

Wag!

Wag.co

May 2023



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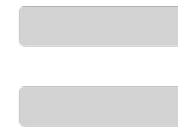
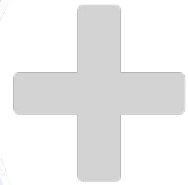
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We believe that being busy shouldn't stop you from owning or taking care of your pet.

Wag! exists to make pet ownership possible, and bring joy to pets and those who love them.

Our Journey Started in 2015



Wag! exists to solve this problem

Wag! was created because lonely pets deserve healthier and happier lives

Leaving your pet alone at home creates stress and the existing solutions are limited

We Started By Walking Our Way Into the Home

Expanded Into Fastest Growing Categories



Walking is the first step in the door...



Mobile First



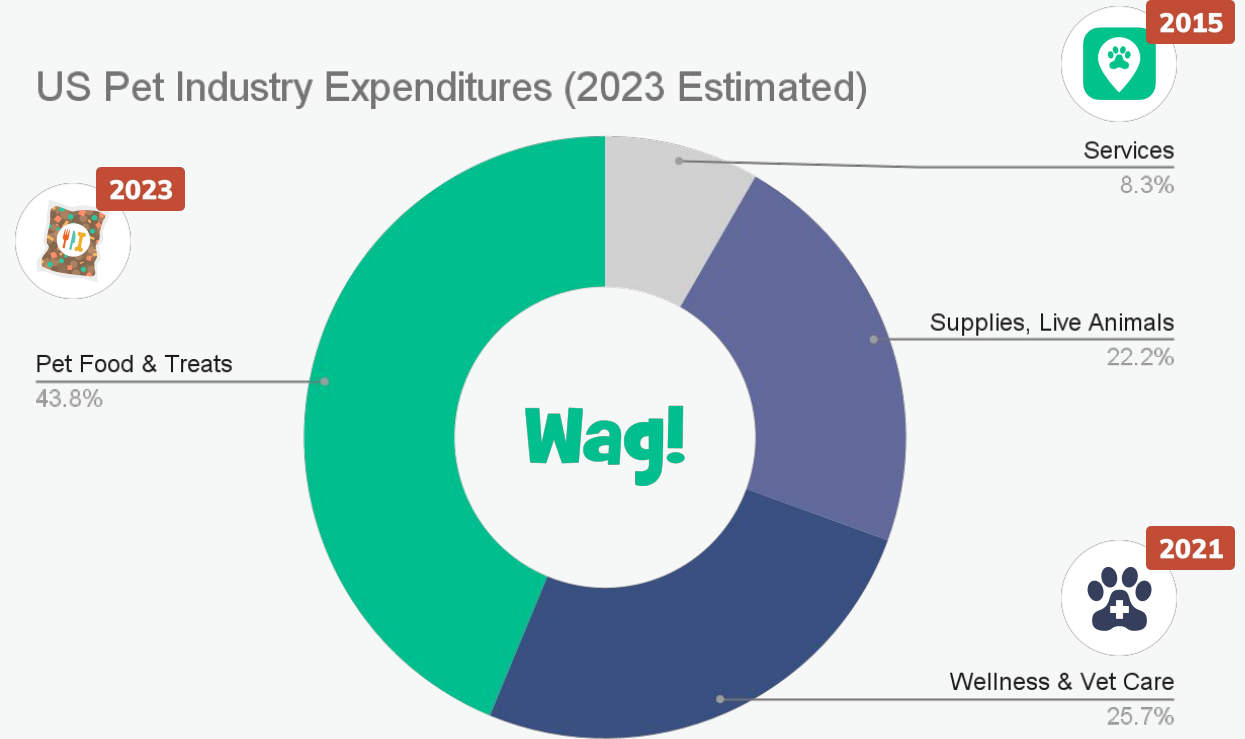
Home Access



Weekly Usage



US Pet Industry Expenditures (2023 Estimated)



2023 US Pet Industry Projected Expenditures as of April, 2023
https://www.americanpetproducts.org/press_industrytrends.asp

Wag!

We've Grown to the #1 Platform for Premium Pet Parents

Complete solution for premium Pet Parent spend and pet's ongoing and recurring needs







Pet Food & Treats

| | |
|---|---|
|  <p>2023</p> <p>Pet Food</p> |  <p>2023</p> <p>Pet Treats</p> |
|---|---|

Wellness

| | | | | | |
|--|---|---|--|--|---|
|  <p>2021</p> <p>Compare Pet Insurance</p> |  <p>2021</p> <p>24/7 Expert Vet Advice</p> |  <p>2021</p> <p>Wellness Plans</p> |  <p>2022</p> <p>Furmacy</p> |  <p>2022</p> <p>Prescription RX</p> |  <p>NEW</p> <p>2023</p> <p>Paw Protect</p> |
|--|---|---|--|--|---|

Services & Supplies

| | | | | | |
|--|--|--|---|---|--|
|  <p>Walking</p> |  <p>Drop-In</p> |  <p>Sitting</p> |  <p>Boarding</p> |  <p>Training</p> |  <p>NEW</p> <p>2023</p> <p>Shop</p> |
|--|--|--|---|---|--|



Wag! Premium

2020

- 10% Off All Services
- 5% Off All Products **NEW!**
- Exclusive Benefits Center
- 24/7 VIP Support

We're Now the One Stop Shop for Premium Pet Care

Wellness (67%)



Compare Pet Insurance
#1 pet insurance comparison marketplace

affiliate
CPC / CPA



Health
24/7 expert pet advice

\$30.00
/ session



Pet RX
Software to simplify RX

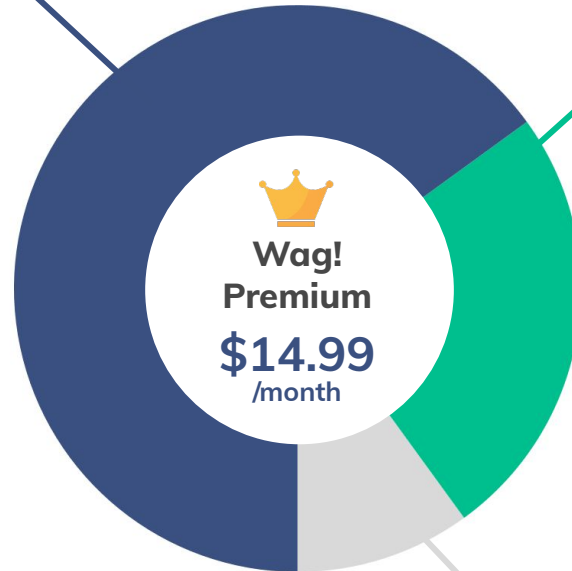
\$105
/ Average Order Value



Paw Protect
Pet insurance with a built-in, optional line of credit

affiliate
CPC / CPA

% of Revenue



Services (26%)



