

## Strong Business Momentum and Appointment of Financial Adviser

**Mad Paws Holdings Limited** (ASX:MPA) (**Mad Paws** or **Company**), today released strong results for the quarter to 30 September 2024 and early October 2024 trading performance (**Q1 FY25 Report**) and announces that it has appointed Highbury Partnership as financial adviser.

### Highlights for the Quarter

Mad Paws' Q1 FY25 results included the following highlights:

- **Ongoing improvements in Group Cash EBITDA** – Breakeven for the quarter; +\$0.2 million on pcp, when excluding the non-cash marketing contra
  - **Segment Cash EBITDA of \$0.9 million** – +\$0.3 million on pcp
  - **Marketplace Cash EBITDA of \$0.8 million** – +\$0.2 million on pcp, with 41% EBITDA margin
- **Group Operating Revenues of \$7.0 million** – down 2% on pcp, and up 10% excluding Sash and Waggly
  - **Marketplace Operating Revenue of \$2.0 million** – up 12% on pcp
  - **E-Commerce Revenue of \$4.9 million** – down 7% on pcp, and up 10% excluding Sash and Waggly

Mad Paws launched its new marketing campaign in August 24 in Melbourne and Brisbane, this accelerated the positive momentum of the business late in the quarter. This positive momentum has continued into October where we have seen:

- **New Customers: +19%** (compared to Q1 FY25: -1% on pcp)
- **GMV (Gross Marketplace Value): +16%** (compared to Q1 FY25: +8% on pcp)
- **Booked Revenue: +18%** (compared to Q1 FY25: +10% on pcp)

These strong trends position us well for sustained growth in the next quarter, as we continue to expand our customer base and enhance revenue streams through targeted initiatives and increased brand visibility.

Please refer to the Q1 FY25 results and AGM materials released to the ASX today for further details.

### Appointment of Financial Adviser

In light of recent expressions of interest in various elements of the business, Mad Paws today announces that the Board has hired Highbury Partnership as its Financial Adviser to advise on potential outcomes resulting from these third-party actions.

There is no certainty that this appointment will lead to any particular outcome or transaction and Mad Paws shareholders do not need to take any action at this time.

Mad Paws will keep shareholders informed in accordance with its continuous disclosure obligations.



This announcement has been authorised by Mad Paws' Board of Directors.

-ENDS-

## CONTACTS

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## About Mad Paws

Mad Paws operates Australia's leading online pet ecosystem, connecting pet owners with an ecosystem of high-quality services and products.

The Mad Paws pet ecosystem supports over 300,000 active pet owners, facilitating over 400,000 transactions last year, driven by the rapid growth in pet ownership and increased spending on pets in this \$30 billion Australian pet market.

The Mad Paws marketplace is the leading online platform for pet owners to book their pet sitting, walking, day care and grooming services, with one of over 40,000 registered pet carers Australia wide. With over 2 million pet care services since inception the Mad Paws pet services marketplace is the leading marketplace of its kind in Australia. Mad Paws also operates an online only e-Commerce division offering pet healthcare, prescription medicine, pet treats and specialty items to improve the every day life of Australian pets, with brands including Pet Chemist, Waggly and Sash beds.

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

For more information: [www.madpaws.com.au](http://www.madpaws.com.au)