cancellations and refunds, chargebacks, discounts and GST.

GROWTH METRICS

FY21 GMV¹ by quarter



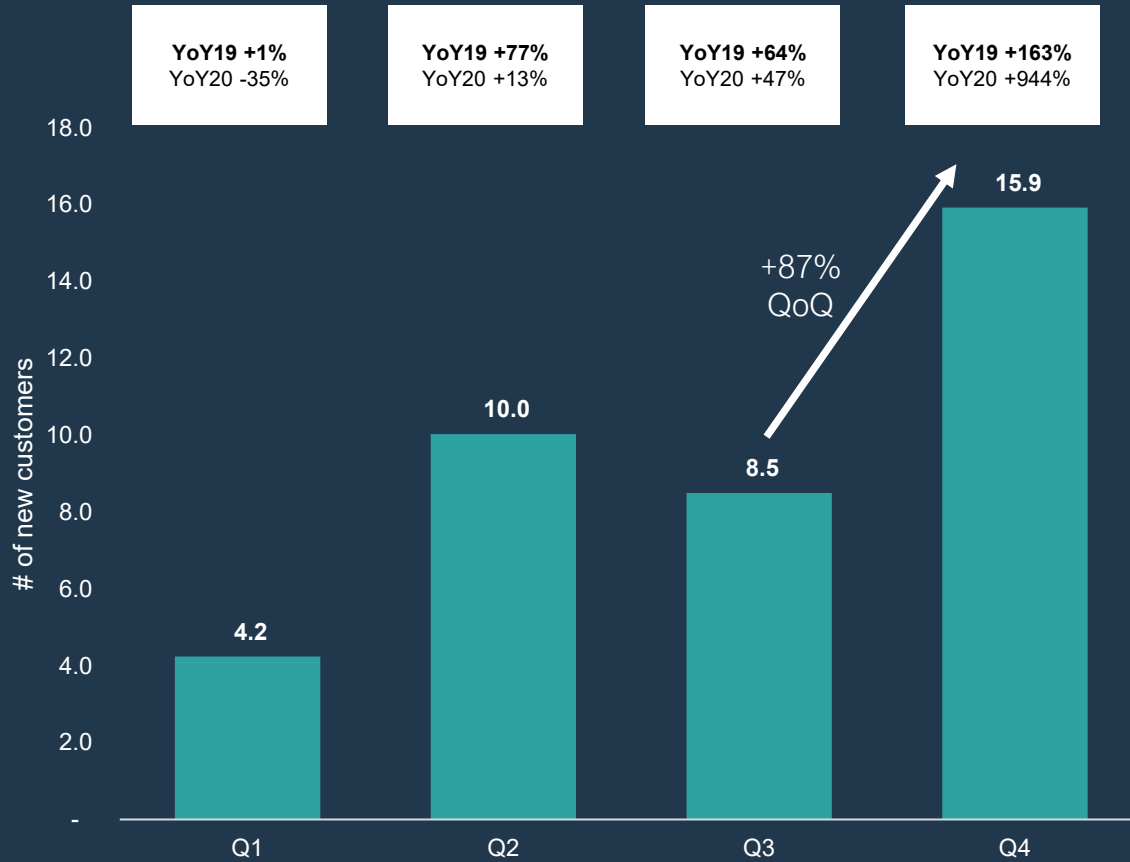
FY21 Bookings by quarter



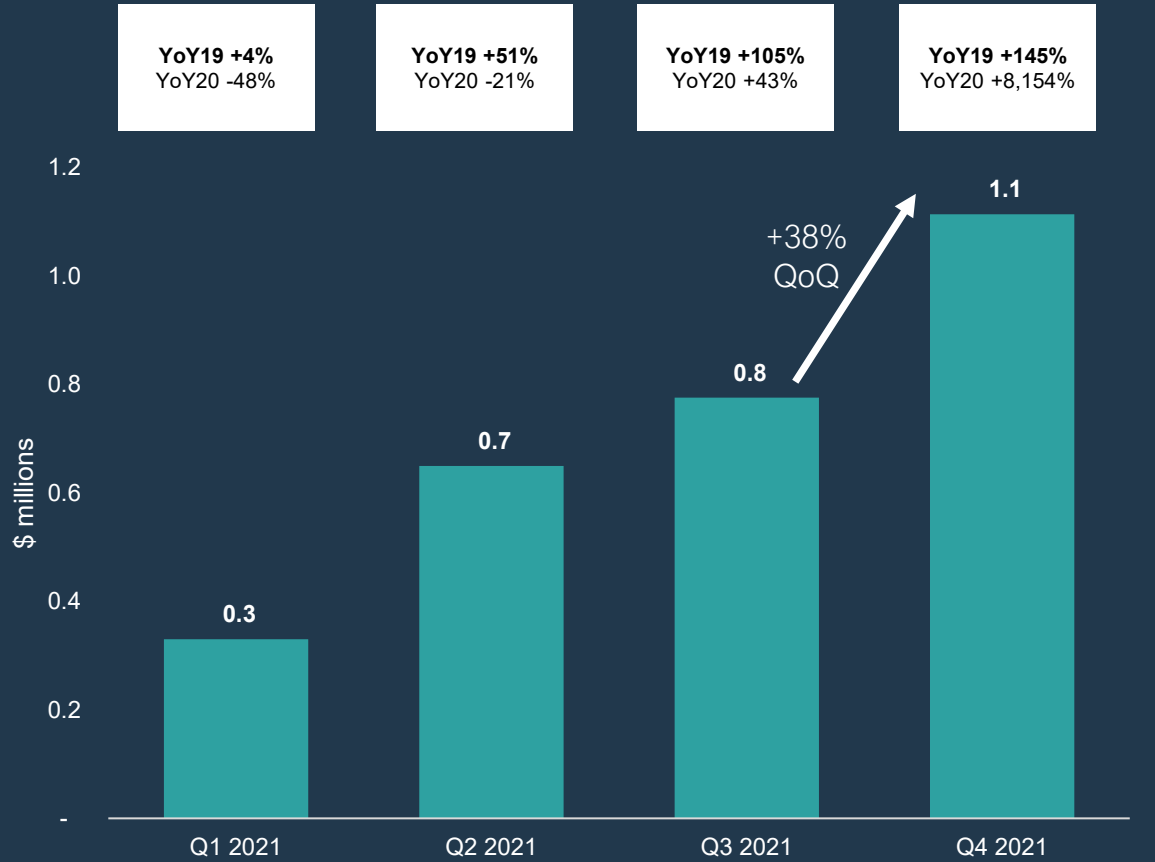
¹GMV is the total value of transactions processed by Mad Paws, on a cash basis, before deducting pet service provider payments, cancellations and refunds, chargebacks, discounts and GST.

GROWTH METRICS

FY21 New customers by quarter



FY21 Revenue by quarter



Board and Management



Jan Pacas

Chairman & Co-founder

10 years of senior management experience in corporations with US\$1bn+ revenue, 5 years of experience as co-founder and advisor of technology start-ups.

Currently Managing Director and CEO of Ecolab (Australia and Asia Pacific), Co-founder and Chairman of Bite Sized Innovations, Board Member of the University of Sydney, Managing Director of Flare HR, Advisory Board Member of AKIN and PurePay.



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, GemJoli.com.au, 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 senior executive roles in brand, customer growth and e-commerce.

Previous roles include founding CMO at Afterpay Prior to Afterpay she held senior executive roles at NewsCorp, Fairfax Media, CommSec and Foxtel.

Vicki currently sits on the advisory board of Freely and is an independent advisor to Wilsons.



Alexis Soulopoulos

CEO new business, Co-founder

6 years of start-up growth and senior management experience, specialising in corporate and team development, consumer services and online distribution.

Forbes 30 Under 30 Asia (2019).

Master of Management (Rank #1) (University of Sydney), Master of International Management (ESADE Business School) (University of Sydney), Master of Business Administration (Summa Cum Laude) (University of Antwerp)



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

Product and design leader with over 20 years of experience.

Significant marketplace experience, former head of product for Gum Tree and head of experience for Hi-Pages as well as experiences with CBA Bank and other multinationals.



Vinicious Rosa

Head of Engineering

12 years of software development and senior management experience, highly skilled in architecting and designing Cloud-based Web solutions

Previously Lead Developer Roles at Atlassian, Qantas, Zip Co. & Commonwealth Bank



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

The background is a dark blue color. There are two large, abstract, teal-colored shapes. One is in the top right corner, and the other is in the bottom left corner. Both shapes have smooth, rounded edges and a wavy, organic form.

THANK YOU