



Wag! Em-barks on International Expansion with Patted International, Offering Pet Insurance Comparison Tools to Canadian Pet Parents

August 8, 2023

The move marks Wag! Group Co.'s first strategic expansion into the international pet care market

SAN FRANCISCO--(BUSINESS WIRE)--Aug. 8, 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 thrilled to announce its international expansion with Patted International. Patted, which Wag! Acquired in 2022, is a leader in pet insurance comparison and currently powers pet insurance platforms for Forbes, US News, USA Today and Business Insider and is ready to reproduce their resounding success in the US pet industry in Canada.

This expansion into Canada is a testament to the company's commitment to making pet insurance more accessible, convenient, and affordable for pet owners across the globe. With approximately 500,000 Canadian pets already insured ([NAPHIA.org](#)), a record projected Canadian pet insurance industry growth rate of 7.4% between 2021 and 2027 (Insurance Business), and the ever-increasing demand for veterinary services, there is an endless runway of opportunity with this significant milestone in the company's growth journey.

"We're thrilled to finally be able to offer Patted's invaluable pet health tools to pet parents in Canada," said Wag! Chief Marketing Officer, Patrick McCarthy. "The Canadian market is one we're excited about because of how increasingly important the relationship is between Canadian pet parents, their furry family members, and their veterinarians."

Customers who use Patted International will be able to:

- Compare the best value pet insurance brands in Canada
- Read detailed reviews of pet insurance companies
- Purchase for the lowest price guaranteed, with no credit check

For more information about Patted International or Wag! please visit [wag.co](#).

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 [Patted](#), 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 Furrnacy, 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, 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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