

Wag!

Wag.co

Q1'2024



CONFIDENTIAL

Disclaimer

The information provided in this presentation pertaining to Wag! Group Co. ("Wag!" or the "Company"), its business strategy and operations is for informational purposes only at the date of this presentation. The information in this presentation does not purport to be complete and does not contain all the information that is or may be material to investors or potential investors. The information in this presentation should not be considered as advice and does not constitute a formal offer to sell or solicitation of an offer to buy any securities, whether debt, equity, options, or other financial instruments related to the securities of the Company, or its respective affiliates. Without limiting the generality of the foregoing, this presentation should not be relied upon as advice to buy or sell or hold such securities or as an offer to sell such securities.

This presentation does not provide any tax, legal, or investment advice or opinion regarding the specific investment objective or financial situation of any person. While the information in this presentation is believed to be accurate, Wag! and its affiliates, agents, advisors, directors, officers, employees and partners make no representations or warranties, express or implied, as to the accuracy, fairness, or completeness of such information and expressly disclaim any and all liability that may be based on such information or errors or omissions contained herein. Wag! reserves the right to amend or replace the information contained herein, in part or entirely, at any time, and undertakes no obligation to update or revise the information contained herein.

Cautionary Language Regarding Forward-Looking Statements

This presentation includes "forward-looking statements" within the meaning of the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements may be identified by the use of words such as "may," "might," "will," "would," "could," "should," "forecast," "intend," "seek," "target," "anticipate," "believe," "expect," "estimate," "plan," "outlook" and "project" and other similar expressions that predict or indicate future events or trends or that are not statements of historical matters. Such forward-looking statements, which include estimated financial information, involve known and unknown risks, uncertainties and other factors. Risks, uncertainties and other factors may cause future results to differ materially from these forward-looking statements, and potentially adversely from the historical results contained herein, publicly or otherwise.

You are cautioned not to place undue reliance on the utility of the information in this presentation as a predictor of future performance of the Company, as projected financial and other information are based on estimates and assumptions that are inherently subject to various significant risks, uncertainties and other factors, many of which are beyond the Company's control.

In addition to financial information presented in accordance with U.S. generally accepted accounting principles ("GAAP"), this presentation and the accompanying oral presentation include certain non-GAAP financial measures, including Adjusted EBITDA, Adjusted EBITDA Margin, and free cash flow. These non-GAAP measures are presented for supplemental informational purposes only and should not be considered a substitute for financial information presented in accordance with GAAP. These non-GAAP measures have limitations as analytical tools, and they should not be considered in isolation or as a substitute for analysis of other GAAP financial measures. A reconciliation of these measures to the most directly comparable GAAP measures is included at the end of this presentation. We have not provided the forward-looking GAAP equivalents for certain forward-looking non-GAAP measures presented in the accompanying oral presentation, or a GAAP reconciliation, as a result of the uncertainty regarding, and the potential variability of, reconciling items such as stock-based compensation expense. Accordingly, a reconciliation of these non-GAAP guidance metrics to their corresponding GAAP equivalents is not available without unreasonable effort. However, it is important to note that material changes to reconciling items could have a significant effect on future GAAP results.

