



## **ASX Announcement**

**ASX:MPA**

**21 March 2022**

### **Letter to shareholders**

Pursuant to ASX Listing Rule 3.17, Mad Paws Holdings Limited (“MPA” or “the Company”) wishes to provide a copy of the letter to shareholders that is being dispatched regarding the Company’s Share Purchase Plan (“SPP”).

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

For further information, please contact:

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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.



## Reminder - Invitation to Participate in a Share Purchase Plan 2022

Dear Fellow Shareholder,

On behalf of Mad Paws, I would like to remind you of the opportunity to participate in the Company's share purchase plan as outlined to the ASX on 28<sup>th</sup> February 2022. The offer is now open.

All eligible shareholders can purchase up to \$30,000 worth of new shares in the Company, free of brokerage charges.

The SPP shares are being offered at \$0.18 cents per share, the same price as the shares purchased by institutional, sophisticated and professional investors in the recent successful Placement. Further details of the offer are contained in the Share Purchase Plan Offer Booklet which you should have received.

Along with the \$5.6m raised in the Placement, the SPP proceeds will be applied to fund the Company's acquisition of Pet Chemist Online as announced to the ASX on 23 February, and working capital.

We are very excited to announce this transformational acquisition. With Pet Chemist we are increasing our scale as the Number 1 tech enabled market place. Pet Chemist is the market leader in on line pet medication and premium pet healthcare products. The acquisition doubles the Group's revenue, expands our product offering, increases our market opportunity and accelerates new customer acquisition.

Pet Chemist's team of highly experienced pet and veterinary industry operatives is joining Mad Paws and we look forward to working with our new colleagues to execute our accelerated growth strategy and deliver the anticipated synergies for shareholders.

Mad Paws is trading strongly with operating revenues for 1H FY22 increasing by 231% versus the prior corresponding period. Combined with Pet Chemist we will be a stronger, larger and more profitable Company with greater scope for sustained growth.

It is an exciting time at Mad Paws and I thank you for your ongoing support as a shareholder. Along with all my fellow directors, I will be participating in the SPP and I encourage all eligible shareholders to do the same. The offer closes at 5.00 pm AEDT on 25 March 2022 or earlier at the Board's discretion.

Yours sincerely,

Jan Pacas

**Chairman**

Mad Paws Holdings Limited ACN 636 243 180