Dog Walking
On-demand and recurring dog walks

\$22.00
/ 30-min walk



Drop-In Visits
Quick home visit for dogs and cats

\$16.00
/ visit



Boarding
A sleepover for your pet in a Pet Caregivers home

\$72.00
/ night



House Sitting
Overnight pet sitting in the comfort of your home

\$48.00
/ night



Training
One-on-one training sessions

\$64.00
/ in-home session

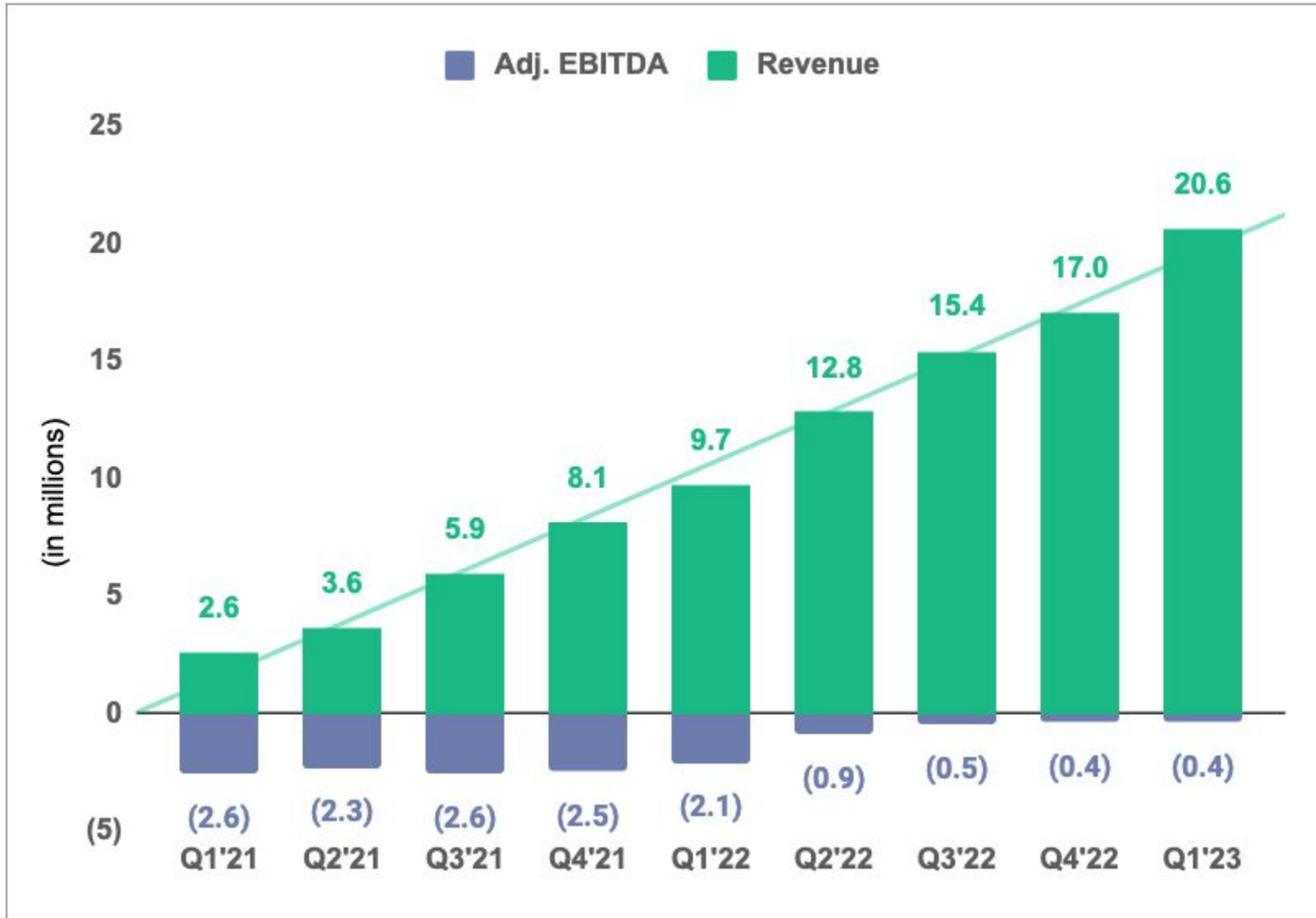
Pet Food & Treats (7%)



Premium marketplace for pet food and treat advice

affiliate
CPC / CPA

We're Rapidly Recovering Out of The Pandemic



Revenue CQGR (Compound Quarterly Growth Rate)

30%

(Q1'21 – Q1'23)

Organic Acquisition

70%

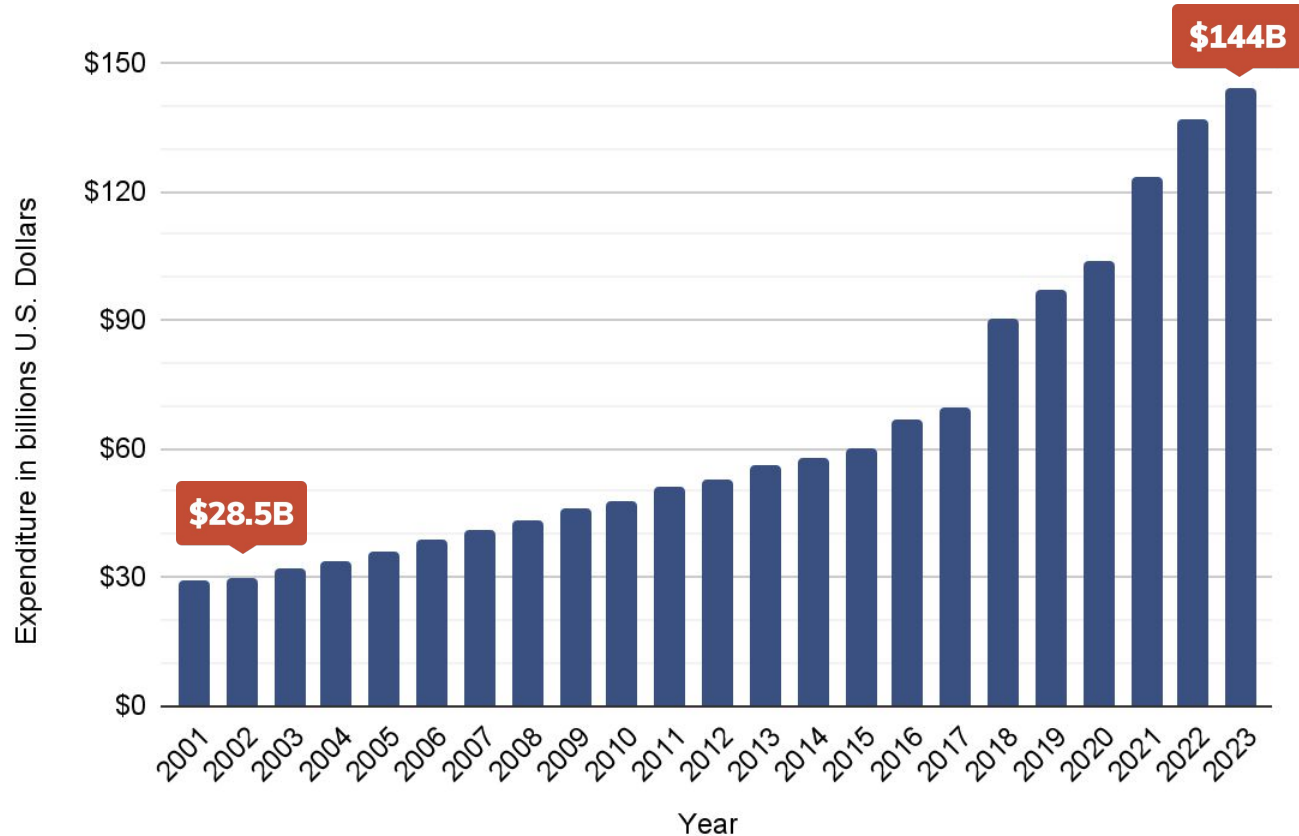
(Q1'23)

