

March 31, 2022

MPA Trading Update



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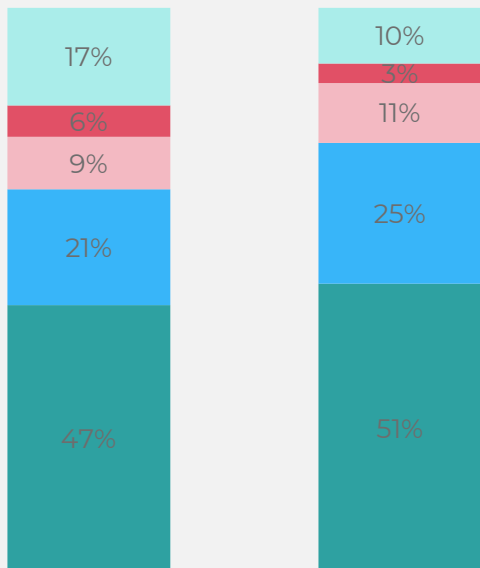
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MPA Extends its Scale as the #1 Tech Enabled Pet Marketplace

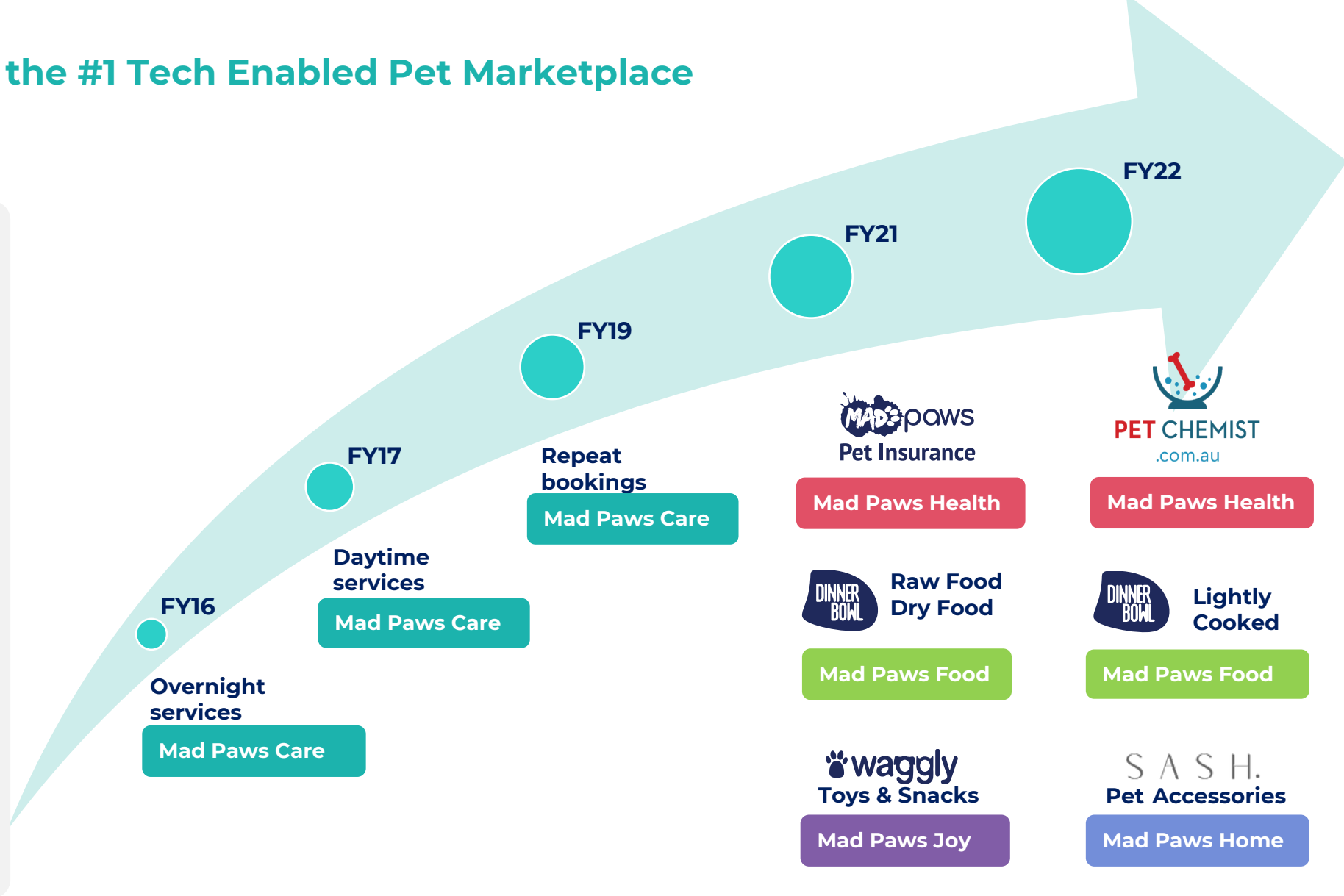
Our strategy is focussed on the largest components of the spend¹

