



Wag! Group Announces WeCompare.com: Transforming Insurance Comparison with Best-in-Class Technology and Consumer Focus

May 2, 2024

SAN FRANCISCO--(BUSINESS WIRE)--May 2, 2024-- [Wag!](#) (Wag! Group Co., Nasdaq: PET) today introduced [WeCompare.com](#), a new consumer-facing brand poised to reshape the insurance comparison landscape. WeCompare leverages the expertise and technology Wag! has gained from years in the pet insurance space to deliver a powerful comparison platform across diverse verticals, starting with auto and moving to include home, life, travel, and more.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20240502606833/en/>



Wag! Group launches [WeCompare.com](#), a new consumer-facing brand poised to reshape the insurance comparison landscape. (Graphic: Business Wire)

committed to providing a broad selection of offerings to fit the long list of consumer needs. With the auto insurance market presenting a TAM 30x larger than pet insurance, we're poised to meet the diverse needs of a broader audience."

"To date we've helped deliver millions of pet insurance quotes to pet parents depending on us for robust options," said Garrett Smallwood, CEO and Chair of Wag! Group Co. "As we enter new categories, beginning with auto insurance, we are

[WeCompare.com](#) offers several key differentiators:

- **Unmatched Technology:** Our proprietary technology is built for seamless translation across insurance categories. This allows us to efficiently expand offerings to meet user and partner needs.
- **Data-Driven Content:** WeCompare offers engaging content, in line with latest industry standards, to empower consumers with the knowledge needed to make informed insurance purchase decisions.
- **Tailored User Experience:** Recognizing the needs of today's consumer, WeCompare prioritizes education over sales pressure. Through insightful content and a strong social presence, WeCompare equips users with the knowledge and tools to compare quotes across insurance categories—all from a single, convenient platform.
- **Proven Demand:** Existing partners have expressed strong interest in expanding to other insurance categories through our platform, highlighting a clear demand for WeCompare's comparison expertise beyond pet insurance.

Expansion Beyond Pet Insurance

[WeCompare.com](#) will initially focus on pet and auto insurance comparisons, allowing users to effortlessly compare quotes across these two major categories, with Total Addressable Markets of \$11.8B and \$362B, respectively. Building upon Wag!'s proven success in pet insurance comparison, WeCompare plans to expand into other insurance verticals, including home, travel, and life, backed by the demand of its partners' audiences, in the near future.

Demand-Driven Growth

The launch of [WeCompare.com](#) is driven by a clear market demand. Both consumers and our long-standing partners have expressed a strong desire for a comprehensive, user-centric comparison platform. [WeCompare.com](#) addresses this need head-on, providing consumers with greater choice and transparency while offering insurance providers an invaluable platform to reach targeted audiences.

For more information about WeCompare, visit [wecompare.com](#). For more information about Wag!, visit [wag.co](#).

About Wag! Group Co.

Wag! Group Co. strives to be the #1 platform to solve the service, product, and wellness needs of the modern U.S. pet household. Wag! pioneered on-demand dog walking in 2015 with the Wag! app, which offers access to 5-star dog walking, sitting, and one-on-one training from a community of over 500,000 Pet Caregivers nationwide. In addition, Wag! Group Co. operates [Petted](#), the nation's largest pet insurance comparison marketplace; [Dog Food Advisor](#), one of the most visited and trusted pet food review platforms; [WoofWoofTV](#), a multi-media company bringing delightful pet content to over 18 million followers across social media; [maxbone](#), a digital platform for modern pet essentials; and [Furmacy](#), software to simplify pet prescriptions. For more information, visit [Wag.co](#).

Forward-Looking Statements

This press release contains certain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Some of the forward-looking statements can be identified by the use of forward-looking words. Statements that are not historical in nature, including the words "anticipate," "expect," "suggests," "plan," "believe," "intend," "estimates," "targets," "projects," "should," "could," "would," "may," "will," "forecast" and other similar expressions are intended to identify forward-looking statements. These statements include those related to the Company's ability to further develop and advance its pet service offerings and achieve scale; ability to attract and retain personnel; market opportunity, anticipated growth,

and future financial performance, including management's financial outlook for the future. Forward-looking statements are predictions, projections and other statements about future events that are based on current expectations and assumptions and, as a result, are subject to risks and uncertainties. Many factors could cause actual future events to differ materially from the forward-looking statements in this press release, including but not limited to: management's financial outlook for the future; market adoption of the Company's pet service offerings and solutions; failure to realize the financial benefits of acquisitions; the ability of the Company to protect its intellectual property; changes in the competitive industries in which the Company operates; changes in laws and regulations affecting the Company's business; the Company's ability to implement its business plans, forecasts and other expectations, and identify and realize additional partnerships and opportunities; and the risk of downturns in the market and the technology industry. The foregoing list of factors is not exhaustive. You should carefully consider the foregoing factors and the other risks and uncertainties described in the "Risk Factors" section of the Company's filings, including the Annual Report on Form 10-K for the year ended December 31, 2023. These filings identify and address other important risks and uncertainties that could cause actual events and results to differ materially from those contained in the forward-looking statements. Forward-looking statements speak only as of the date they are made. Readers are cautioned not to put undue reliance on forward-looking statements, and the Company assumes no obligation and does not intend to update or revise these forward-looking statements, whether as a result of new information, future events, or otherwise. The Company does not give any assurance that it will achieve its expectations.

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Media: Media@wagwalking.com

Partnerships: Partnerships@wagwalking.com

Investor Relations

Wag!: IR@wagwalking.com

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