LTV:CAC

6:1

(Q1'23)

Premium Pet Spend is a Large, Resilient Category with No Signs of Slowdown



7.2% CAGR

U.S. Pet Spend

2023 U.S. Pet Industry Projected Expenditures

\$144B

(American Pet Product Association)

Slow & Steady Return to Office + Secular Growth in Pet Ownership = Category Tailwinds

Household Pet Ownership %

66%

(Forbes Advisor Pet Ownership Statistics 2023)

Households with Pets

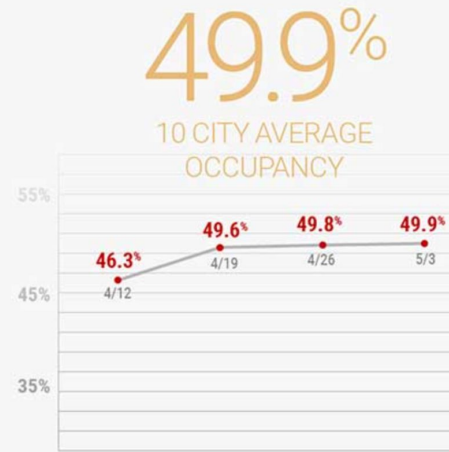
87m

(Forbes Advisor Pet Ownership Statistics 2023)



KASTLE BACK TO WORK BAROMETER 5.8.23
Weekly Occupancy Report from Kastle Access Control System Data

BAROMETER THIS WEEK



| | Wed 4/26 | Wed 5/3 | % Change |
|-----------------------|--------------|--------------|---------------|
| Dallas metro | 51.9% | 53.8% | 1.9% ▲ |
| Austin metro | 61.7% | 63.1% | 1.4% ▲ |
| Los Angeles metro | 50.4% | 49.4% | 1.0% ▼ |
| San Jose metro | 39.5% | 38.5% | 1.0% ▼ |
| Houston metro | 61.0% | 61.8% | 0.8% ▲ |
| Philadelphia metro | 42.4% | 41.7% | 0.8% ▼ |
| Chicago metro | 51.4% | 50.8% | 0.5% ▼ |
| New York metro | 47.9% | 48.4% | 0.4% ▲ |
| Average of 10 | 49.8% | 49.9% | 0.1% ▲ |
| San Francisco metro | 44.9% | 44.9% | 0.1% ▼ |
| Washington D.C. metro | 46.7% | 46.7% | 0.0% ▼ |



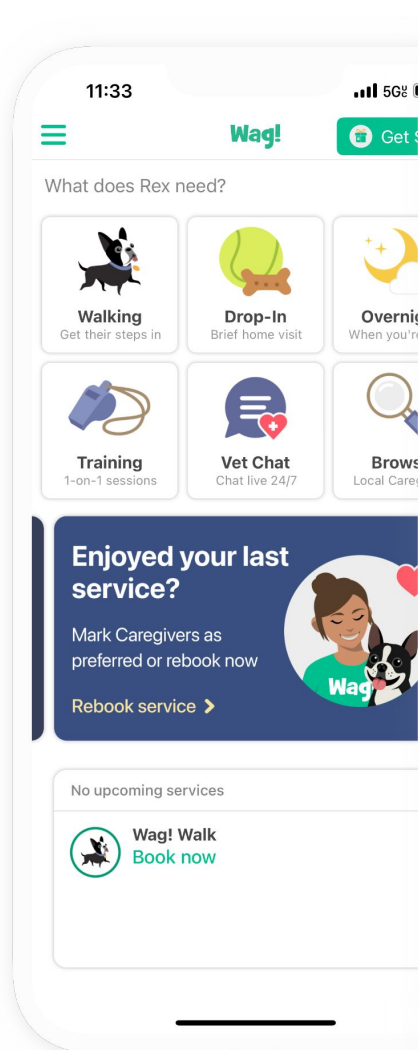
Kastle Back to Work Barometer

Weekly Occupancy Report from Kastle Access Control System data (05/08/2023)

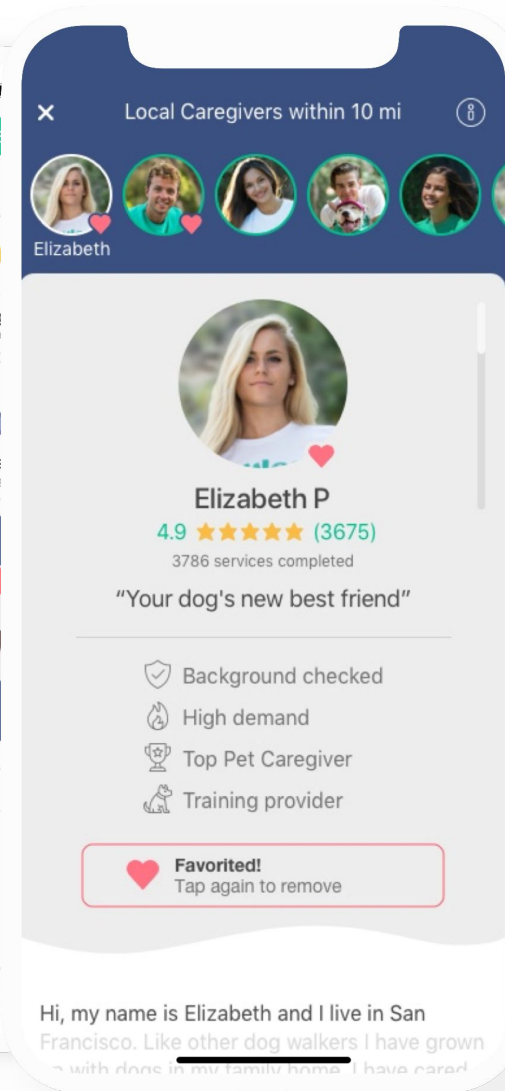
<https://www.kastle.com/safety-wellness/getting-america-back-to-work/>

