Mad Paws

Company Trading Update
April 2021

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Q3 FY21 - Update

13.5k Bookings
Mar 2021 actual

Record Month

1m user sessions
in March on all properties

Record Month

- Month of March 21 was a record month with highest ever number of bookings achieved of 13.5k bookings
- 31 March quarter bookings of 32k achieved in typically low seasonal quarter
- GMV increased +43% over the prior corresponding period to $3.6m
- Revenue is up +46% over the prior corresponding period to $776k
- Significant customer growth of +10% compared to last quarter, 8,500 new customers have been added to the platform
- Increased pet ownership as a result of COVID is benefiting the demand for Mad Paws' offerings
- The Company is well positioned to benefit from further easing's of travel restrictions
- Mad Paws is pleased to announce the appointment of Graham Mason as Chief Financial Officer for the Company effective as of June 2021.

KEY METRICS

Mad Paws has continued to accelerate out of COVID, with the tailwinds of new pet ownership being reflected in strong growth numbers for our customers and bookings.
Justus Hammer – CEO

▲ 43% pcp

$3.6m GMV
Jan - Mar 2021 (unaudited)

▲ 45% pcp

32k Bookings
Jan - Mar 2021 actual

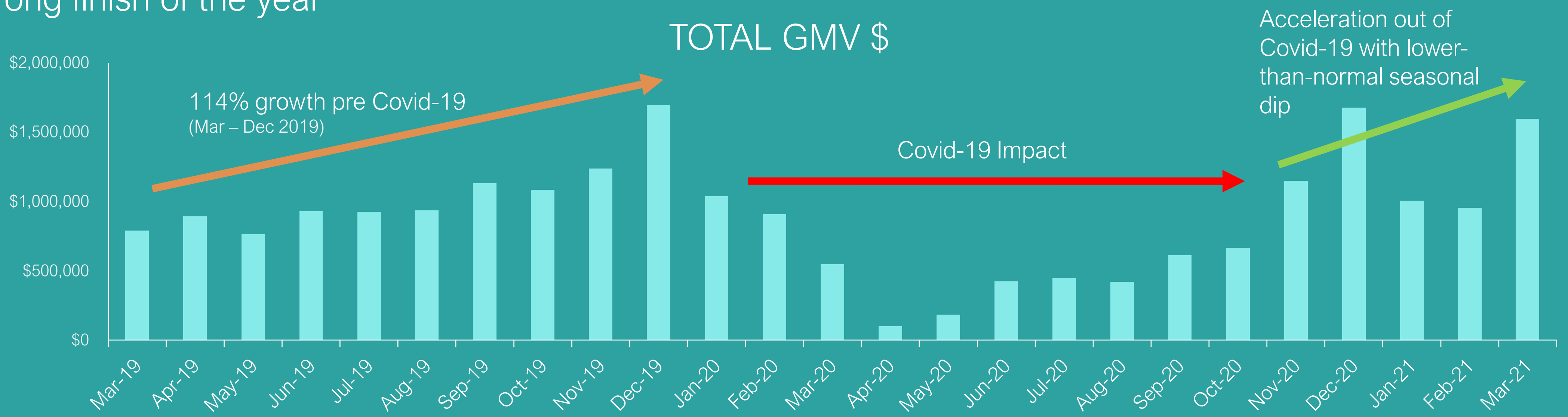
▲ 46% pcp

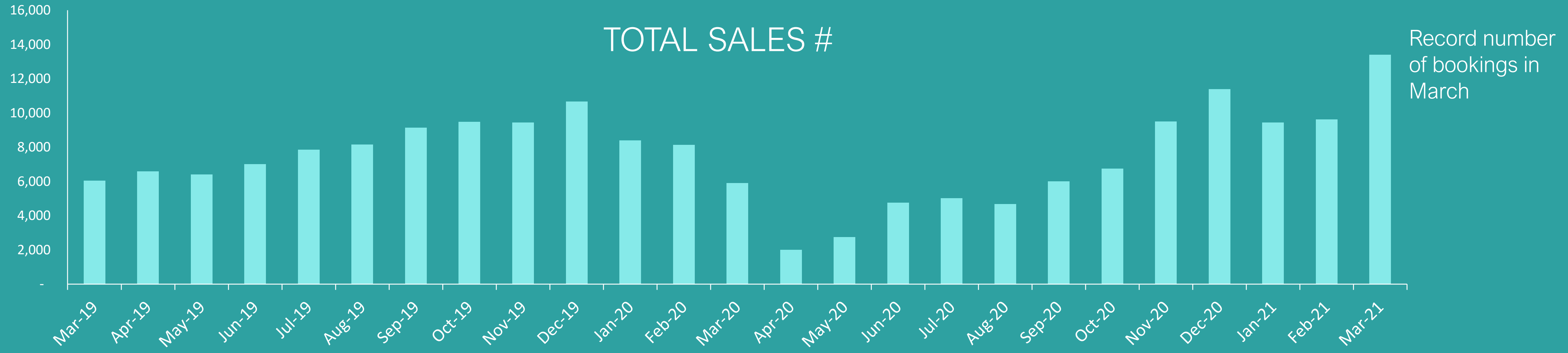
$776k Revenue
