

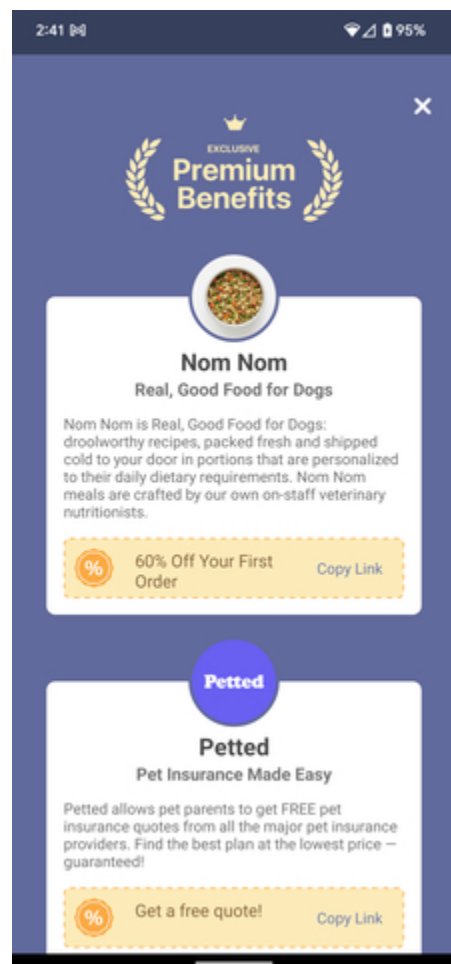


Wag! To Offer Exclusive Discounts on Pet Care Products in New Premium Benefits Center

September 1, 2022

SAN FRANCISCO--(BUSINESS WIRE)--Sep. 1, 2022-- Wag! Group Co (Nasdaq: PET, "Wag!"), an American pet services marketplace company that enables on-demand and scheduled dog walking, overnight care, training, and other pet care services, today announced the launch of its Premium Benefits Center. The new service allows pet parents that subscribe to Wag! Premium to receive access to exclusive perks and discounts on food, treats, grooming supplies, and other pet care essentials from brands like [Nom Nom](#), [Angry Orange](#), [DogTV](#), [Finn](#), and more.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20220831005042/en/>



Discounts available to Premium subscribers in the Premium Benefits Center of the Wag! app. (Photo: Wag! Group Co.)

You should carefully consider the foregoing factors and the other risks and uncertainties described in the "Risk Factors" section of the Company's final prospectus filed with the SEC on July 12, 2022 and other documents filed by the Company from time to time with the Securities and Exchange Commission. 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 do 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.

About Wag!

Wag! strives to be the #1 app for pet parents, offering access to 5-star dog walking, pet sitting, expert pet advice and training from local pet caregivers nationwide. Wag!'s community of over 400,000 pet caregivers are pet people, and it shows. Making pet parents happy is what Wag! does best. With

With 50% of active pet parents on the platform subscribing to Wag! Premium as of June 30, 2022, adding additional benefits was a logical next step:

"We want to be the button on your phone that your pet could push to get whatever they need," said Wag! CEO, Garrett Smallwood. "The Premium Benefits Center gets us one step closer, by offering discounts on world-class products that both pet parents and pets will love, and we're thrilled to incorporate such amazing brands into our platform."

Wag! Premium subscribers can now receive 60% off their first order of freshly-packed, cold-shipped dog food with Nom Nom, 20% off the Angry Orange Odor Eliminator, and get their first three months of DogTV for only \$2 per month, among other benefits perfect for pet lovers.

For the 76.5% of pet parents feeling at least somewhat nervous about petcare challenges as companies return back to office, the Premium Benefits Center offers them one less thing to worry about with an easy-to-use platform to browse vetted and trusted brands and get discounts exclusive to Wag! Premium members.

Wag! Premium also offers 10% off all pet care services booked through the Wag! platform, waived booking fees, and free, 24/7 access to chat with a credentialed veterinary professional.

For more information, visit [Wag!](#).

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 personnel; market opportunity, anticipated growth, and future financial performance, including management's financial outlook for 2022. 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 2022; market adoption of the Company's pet service offerings and solutions; 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 including, but not limited to, as a result of the COVID-19 pandemic. The foregoing list of factors is not exhaustive.

safety and happiness at the forefront, pet caregivers with Wag! have a trusted record of experience with over 12.1 million pet care services completed by pet caregivers on the Wag! platform and over \$325 million total bookings across all 50 states, resulting in more than 96% of Pet Parent reviews earning 5 stars. For more information, visit wag.co.

View source version on [businesswire.com](https://www.businesswire.com/news/home/20220831005042/en/): <https://www.businesswire.com/news/home/20220831005042/en/>

Media: media@wagwalking.com

Partnerships: partnerships@wagwalking.com

Investor Relations:

Wag!: IR@wagwalking.com

ICR for Wag!: WagIR@icrinc.com

Source: Wag! Group Co.