The Wag! Platform

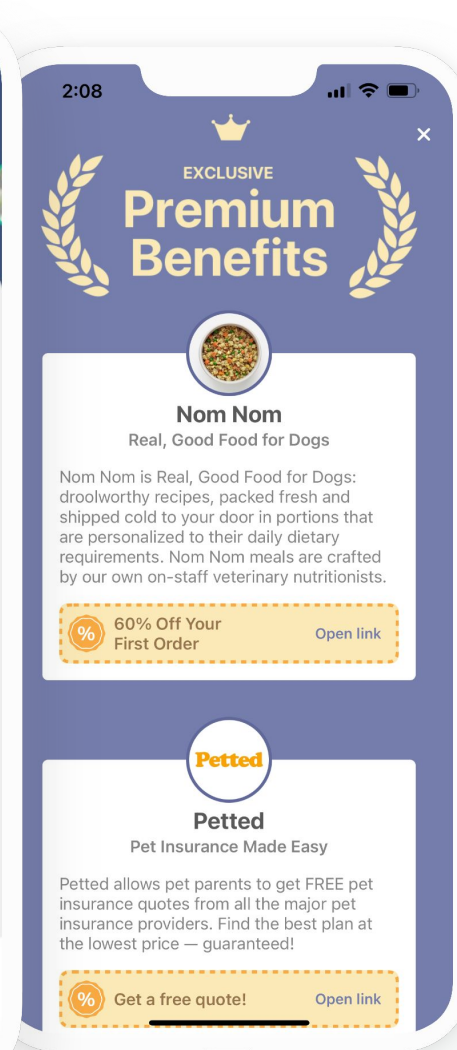
The Wag! App is Growing Into The #1 Trusted In-Home Pet Platform



Homescreen
Services



Browse &
Book Pet Caregivers



Wag! Premium
Benefits

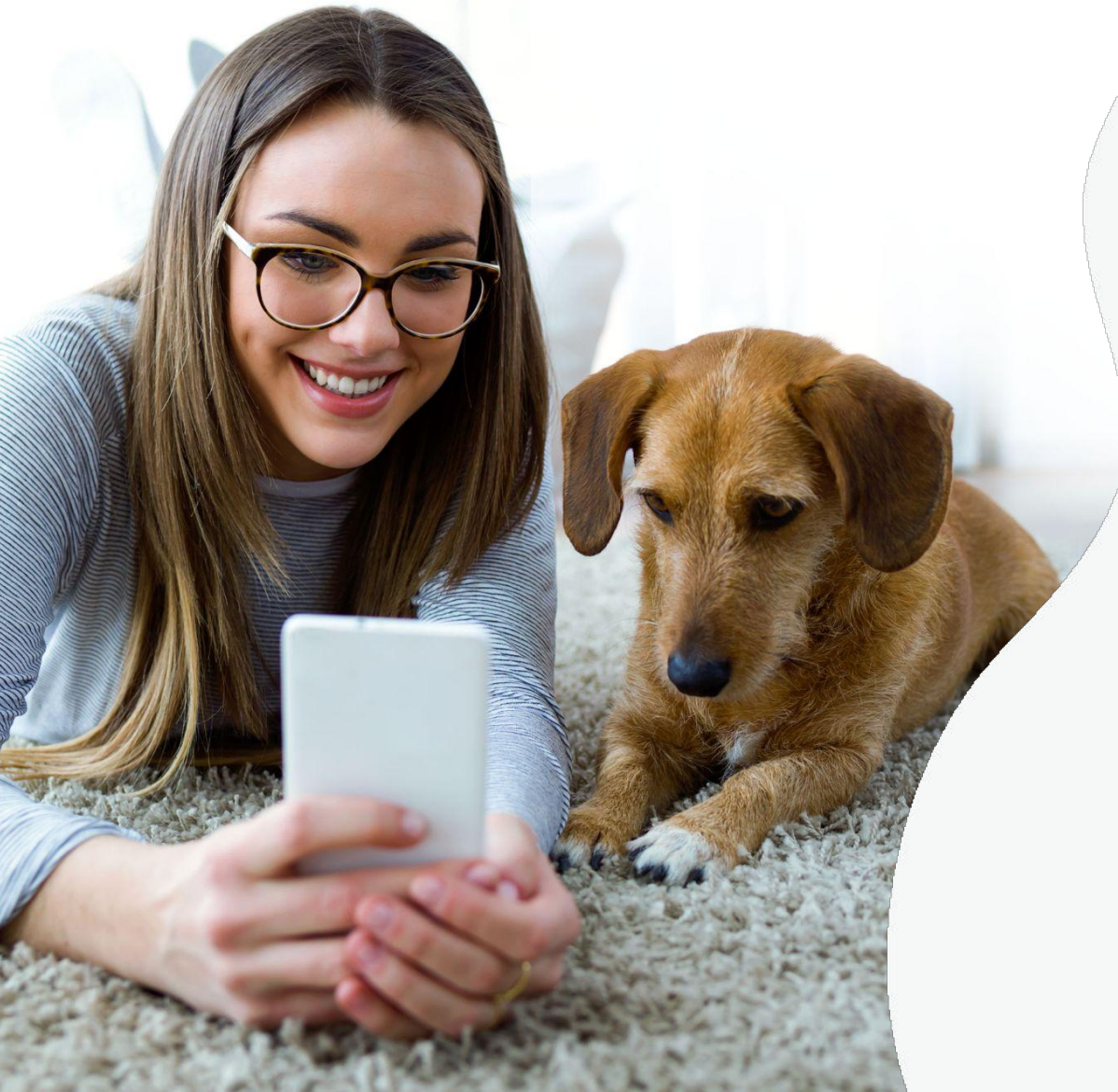
Digital and Trusted

- Wag! Platform connects Pet Parents with high-quality Pet Caregivers
- **12 million+** reviews provide assurance on quality of care

Mobile First

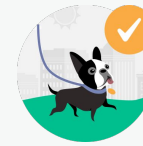
- **98%** of community is mobile
- Pet Caregivers are hyper-local and on-demand

Clear Market Leader in On-Demand Services



15min

Avg. Wait Time for On-Demand Request (March 2023)



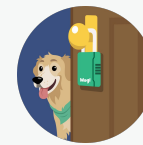
95%

Fill Rate (March 2023)



4.97

Avg. Rating from 12M Reviews (March 2023)