Numbers at a Glance – 1Q2024 ended March 31st, 2024

Record Quarterly Revenue & Platform Participants

\$23.2m

Q1 FY 2024 revenue

13%

Q1 FY 2024 YoY Revenue Growth

1%

Q1 FY 2024 Adj. EBITDA
Margin

78%

B2B Revenue

671,000

Platform Participants

+\$0.2M

Adj. EBITDA

Q1'24 HIGHLIGHTS

Announced

 WeCompare

The comparison site
you'll love

Furscription

Digital e-prescribing
for veterinarians

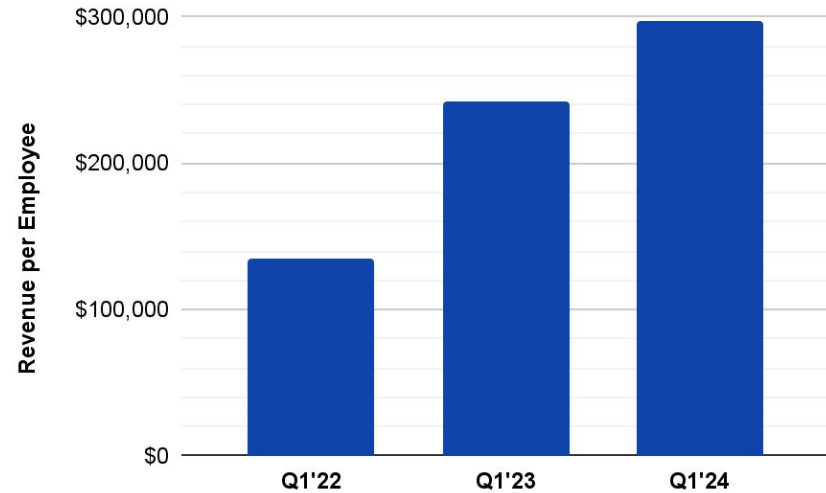
Note: Results excluding certain items in our reported results are non-GAAP financial measures. See the appendix of this presentation for detailed information and defined terms, as well as other information relating to non-GAAP financial measures, including reconciliations.

Continuing to Execute on Disciplined Growth

Reducing Headcount, Diversifying Revenue, and Growing Profitably

- We ended Q1'24 with **78** employees, down 8% from **84** employees in Q4'23.
- AI and Automation has increased efficiency and results across teams and departments.
- Annualized Revenue per Employee reached ~\$1.2M in Q1'24.

Quarterly Revenue per Employee



Expanding into New Categories & Channels in 2024

Focused on Repeatable & Profitable Revenue Growth

Existing

1H'2024



Wag!

Wag!

A leader in on-demand pet services across the U.S.



Petted

Petted

A leading online comparison marketplace that empowers Pet Parents to find the perfect pet insurance and wellness plans.



maxbone

maxbone

Award winning, high-quality, premium pet essentials.



DogFoodAdvisor
Saving Good Dogs from Bad Dog Food

Dog Food Advisor

A leading pet food comparison marketplace that empowers Pet Parents to easily research premium dog food and treats.

Also available for cats via CatFoodAdvisor.com



WOOF

WoofWoofTV

Woof Woof TV is dedicated to celebrating the love and joy that dogs bring into our lives. Woof Woof TV is a leading American brand and digital publisher for dog lovers everywhere.



Furscription

Furscription

Digital e-prescribing and prescription management tools for veterinary staff across the US.



