



ASX Announcement

ASX:MPA

4 November 2021

Chairman's Address to the Annual General Meeting

Welcome to the Mad Paws 2021 AGM, our first AGM as an ASX listed company. FY21 was a foundational year for your company as we continued to execute on our vision to become the leading pet services platform in Australia. Our purpose is to provide a broad range of products and services to make pet owners' lives and, more importantly, their pet's lives more enjoyable.

While the pandemic presented significant challenges, we executed on our accelerated growth strategy, and we delivered strong results. I am proud of the way the team achieved significant milestones to scale marketplace revenues to complement growing subscription revenues. Mad Paws is now well positioned for accelerated growth and expansion of current offerings.

Mad Paws achieved several key milestones in FY21

- In March, we completed the successful listing on the ASX and began trading under the code MPA. The IPO raised \$12m through the issue of 60m new shares. Shareholders endorsed our accelerated growth strategy, and I am pleased to welcome all our new shareholders to the company.
- We launched Dinnerbowl, our Pet Food subscription offering, initially with Raw and now expanded to Kibble and lightly cooked
- We further expanded our subscription products through the company's first acquisition. In June 2021 we acquired Waggly, one of the leading dog toys and treat subscription businesses in Australia. The acquisition is a perfect match for Mad Paws and the team has completed the integration early in FY22

We are building a powerful network effect to drive ongoing growth. The platform is driving strong momentum as more pet owners and sitters enjoy benefits and advocate acceptance and usage. This traction reduces the amount of effort and marketing spend to drive growth.

In FY21, we continued to invest in our technology. We doubled down on our content strategy and focused on driving repeat business. This resulted in Mad Paws' strongest year in regard to paid bookings and traffic. In FY21, bookings increased by 34%, revenues were up 43% and new customers grew by 71%. We now have over 117,000 paying pet customers and 27,000 pet sitters on the platform. Our subscription verticals performed strongly since launch, with 3,000 subscribers and \$2.4 million in Annual Recurring Revenue (ARR) at 30 June 2021.



We enter FY22 with a confident and positive outlook. We will continue to execute on our growth strategy to build Australia's leading pet services ecosystem. Mad Paws is following a similar path in the pet space in Australia to the successful growth curve seen in the US.

In FY22 we expect to deliver further growth in marketplace and subscription revenues. We are ideally placed to benefit from the accelerating shift online, the large increase in pet ownership since Covid, the humanisation of pets where owners spend more money on their pets, and we are already seeing a sharp increase in demand post the easing of restrictions.

Mad Paws has a clear execution plan to achieve scale. Our focus is to build our marketplace fly wheel of more owner requests, more matches, more data, better matches, and more bookings. We will continue to drive the cross sell between all of our assets to drive pet subscription revenues. We will add healthy new additions to our food offering and new services in the health vertical. We will continue to accelerate e-commerce utilising the logistics set up and the data we have to provide customers with the curated products we know they want.

As expected Q1 FY22 has started strongly, the easing of restrictions, and the opening of domestic and international borders is driving booking volumes above pre-COVID levels. We continue our disciplined approach to investing in customer acquisition and platform improvements to improve customer retention to drive strong returns for shareholders.

I would like to thank our Managing Director, Justus Hammer, for his passionate leadership, the executive team for their valued contribution and all my team members for their outstanding efforts. I am grateful to my fellow directors for their counsel and the support of our shareholders. Finally, I would like to thank all our customers, subscribers and sitters for their trust and engagement.

-ENDS-

This announcement was approved for release by the Chairman of Mad Paws Holdings Limited.

About Mad Paws (ASX:MPA)

Mad Paws is an Australia-based pet services and products business operating in an exciting and growing industry with strong macro tailwinds. The Mad Paws marketplace matches and connects pet owners seeking pet care services, such as pet sitting, walking, day care and grooming, with pet sitters, walkers and other pet service providers, vetted and registered by Mad Paws. Mad Paws has enabled over 1 million pet care services since inception.

Mad Paws is further leveraging its community to build a powerful network that delivers other products and services to this community including healthy human grade pet food through Dinner Bowl and toys and treats, through our Waggly brand.

Mad Paws is a purpose driven organisation and we exist to enable pets to live their lives to fullest, supporting owners through all stages of the pet lifecycle.