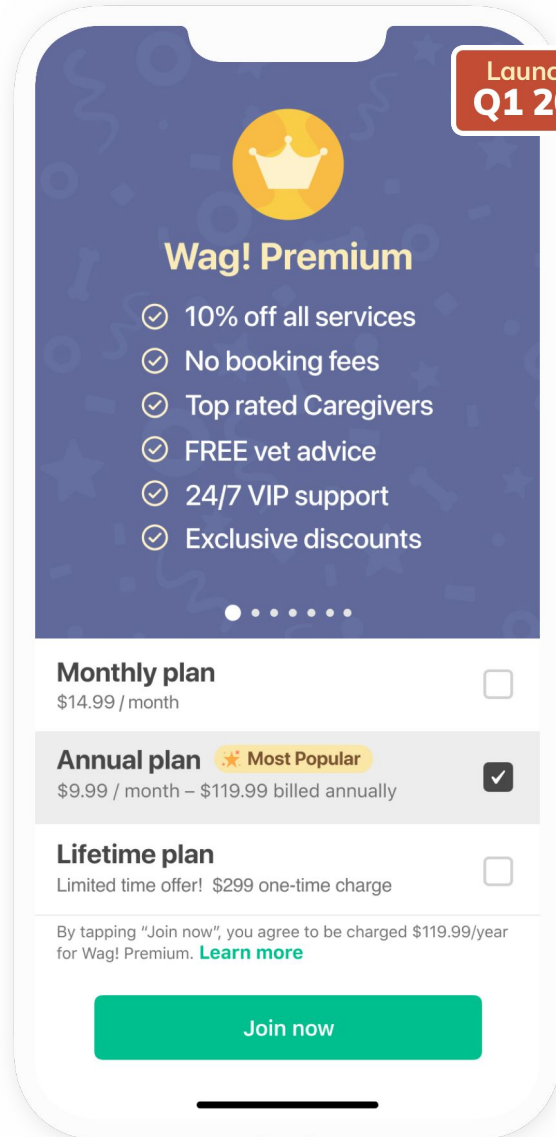
73%

Pet Parents Away from Home During Service (March 2023)



Reduces Disintermediation

Wag! Premium Subscription Drives Platform Lock-in and Multi-Product Attach Rate



Wag! Premium Pet Parent Avg. Monthly Frequency

6-7

(Q1'23)

Additional Service Attach Rate (% of Subscribers)

40%

(Q1'23)

Wag! Premium Attach Rate (% of Active Users)

55%

(Q1'23)

Best-in-Class Background Check, Knowledge Screen, & Community – Pet Caregivers LOVE Wag!



Screened, Background Checked,
& Approved Pet Caregivers

450k+

(March 2023)



Screened &
Background Checked



Proprietary
Knowledge Testing



Property damage
insured up to
\$1,000,000



24/7 Customer
Support

We're Simplifying Access to Pet Insurance

We partner with the leading pet insurance companies and aggregate reviews and ratings

Brands We Work With

Lemonade

pawprotect

ASPCA
Pet Health Insurance

pumpkin

ManyPets

spot
pet insurance

PROGRESSIVE

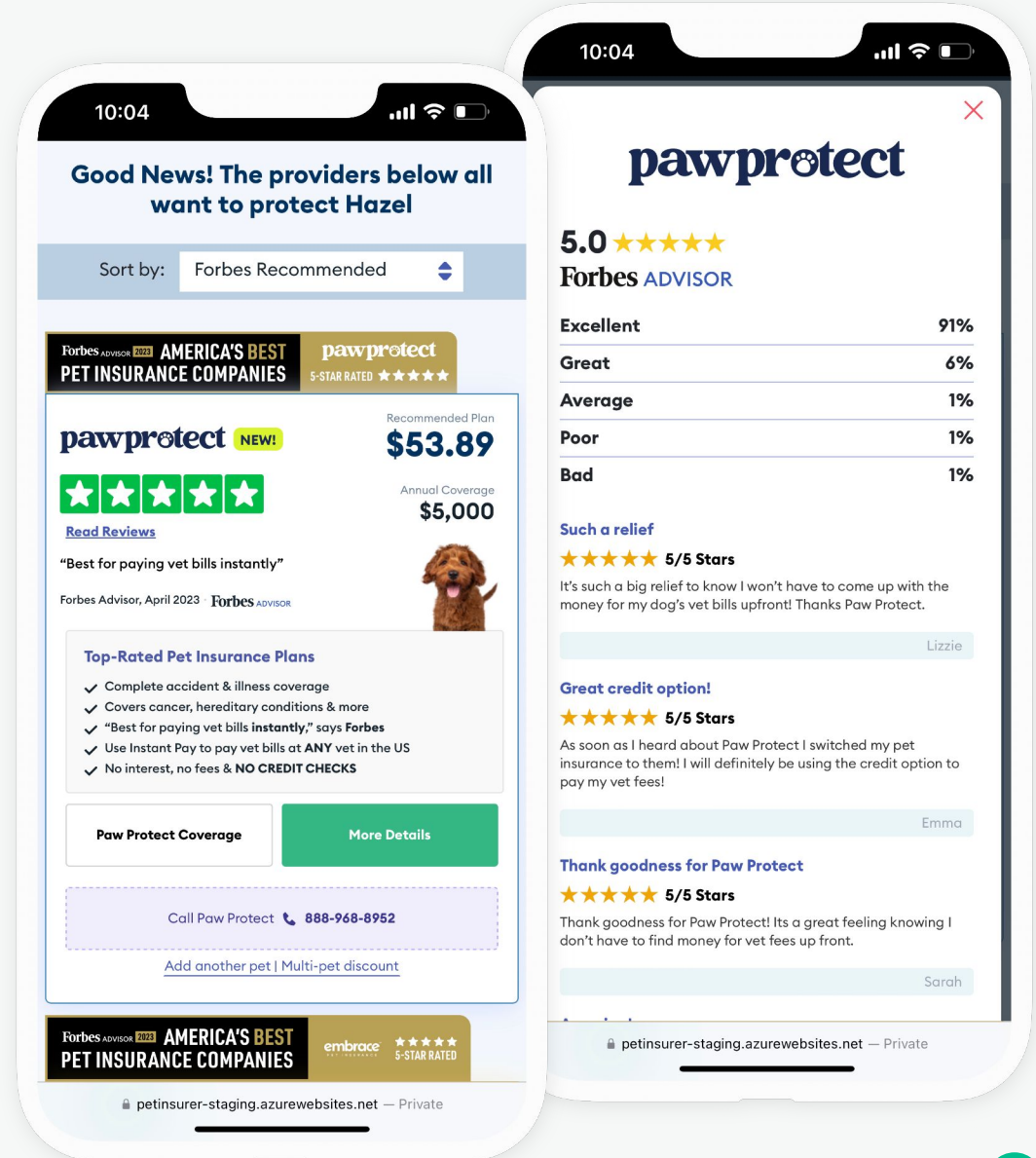
MetLife

fetch
by

EMBRACE
PET INSURANCE

AKC
AMERICAN KENNEL CLUB
FOUNDED 1894
PET INSURANCE

Nationwide



Proprietary Comparison Technology Powers Leading Platforms

Simplifying how Pet Parents discover and purchase pet insurance with real-time APIs and beautiful UI