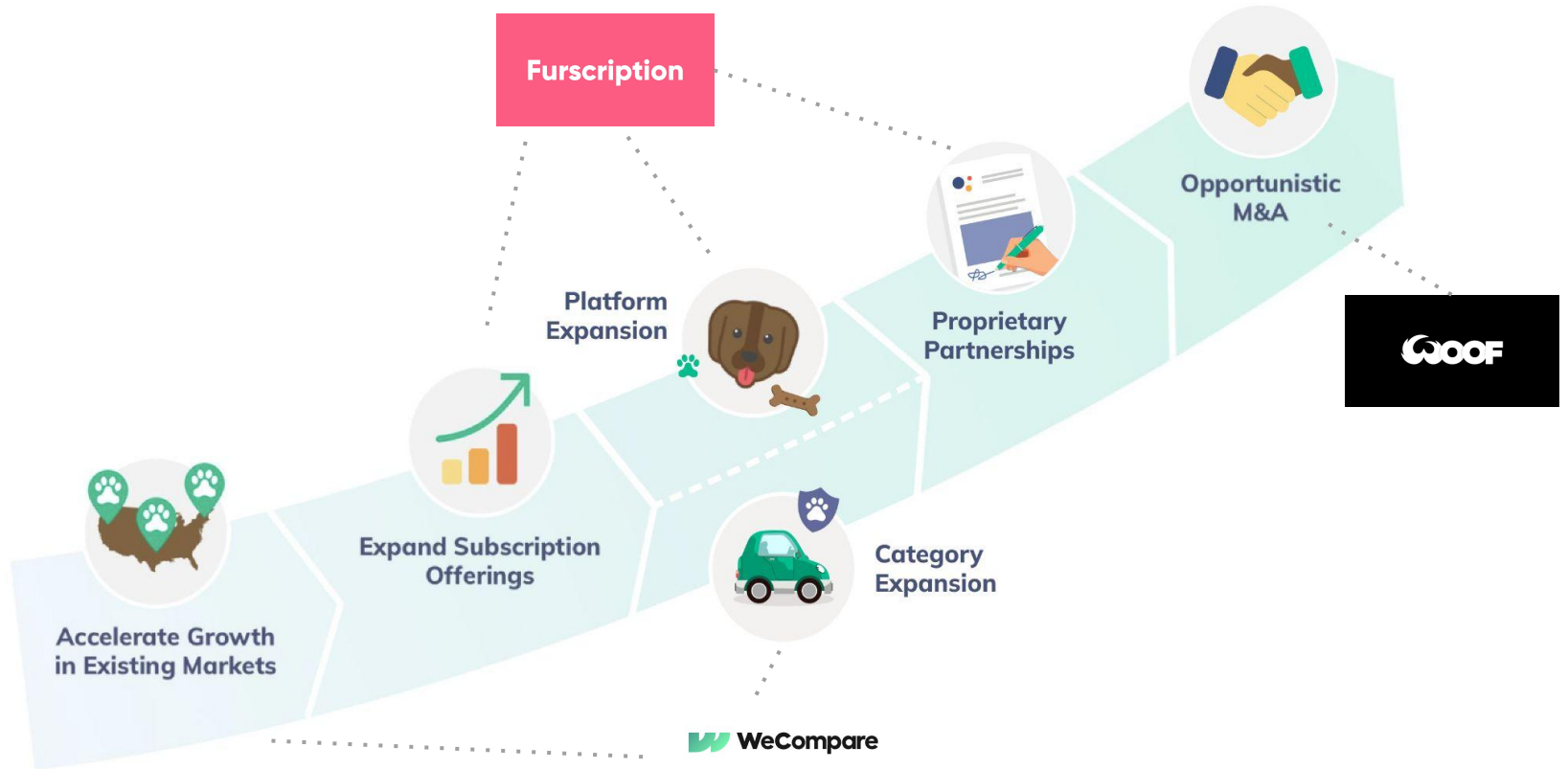
WeCompare

WeCompare

The comparison site you'll love – starting with one of the simplest ways to compare auto insurance.

Aggressively Expanding Across Our Key Strategic Pillars

Building & Acquiring Software Businesses with Distribution Moats



Furscription – Simple Prescription Software

Digital E-Prescribing and Prescription Management Software for Veterinary Clinics

\$30B+

US OTC & Supplies*

45k+

US Veterinary Service Providers**



GOODBYE FAX, PHONE & PORTALS

Requests from all online and local pharmacies are managed in your Furscription account.



CONTROLLED SUBSTANCES

Reduce liability by prescribing controlled substances with ease to any pharmacy.



SPEEDY SCRIPTING

Spending ages managing prescription requests? Let us help you save time!



SECURE PRESCRIBING

Robust, industry-leading security features keep your prescribers and patients safe.



