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The Wag! Platform exists to solve the Service, Product, and Wellness needs of the modern U.S. pet household.
Wag! Group Co. Operates Leading Pet Brands
Available to households and partners across 5,300 cities in the US and CA

Including...

<table>
<thead>
<tr>
<th>Brand</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wag!</td>
<td>A leader in on-demand pet services across the U.S.</td>
</tr>
<tr>
<td>Petted</td>
<td>A leading online comparison marketplace that empowers Pet Parents to find the perfect pet insurance and wellness plans.</td>
</tr>
<tr>
<td>maxbone</td>
<td>Award winning, high-quality, premium pet essentials.</td>
</tr>
<tr>
<td>Dog Food Advisor</td>
<td>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</td>
</tr>
</tbody>
</table>
We Strive to be the #1 Platform for Premium U.S. Households

Complete solution for premium household spend – pet’s ongoing and recurring needs
Pets and Households LOVE Wag!
Delightful Experiences Drive Word-of-Mouth Growth

Total Reviews

12m+
(February 2024)

4.7 Avg. Rating
50,000+ App Store Reviews
(January 2024)

65%+ Female Audience
25-44 Avg. Age Band
“Chief Household Officer”
(January 2024)

4.2 out of 5
Glassdoor Overall Rating
(January 2024)

4.9 Customer Satisfaction Rating
(January 2024)
Wag! Platform Reach is Large and Growing

- **18m** Social Followers* (January 2024)
- **11m** Email Subscribers (January 2024)
- **5m** Monthly Website Visitors (January 2024)
- **600k** Quarterly Platform Participants (Q4 2023)

*Data includes Instagram, Facebook, Snapchat, TikTok, YouTube, and other social media platforms.
Wag! Services Platform is Sticky and Recurring
Annual Cohort Performance Continues to Outperform Prior Cohorts

- Each new annual cohort outperforming prior cohorts
- Cohort improvement driven by increased retention, cross-sell, and subscription offerings

Cumulative Revenue Per Customer by Cohort Vintage

Month of customer lifetime

2017, 2018, 2019 cohorts cumulative through Feb-2020
2020 cohort includes customers onboarded after Mar-2020
2020, 2021, 2022, 2023 cohorts cumulative through Dec-2023
Wag! Platform is Growing Rapidly
Growing Revenue 30%+ YoY and Increasing Adj. EBITDA Profitably

Annual revenues include new revenues from new product launches and acquisition, where applicable. For example, 2023 revenue includes new revenue from Dog Food Advisor and Maxbone acquisitions.
2023 Results In-Line with Own Expectations

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td>$83.9 Million</td>
</tr>
<tr>
<td><strong>Adjusted EBITDA</strong></td>
<td>$0.7 Million</td>
</tr>
<tr>
<td><strong>YoY Revenue Growth</strong></td>
<td>53%</td>
</tr>
<tr>
<td><strong>Adjusted EBITDA Margin</strong></td>
<td>0.9%</td>
</tr>
</tbody>
</table>

Certain figures above are non-GAAP financial measures. Please see the explanation of non-GAAP measures as well as the reconciliation from GAAP to non-GAAP measures in our 2023 Form 10-K available at Wag.co.
Closed Woof Woof TV in Q4 2023
Top 10 Largest Pet Social Media Followers in the U.S.

15m Followers*
1.5m Followers*
411k Followers*
47k Subscribers*
310k Subscribers*

*Data from January 2024
# Forecasting Sustainable Growth in 2024

Driving Toward >$200m of Annual Revenue by FY2027

## 2024 Outlook

<table>
<thead>
<tr>
<th>Metric</th>
<th>Forecast</th>
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<tbody>
<tr>
<td>Revenue</td>
<td>$105–115 Million</td>
</tr>
<tr>
<td>Adjusted EBITDA</td>
<td>$2–6 Million</td>
</tr>
<tr>
<td>YoY Revenue Growth</td>
<td>31%</td>
</tr>
<tr>
<td>Adjusted EBITDA Margin</td>
<td>4%</td>
</tr>
</tbody>
</table>
Executing on Disciplined Growth Initiatives
Focus on Platform Participant Growth & Operational Efficiency

Avg. Quarterly Platform Participants

Annual Revenue per Employee

Platform Participants

Revenue per Employee

2022
2023
2024P

2022
2023
2024P

0
200,000
400,000
600,000
800,000

$0
$500,000
$1,000,000
$1,500,000
Clear Path to Free Cash Flow in 2H’2024
Significant Debt Servicing Costs Savings Alongside Unlocking FCF

Achieved Fiscal Year Adjusted EBITDA Profitability
Grew Revenue 53% year-over-year and achieved positive fiscal year Adjusted EBITDA.

Deliver Free Cash Flow in 2H’2024
Current Debt Servicing Costs are $1.4m per quarter as a function of 16% APR.

The company believes that there are significant opportunities to reevaluate debt costs and structure, to accelerate path to free cash flow (opportunity to achieve $1 - $3m in annualized interest savings).

In Q1 2024, management is commencing a debt principal buydown of up to $10m in 2024.

Strengthen Balance Sheet
The company continues to grow profitability, recycling free cash flow into growth.

Excess free cash flow allocated to balance sheet growth to increase cash balance greater than debt balance.

Compound Revenue While Maintaining Profitability
Reinvest into profitable growth, with the target of >$200m in fiscal year Revenue in 2027 alongside consistent long-term targets of 25% Growth and >15% Adj. EBITDA margins.
## Platform Participant Growth Drives Operating Leverage

### Illustrative Platform Participant Growth & Consolidated P&L

<table>
<thead>
<tr>
<th></th>
<th>2023 Actual</th>
<th>Illustrative 1</th>
<th>Illustrative 2</th>
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<tbody>
<tr>
<td>Quarterly Platform Participants</td>
<td>600,000</td>
<td>1,000,000</td>
<td>1,500,000</td>
</tr>
<tr>
<td>Revenue</td>
<td>83,916,000</td>
<td>140,177,946</td>
<td>207,841,303</td>
</tr>
<tr>
<td>Sales &amp; Marketing</td>
<td>50,523,000</td>
<td>83,034,102</td>
<td>120,794,115</td>
</tr>
<tr>
<td>Operating Expenses (1)</td>
<td>32,672,000</td>
<td>39,158,052</td>
<td>43,463,627</td>
</tr>
<tr>
<td>Adj. EBITDA</td>
<td>721,000</td>
<td>17,985,792</td>
<td>43,583,560</td>
</tr>
<tr>
<td>Debt Service (2)</td>
<td>6,181,000</td>
<td>6,181,000</td>
<td>6,181,000</td>
</tr>
<tr>
<td>(assumes we do not refinance our debt at a lower rate)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Free Cash Flow (3)</strong></td>
<td>(5,460,000)</td>
<td>11,804,792</td>
<td>37,402,560</td>
</tr>
</tbody>
</table>

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(1) reflects EBITDA Adjustments including stock-based compensation, depreciation, amortization, & taxes
(2) includes debt interest and principal payments based on current debt terms
(3) excludes one-time items such as legal settlements, acquisition related expenses, and severance
<table>
<thead>
<tr>
<th>Revenue Growth</th>
<th>25%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adjusted EBITDA Margin</td>
<td>&gt;15%</td>
</tr>
</tbody>
</table>
Wag! Platform has Multiple Outstanding Growth Levers

- Premier Partnerships
- Opportunistic M&A
- Platform Expansion
- Proprietary Partnerships
- Expand Subscription Offerings
- Category Expansion
- Accelerate Growth in Existing Markets
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Thank You!