Brands We Work With



Forbes ADVISOR

Quickly compare all providers

Dog Cat

 Boy Girl

BEST FOR SUPERIOR BENEFITS

Embrace

Via PetInsurer.com's Secure Website

| | | | |
|--|--------------------------------------|--|-----------------------------|
| 5.0 <small>Forbes ADVISOR</small> | Maximum annual coverage Unlimited | Reimbursement choices 70%, 80%, 90% | Deductible choices \$100 |
|--|--------------------------------------|--|-----------------------------|

Why We Picked It ▼

Pros & Cons ▼

BEST COST FOR UNLIMITED ANNUAL COVERAGE

ManyPets

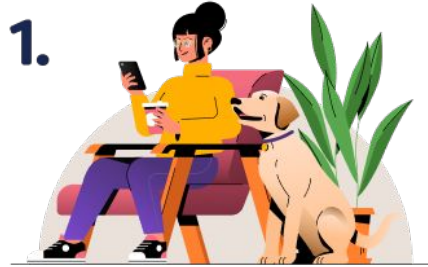
Via PetInsurer.com's Secure Website

| | | | |
|--|--------------------------------------|--|---|
| 5.0 <small>Forbes ADVISOR</small> | Maximum annual coverage Unlimited | Reimbursement choices 70%, 80%, 90% | Deductible choices \$100, \$250, \$500 |
|--|--------------------------------------|--|---|

Why We Picked It ▼

Pros & Cons ▼

Wag! is The Exclusive Distributor of PawProtect

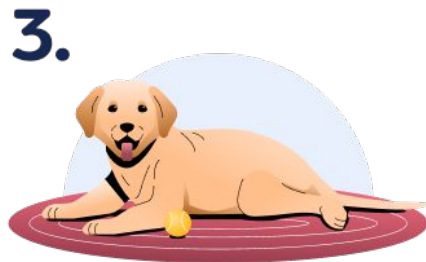


Enroll your pet(s) and activate your Paytient line of credit†

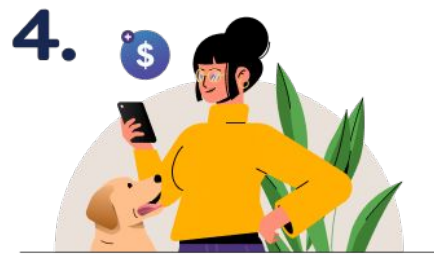
† Subject to approval



Pay covered vet bills with your virtual Paytient Visa card



Get reimbursed by Paw Protect, less your deductible and copay, and pay down your Paytient card



Pay off your deductible and copay or select a convenient interest-free payment plan

pawprotect

Pet Insurance with Instant Pay

Becoming the #1 Trusted Nutrition Partner for Pet Parents

Helping Pet Parents find the perfect pet food & treats based on real research and reviews.

Brands We Work With



Chicken Soup for the Soul Puppy Food

Rating: ★★★★★

Chicken Soup Puppy is one of **11 dry recipes** included in our [review of the Chicken Soup for the Soul](#) product line.

- **First 5 ingredients:** Chicken, turkey, chicken meal, turkey meal, cracked pearled barley
- **Type:** Grain-inclusive (barley, brown rice, oatmeal, millet)
- **Design:** All life stages
- **Best for:** All puppies including large breeds



Rating: ★★★★★

Which Redbarn Whole Grain Dry Recipes Get Our Best Ratings?

Redbarn Whole Grain Dog Food earns The Advisor's top rating of **5 stars**.

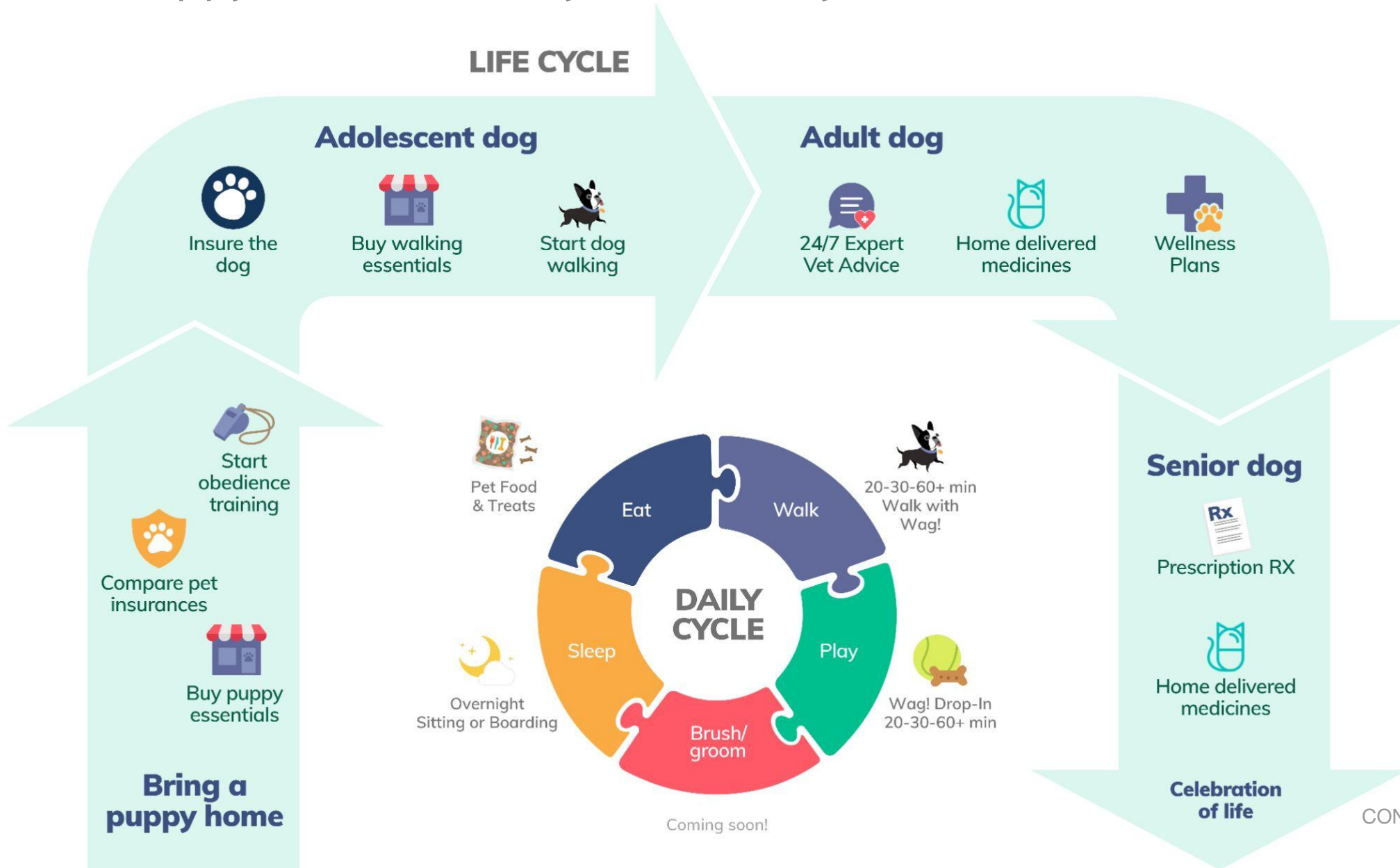
Buying Tip

[Try Redbarn Dog Food](#)
50% off & Free Shipping w code 50FOOD
(see savings in checkout)