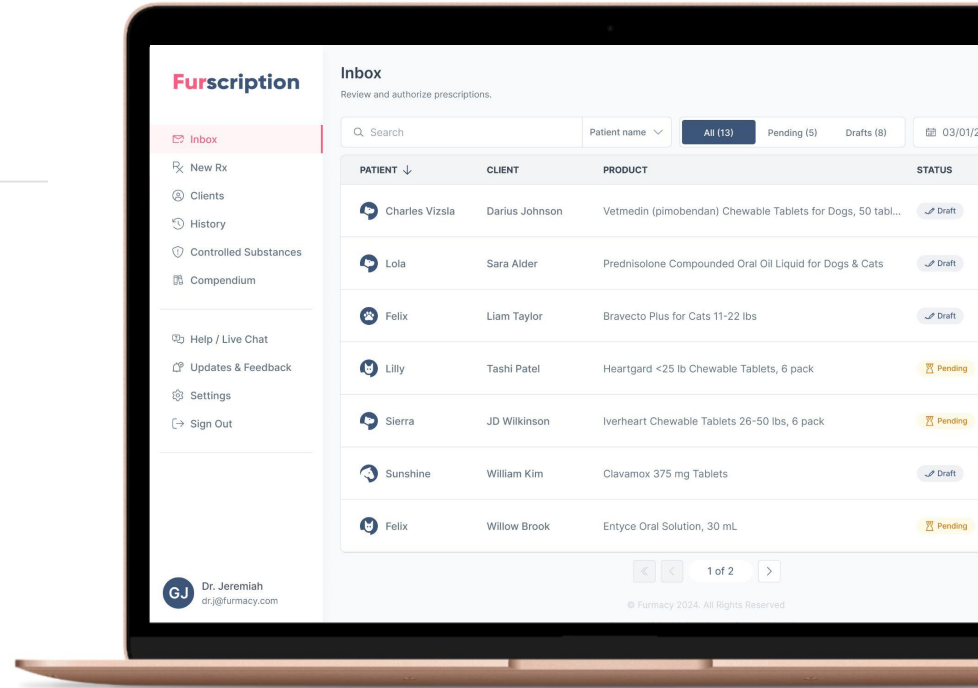
COMPOUNDED MEDICATIONS

Yep! We handle compounded medication scripts too and adhere to GFI 256 guidelines.



RECORD KEEPING

Update your client's records with prescription reports.



*<https://www.americanpetproducts.org/research-insights/industry-trends-and-stats>

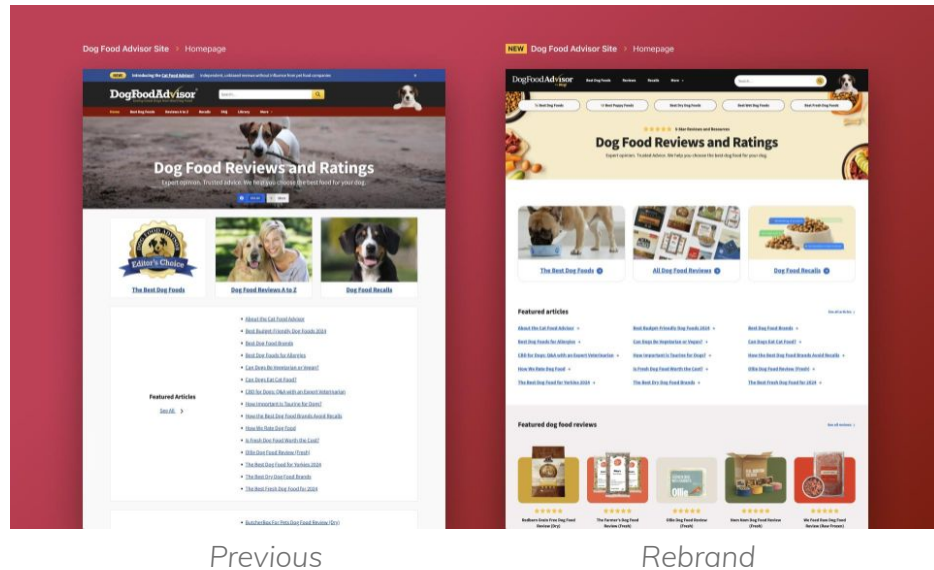
**<https://www.ibisworld.com/industry-statistics/number-of-businesses/veterinary-services-united-states/>

Dog Food Advisor Rebrand & Expansion

Launched New White Label Dog Food Calculator Experience

Why rebrand?

