



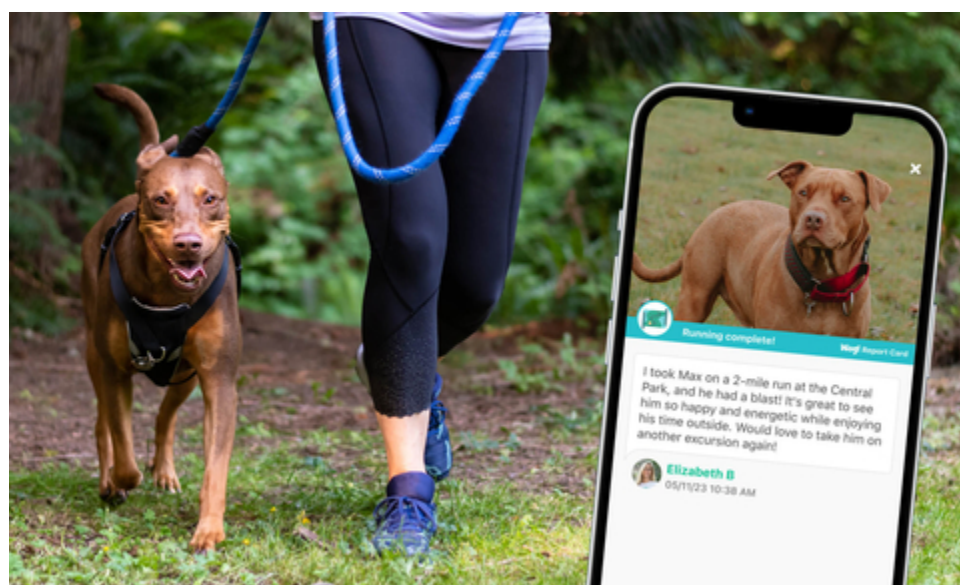
Wag! Unleashes Specialty Services: Empowering Pet Caregivers to Offer Customized Stand-Alone or Add-On Pet Care Experiences

May 16, 2023

Services like grooming, pet photography, trail runs, and more are now facilitated through the Wag! and Wag! for Pet Caregivers apps

SAN FRANCISCO--(BUSINESS WIRE)--May 16, 2023-- [Wag!](#) (Wag! Group Co., Nasdaq: PET), which strives to be the number one platform for Pet Parents, offering on-demand access to five-star pet care, pet insurance options, premium pet products, and expert pet advice, is proud to announce the launch of Specialty Services, a groundbreaking feature that empowers Pet Caregivers on the Wag! platform to engage in over two dozen new service types, set their own prices, and offer unique experiences to new and existing Pet Parents.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20230516005219/en/>



A dog on a trail run "Excursion." Pet Caregivers leave a report card for Pet Parents after the service has been completed (as shown right). (Photo: Business Wire)

while giving Pet Parents even more options to customize their pet's care. It's a win-win for our entire community."

Olivia, a Pet Caregiver who uses Wag!, who is excited about the launch of Specialty Services, stated, "I'm thrilled to have the opportunity to offer my clients even more personalized care through Specialty Services. As a Pet Caregiver who is passionate about dog grooming and trail running, I'm excited to showcase these skills and offer them to clients who are looking for a more customized experience for their pets."

Specialty Services is now available to the entire Wag! community. Pet Parents can browse and book Specialty Services directly from their Wag! App and Pet Caregivers can set their service types, availability, and prices from their profile. For more information, visit the Wag! website.

About Wag! Group Co.

Wag! Group Co. strives to be the #1 platform for busy Pet Parents. The Wag! app offers access to 5-star dog walking, sitting, and one-on-one training from its community of 450,000 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, [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.

With Specialty Services, Pet Caregivers now have the flexibility to tailor their offerings based on the specific needs and preferences of each family, providing a truly personalized pet care experience. Examples of Specialty Services include Grooming, Bath Time, Park Visits, Trail Running, Dog Photography, and Nail Trimming, among others. Pet Caregivers can select one or more of these services and tailor them to the specific needs of each pet they care for. Services can be booked alone, or as an add on to a walk, overnight care, or drop-in service. This level of customization enables Pet Caregivers to provide a more personalized experience, resulting in happier pets and Pet Parents.

"We are thrilled to introduce Specialty Services, which is a significant milestone in our mission to provide the best paw-ssible pet care solutions," said Garrett Smallwood, CEO of Wag!. "This feature empowers Pet Caregivers to showcase their expertise, creativity, and passion,

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, 2022. 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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