The Redbarn Whole Grain product line includes

Wag! Platform is Set to Own the Entire Pet Lifecycle

From Puppy to Senior, Daily to Annually



Financial Overview

Management Has Proven Ability to Execute Ahead of Plan



Previous Management

- 443 Employees
- \$49k Revenue Per Employee
- <\$1m Non-Walking Revenue
- \$125 3-year LTV

2021 New Management

- 75 Employees
- \$350k+ Revenue Per Employee
- \$10m+ Non-Walking Revenue
- \$340+ 3-year LTV

Q1'2023

- 82 Employees
- \$900k+ Revenue Per Employee
- 65%+ Non-Walking Revenue
- \$350+ 3-year LTV

Recognized Ability to Execute on Strategic M&A & Launch Innovative Products

M&A

2021

PETINSUROR
Rethinking pet insurance

Pet Insurance

Compare & purchase top-rated pet wellness & insurance plans

Petted
Pet Insurance & Wellness

Wellness Plans

Subscribe & save on premium wellness plans

Official partner to

- Forbes
- US News
- USA Today
- Business Insider

2022

farmacy+

Farmacy

Software to simplify RX

2023

DogFoodAdvisor
Saving Good Dogs from Bad Dog Food

Dog Food Advisor

Unbiased dog food reviews, ratings, trusted advice & lifesaving recall alerts

maxbone

Maxbone

One-stop shop for modern, easy & fun pet essentials

Product

2020



Wag! Premium

Subscribe to get 10% off on all services, no booking fees, & more

2021



Vet Chat

Chat 24/7 with a pet expert



Training

In-Home & Digital Training

2022



