



## ASX Announcement

ASX:MPA

16 November 2022

### Annual General Meeting – Chairman’s Statement

**Mad Paws Holdings Limited** (ASX:MPA), a marketplace for pet services and related products, advises that the 2022 Annual General Meeting (AGM) will be held today, Wednesday, 16 November 2022 at 10:00am AEDT at Automic Group, Level 5, 126 Phillip Street, Sydney NSW 2000.

Attached is the Chairman’s Statement which will be delivered at the AGM today.

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

-ENDS-

For further information, please contact:

**Investor/Media queries:**

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### 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.



## Chairman's Statement

Welcome to Mad Paws' 2022 AGM our second AGM as a listed company.

FY22 was a transformational year for our company as we continued to execute our vision to become Australia's leading pet platform.

Our goal is to provide a wide range of products and services to improve the lives of pet owners and, more significantly, their pets. Even while we faced some difficult market conditions caused by the larger macro downturn towards the end of the financial year, we remained focused and carried out our growth strategy, resulting in record results.

The team worked hard and has achieved significant milestones to scale our e-commerce and subscription revenues to complement growing marketplace revenues. We have also successfully completed the acquisition of Pet chemist which expands our offering into the pet health space a market now worth over \$4.3 billion a year in Australia. And with only 14% of customer spend currently spend online, we expect this sector see some accelerated growth over the next couple of years.

With our portfolio of offerings: Mad Paws marketplace, our e-commerce and subscription segments including Mad Paws toys and treats, Mad Paws Food and Mad Paws health – all digitally connected for the end user - Mad Paws has become more relevant in the eyes of its customers and is touching the lives of Australia's pets at multiple points of the pet lifecycle.

We are now in a position where we can further leverage synergies from those offerings, consolidating our brands and creating a seamless user experience, while at the same time driving efficiencies and cost savings. And the strategy is working. Mad Paws has achieved record numbers for customer acquisitions at record low customer acquisition cost getting the business closer to our main goal, achieving profitability towards the middle of 2023.

One thing we are particularly proud of is the fact that even though our focus has shifted towards achieving profitability earlier, we have seen no slowdown regarding top-line growth. Achieving FY22 record revenues of \$10 million and even increasing our rate of growth in Q1 FY23 where we achieved 17% of growth quarter on quarter, and we exited the quarter with a revenue run rate of \$23m. All that while improving our marketing as a % of revenue from 54% in Q1 FY22 to 16% in Q1 FY23 and reducing our EBITDA loss to -27% of revenue.

From the first days of founding the company, we believed there was a significant opportunity in the Australian pet market, and we have only begun to scratch the surface. We have profitability clearly within our sights while still maintaining high levels of growth thanks to structural tailwinds like the accelerating shift from offline to online, the significant increase in pet ownership since Covid, as well as shifting consumer trends like the "humanization of pets," which results in owners spending more money on their pets.

We are very confident about FY23 especially with the momentum we have seen in Q1 FY23 and the start of trading in Q2 FY23 as we continue to execute our growth strategy building Australia's leading pet ecosystem, capitalizing on the synergies ahead of us.

I want to express my gratitude to our dedicated team for their dedication and extraordinary efforts every day, as well as to CEO Justus Hammer for his passionate leadership and the executive team for their significant contributions. I appreciate the advice of my fellow directors and the backing of our shareholders. Finally, I want to express my thanks to all of our customers, subscribers, and pet sitters for their support.

I look forward to reporting on our ongoing successes.

Many thanks

I will now hand back to Justus Hammer, our CEO for a FY22 update.