- **Experience:** Major step forward in our mission to become the most trusted resource for Pet Parents everywhere.
- **Partnerships:** Strengthening our partnerships with leading brands like Chewy, The Farmer's Dog, and Ollie.
- **Technology:** Launched new white label version of the Dog Food Calculator for partners to capitalize on pet parent demand.



Previous

Rebrand

Which food should I feed my dog?
See what the pet experts recommend...

Pet Name

What breed do you have?

Age

See my results

NOM NOM

POWERED BY
the dodo DogFoodAdvisor

ROYAL CANIN

The Farmer's Dog

chewy

Ollie

WE FEED RAW

JINX

petco

Introducing WeCompare.com

Expanding Our Best-in-Class Pet Insurance Marketplace, Starting with Auto Insurance

Why expand verticals?

- **Team:** World-class team with unrivaled experience in building robust marketplaces that serve millions of consumers.
- **Technology:** Our proprietary technology was built from the ground up to be expanded seamlessly across verticals.
- **Demand:** Partners and consumers are asking for our advice and expertise; latent demand built-in.
- **Partners:** We have a robust supply ready to partner with consumers, including:

PROGRESSIVE



Compare Insurance Now!

What would you like to compare?

Auto Insurance ^

Auto Insurance

Pet Insurance

Travel Insurance

Home Insurance

Single or multi-vehicle plan?

Please select v

Date of Birth

MM / DD / YY v

Zip Code

Please enter

Any violations in the last five years? Yes

Are you married? Yes

What's your homeowner status? Own Rent / Own

What's your credit score?
Your best guess is fine...

Poor
< 580

Fair
580 - 669

Good
670 - 739

V. Good
740 - 799

Excellent
800 +

Find the best plan for me →

WeCompare.com - "The Comparison Site You'll Love"

Differentiated & Delightful Brand with Clear Path to Revenue

What's Next?

🏆 Compare everything in multiple verticals

WeCompare will allow users to compare brands across a variety of insurance verticals, starting with pet and auto.

😊 Unrivalled Content

Our content is engaging, backed by data, and arms consumers with the information they need to make smart financial decisions.

💰 Tailored to our audience

Younger demographics want to be educated before they're sold to. Through content and a social presence, WeCompare will give the customer the knowledge they need and the ability to compare – all from one destination.

WeCompare

About Auto Pet Travel Home Life Renters

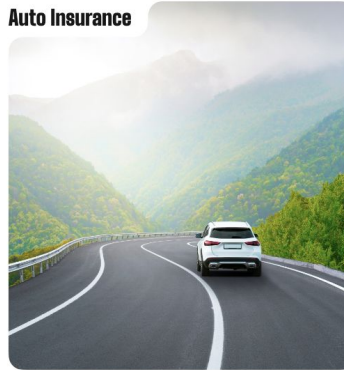
Subscribe - it's free

COMING SOON

Compare everything in one place!

Meet WeCompare, the site where you can compare quotes for Auto Insurance, Pet Insurance, Travel Insurance, Home Insurance, Life Insurance, Renters Insurance and more

Auto Insurance



Pet Insurance



Life Insurance



Home Insurance



Travel Insurance

Forecasting Sustainable Growth in 2024

Driving Toward >\$200m of Annual Revenue by FY2027

2024 Outlook

Revenue	\$105–115 Million
Adjusted EBITDA	\$2–6 Million
YoY Revenue Growth	31%
Adjusted EBITDA Margin	4%

Wag!

Contact Us!

Wag!

Investor Relations Contact

 IR@wagwalking.com

Gateway Group, Inc.

 PET@gateway-grp.com

 (949) 574-3860