Jan - Mar 2021 (unaudited)

95k Customers
Mar 2021
8,500 new customers
added in the quarter

Covid Impact – Positive Trajectory

Strong growth of GMV and # of sales, with a stronger than expected easter period sets Mad Paws up a strong finish of the year





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 on the customer payment date.

OPPORTUNITY

Exponential GMV growth potential

Customer growth x increased share of wallet

Today

Share of Wallet

Today

$20m

GMV*

Today

86.7k

Wallet

Food/Treats

Health

Products and Services

Total

8.9m

Pets in Australia**

Customer acquisition

- Proven customer acquisition channels
- Grow customers by geographic expansion – Asia

Wallet Growth

- Grow share of wallet by adding pet food, pet insurance, treats
- Grow share of wallet by adding pet health and owning experience end to end

*Dec 2020 GMV of $1.68m * 12 months

**Estimates based on surveys conducted in 2019 by Animal Medicines Australia

BUSINESS MODEL & MODEL

FOUR DISTINCT REVENUE STREAMS

Recurring Transactional	Subscription and E-Commerce		
1. Pet Care	2. Pet Food	3. Pet Insurance	4. Pet Health

Future Growth Strategies

Pet Sitting

Day Care, Dog Walking House Visits

Subscription weekly services

Pet Food

Treats

Pet Insurance

Pet Health

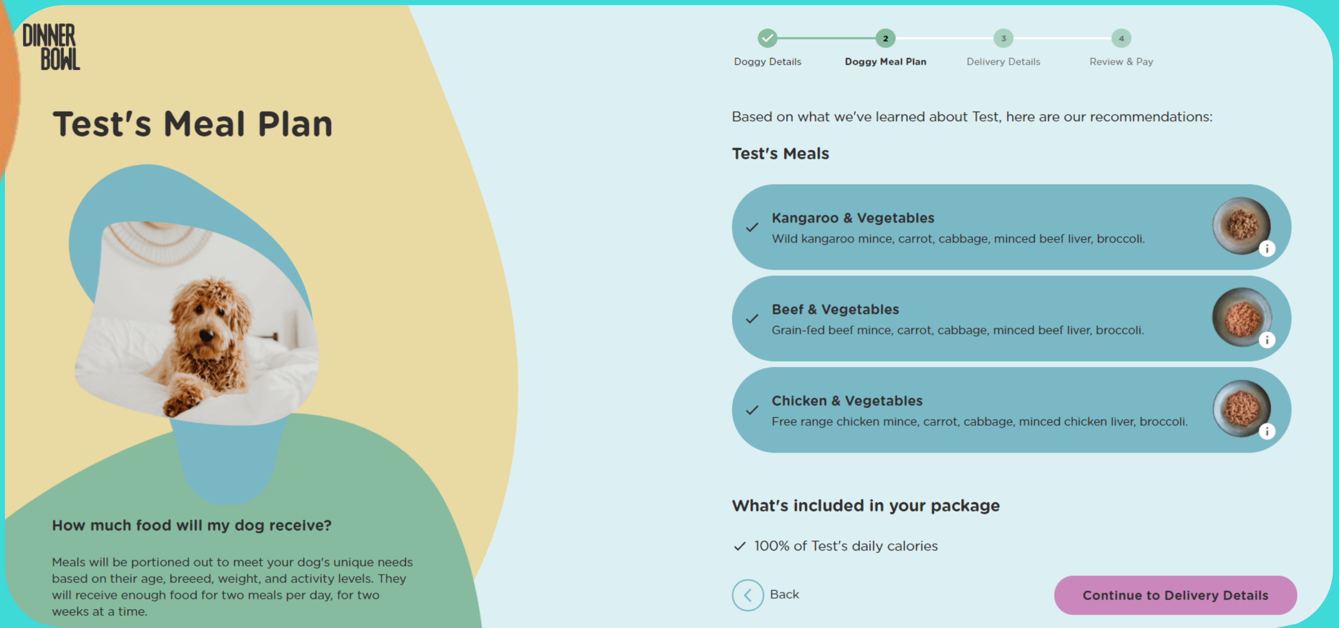
Fee: 20% from sitter + 7% from pet owner	Subscription