Neighborhood Network

Find vetted pet care in your neighborhood



Browse & Book

Browse local Pet Caregivers & book them directly



Drop-In Visits

20, 30, and 60 minute Drop-Ins



Premium Benefits Center

Exclusive deals for Wag! Premium subscribers

2023



Service Extensions

Add extra time on a Walk or Drop-In



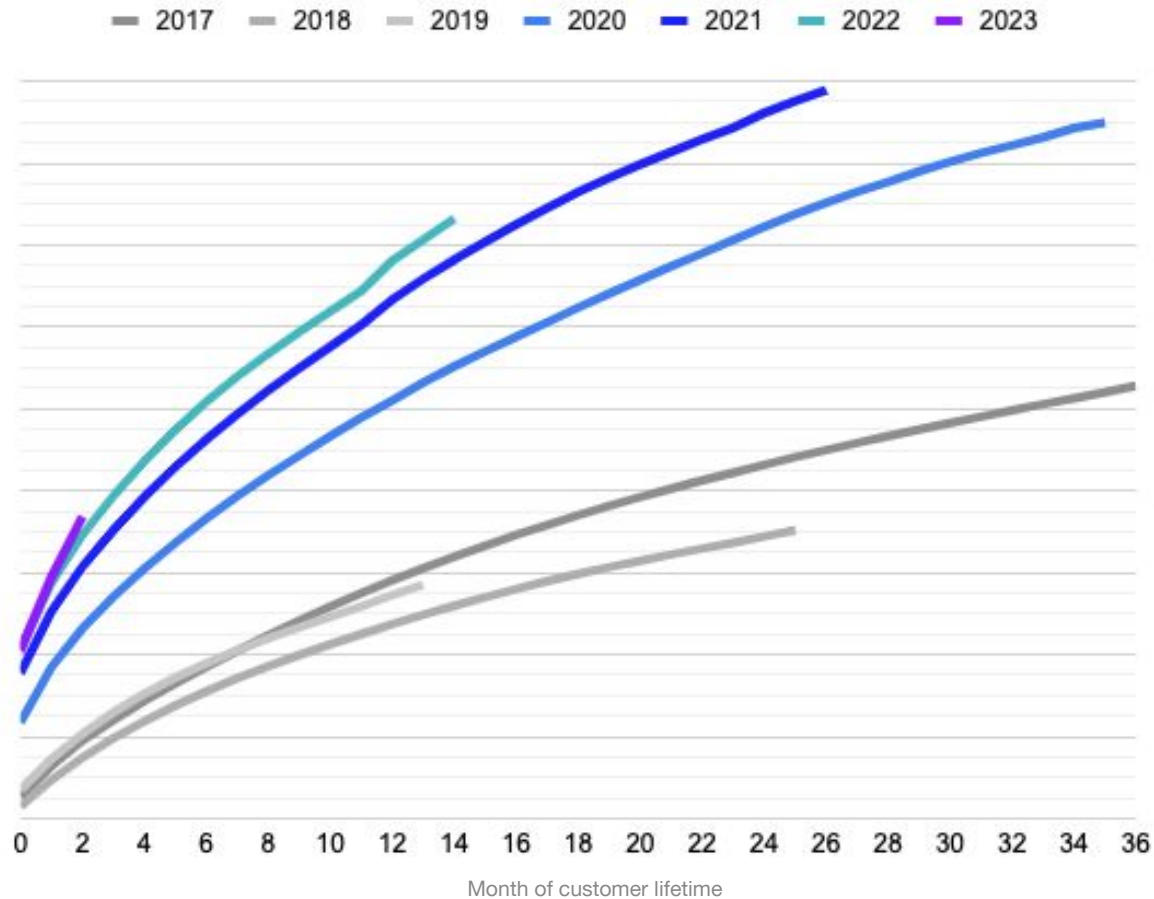
Paw Protect

Pet insurance with a built-in, optional line of credit

2022 and 2023 Cohorts Continue to Outperform Priors

Delightful Experiences Drive Retention and Spend

Cumulative Net Revenue by Cohort Vintage



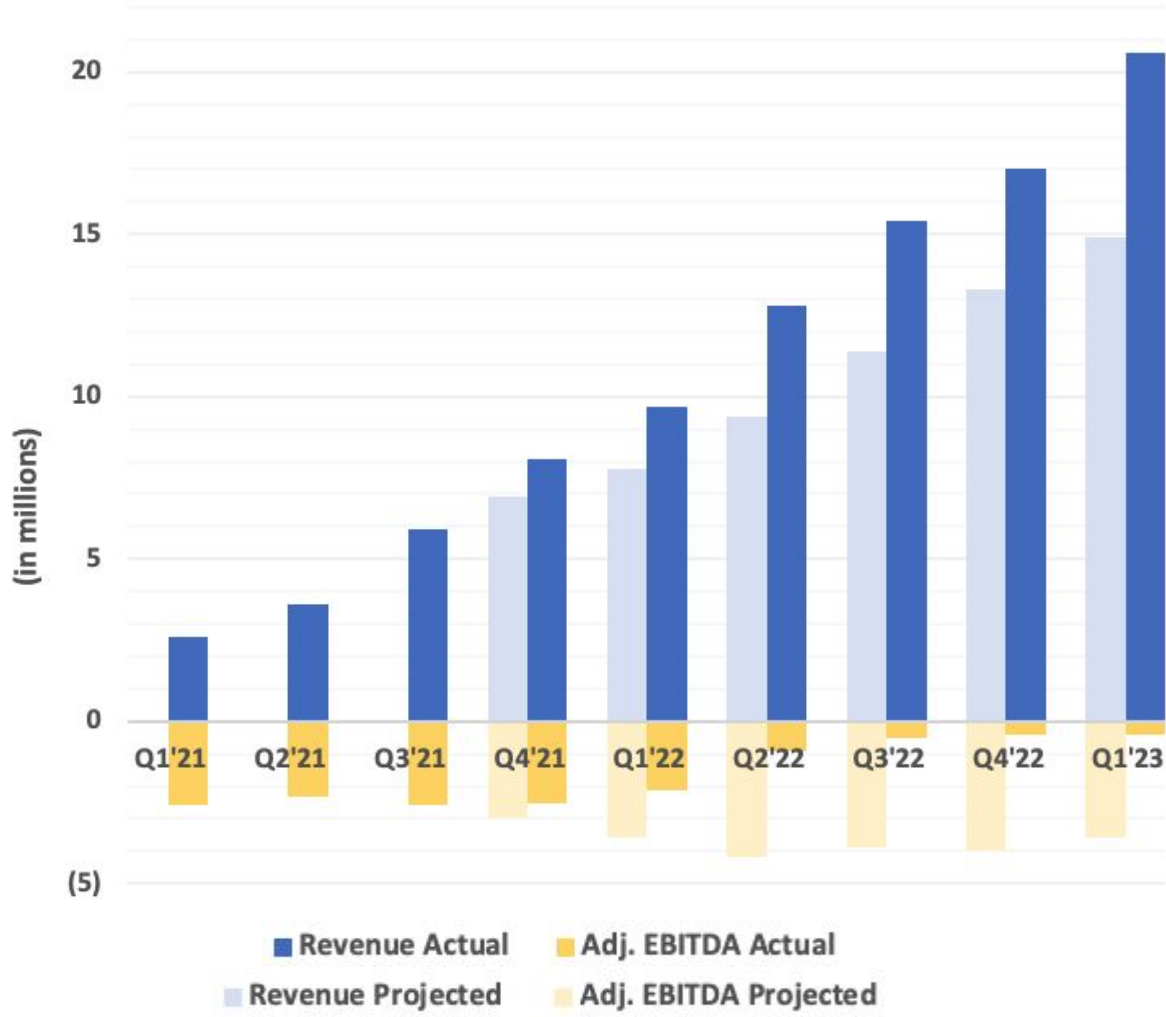
- Each new annual cohort outperforming prior cohorts
- Cohort improvement driven by increased retention, cross-sell, and subscription offerings

2017, 2018, 2019 cohorts cumulative through Feb-2020
2020 cohort includes customers onboarded after March-2020
2020, 2021, 2022, 2023 cohorts cumulative through March-2023

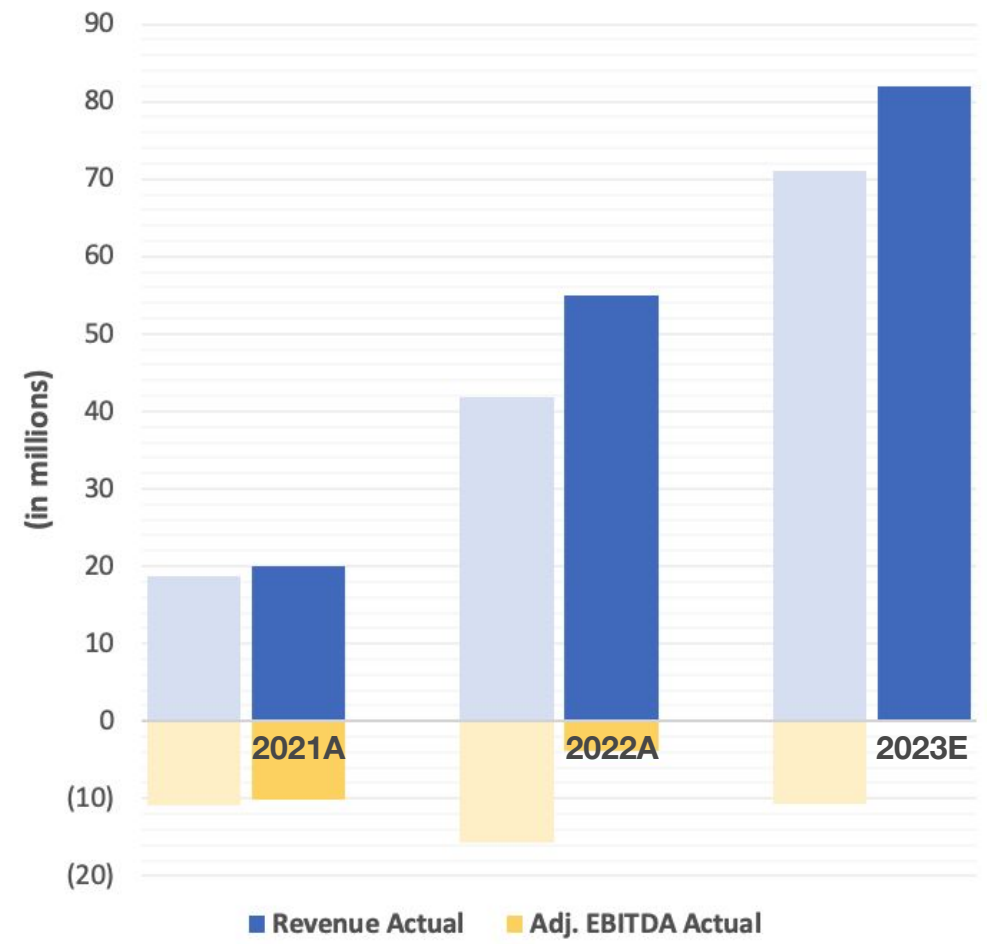
Quarterly & Annual Performance

Substantially Ahead of 2021 IPO Forecast

Quarterly Performance vs IPO Forecast



Annual Performance vs IPO Forecast



2023+ Targets – Focused on Rule of 50

2023P

Revenue
Growth

50%+

Adjusted EBITDA
Margin

1%+

2022A

Revenue
Growth

173%

Adjusted EBITDA
Margin

(7.3%)

Building the #1 Platform for Pet Parents



Wag!

Thank You!

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