■ Food, toys & accessories
 ■ Pet, Vet services & other
 ■ Health care
 ■ Insurance



Dogs

Cats



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

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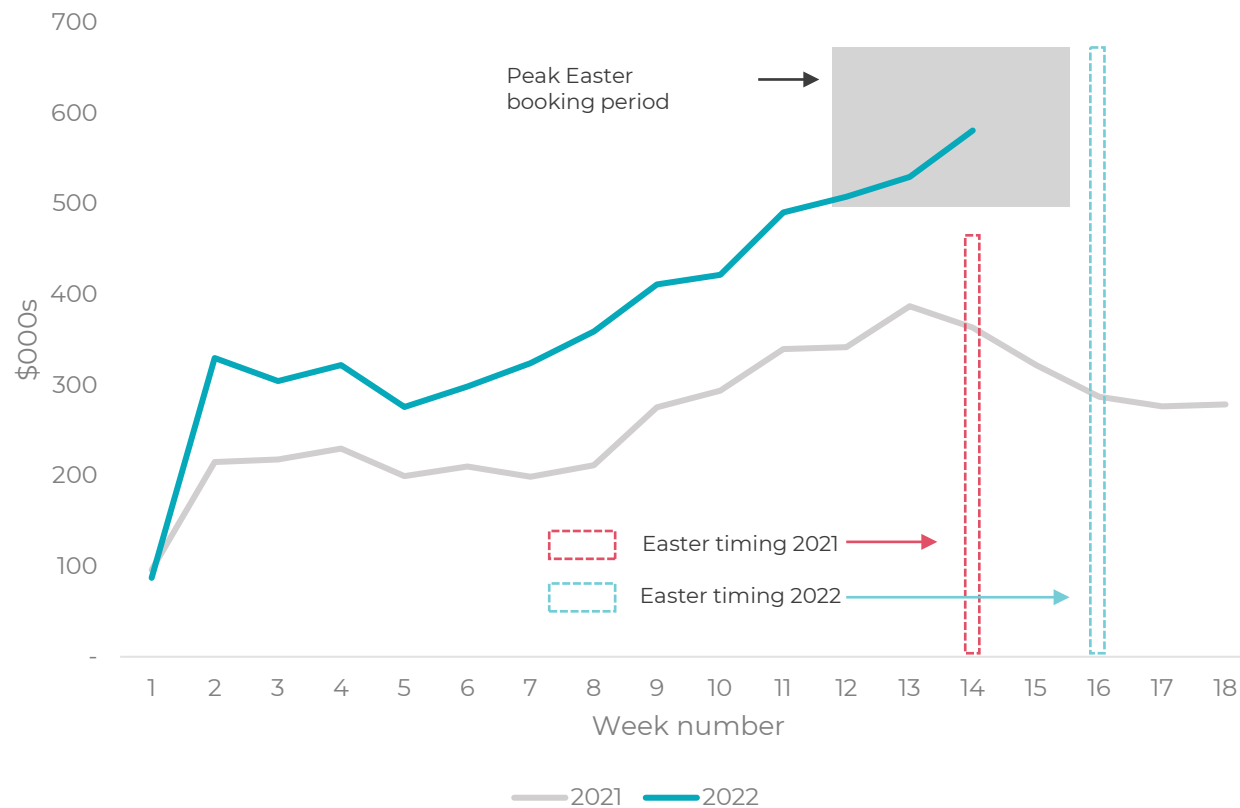
Group GMV¹
(Feb 22 LTM)
18.2 million
+123% pcp

Group Revenue²
(FY22 YTD)
\$4.6 million
+210% pcp

Subscription Revenue³
(FY22 YTD)
\$2m
+857% pcp

E-Commerce Revenue³
(FY22 YTD)
\$0.7m
No Comparative

Weekly Marketplace GMV in \$000s week 1 to 14 2022 vs PCP



¹GMV is a non-IFRS measure, it represents the total value of transactions processed by All Mad Paws businesses, on a cash basis, before deducting pet service provider payments, cancellations and refunds, chargebacks, discounts and GST. For Pet Chemist, GMV includes the order values of medication orders dispatched as agent for the pharmacist

²YTD (July 21 to Feb 22) Unaudited Operating Revenue

³Unaudited operating revenue

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YOU