1. Pet Services Marketplace

Pet Sitters Near Bondi Beach

2. PET FOOD SUBSCRIPTION MAD PAWS DINNER BOWL

Healthy, fresh pet food subscription service providing pet owners with pre-prepared, individually packed meals for their pets.

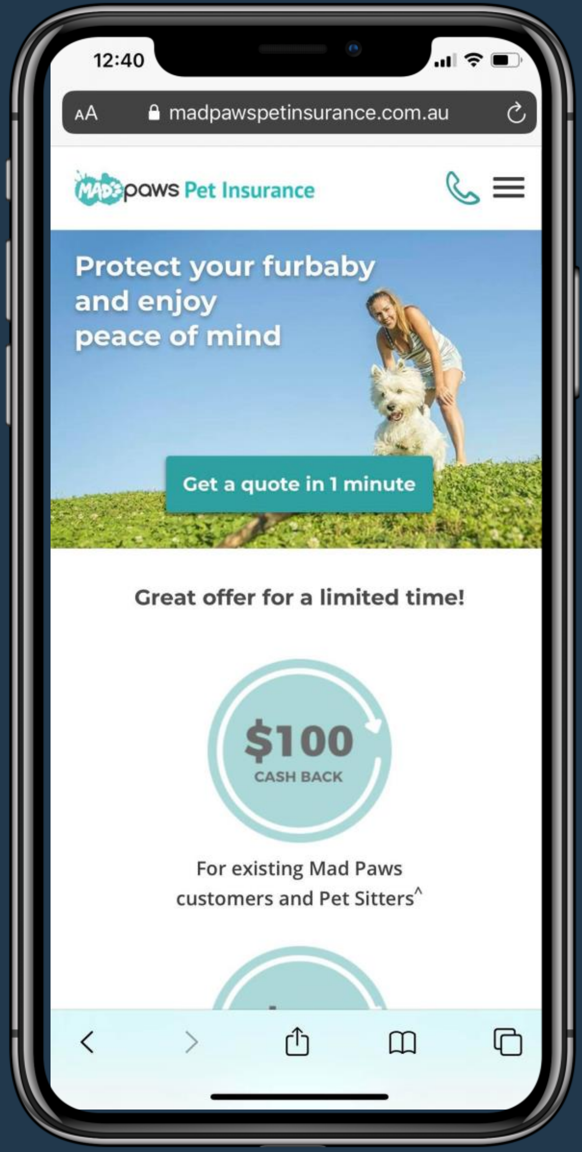


3. MAD PAWS PET INSURANCE

Opportunity: Australia's pet insurance market is less advanced than international markets however it is gaining increased recognition and acceptance in Australia, particularly with the continued increase in veterinary and pet medical costs expenses [1]

Partnership: Partnered with Badger International (Pacific Insurance), largest pet insurance provider in South Africa

Mad Paws Commission | 20% of lifetime spend



Notes: (1) Animal Medicines Australia, Pets in Australia report 2019

4. Pet Health

Opportunity: Huge market with no established online player in AU

Our Competitive Advantage: Data: age, breeds, nutrition, activity levels, body shape, walks frequency etc.

Initial focus:

Pet supplements & recurring medication such as flea & tick, worms

PLATFORM

HOW THE MARKET PLACE WORKS

Customer Journey	FIND 	BOOK 	RELAX 		REVIEW 
Mad Paws Platform	Recommendation Engine Algorithms	Booking Functionality - Recurring or Transactionional	Secure Payment Gateway & Escrow	Smart Notifications & Reminder System	Data Management & Performance Measurement
Added Services	Marketing	Customer Support	Free Insurance	Community & Loyalty	Data Science
Sitter Tools	Scheduling / Calendars	Meet & Greet Checklist	Real Time Chat & Video	Booking History & Customer Insights	Performance & Online Training Dashboard

Intelligent Cross Sell

Continuous Improvements

Board

Jan Pacas
Non-Executive Director-Chairman
Co-founder

- Jan has a proven track record in creating shareholder value leading businesses at $1 billion scale in various industries (fast moving consumer goods, retail, power-tools) as well as growing digital tech start-ups.
- Jan previously held the position of Managing Director Ecolab ANZ, a division of Ecolab Inc (listed on the New York Stock Exchange)
- Jan is also the CEO of All G Foods, serves on the advisory board for the University of Sydney Business School, is a former co founder of Flare HR,
- In 2015, Jan was awarded the Australian Human Resources Institute, CEO Award
- Jan holds a Global Executive MBA degree from the University of Sydney and a degree in Business Administration from Stanford University Graduate School of Business
- Jan was appointed as a director of the Company on 23 December 2020 following the Company's acquisition of Mad Paws Pty Ltd. Jan's appointment was approved at the 2020 AGM held on 30 November 2020.

Justus Hammer
Group CEO
Executive Director
Co-founder

- Justus has over 15 years of retail and e-Commerce experience, specialising in online marketplaces, online marketing, business processes, fund raising and start-up investing.
- Justus was an advisor and early investor to Airtasker, and was a co-founder, advisor and first investor to VICE Golf. Justus has also previously been an advisor to Mon Purse, DocBook and Chief Marketing Officer of Mint Wireless.
- Justus previously co-founded Spreets prior to its sale to Yahoo!7 in 2012
- Justus holds a Masters Diploma in Macro Economics from the Ludwig-Maximilians Universität München (Munich) and a Masters of Commerce in Information Technologies from Macquarie University
- • Justus was appointed as a director of the Company on 23 December 2020 following the Company's acquisition of Mad Paws Pty Ltd. Justus' appointment was approved at the 2020 AGM held on 30 November 2020.

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, at which he led and was involved in a number of transactions across a variety of different industries. Prior to this, he was a Partner at Ernst & Young.
- Mike's current ASX and non-ASX board experience includes Chair of Janison Education Group (ASX: JAN), Pacific Knowledge Systems Limited (ASX: PKS), Design Milk Co Ltd (ASX: DMC), Orbx Limited, and Mobecom Limited. Past ASX listed- board roles include Rhipe Limited (ASX: RHP), LiveTiles Limited (ASX:LVT), Acrow Formwork and Construction Services Limited (ASX: ACF), and Prime Media Limited (ASX: PRT).
- Mike is a member of the Australian Institute of Chartered Accountants and holds a Bachelor of Arts Degree (Accountancy) from the University of South Australia.
- Mike was appointed as a director of the Company on 23 December 2020. Mike's appointment was approved at the 2020 AGM held on 30 November 2020.

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 and was formerly a non-executive Director of Acrow Formwork and Construction Services (ASX:ACF).
- Josh is a member of the Institute of Chartered Accountants and holds a Bachelor of Arts Degree (Accountancy) from the University of South Australia.
- Josh was appointed as a director of the Company at the time of its incorporation on 17 September 2019. Josh was re-elected as a director at the 2020 AGM held on 30 November 2020.

THANK YOU