



Seu pet center de estimação

CANSEI DE SER GATO (CDSG) TRANSACTION

One of the largest digital platforms of exclusive content and products for cats in Brazil

JUNE 2021

CANSEI DE
SER GATO



DISCLAIMER

The statements contained in this document regarding outlooks for the business, forecasts of operations, financial results, and growth outlooks for Petz are mere projections. They are solely based on the expectations of management regarding the future of the business. These expectations substantially depend on market conditions, performance of Brazilian economy, the industry, and international markets. Therefore expectations are subject to change without prior notice. All changes presented herein are calculated based on figures in thousands of reais, as well as rounded numbers.

This performance report includes accounting and non-accounting data, such as operational, pro-forma financial data, and forecasts based on management's expectations. Non-accounting data was not reviewed by the company's independent auditors.



1 PETZ ECOSYSTEM



PETZ ECOSYSTEM

NEW PETZ VISION

“To be recognized worldwide as the best ecosystem in the Pet sector by 2025”



NEW BUSINESS AREA

New area dedicated to
New Business
under the leadership of our
CFO & IRO, Diogo Bassi



NEW BUSINESS GOALS:

- **Leverage** and **scale** solutions and entrepreneurs within Petz, the largest pet platform in the country
- Preserve the **soul, essence, creation** and **innovation** capabilities of those businesses
- Increase customer **loyalty** and **purchase recurrence** through:



EXCLUSIVE
PRODUCTS



CONTENT



EDUCATION



NEW SERVICES



CUSTOMER
EXPERIENCE



TECHNOLOGY

2

CANSEI DE
SER GATO



NEW BUSINESS UNIT WITHIN THE PETZ ECOSYSTEM

TRANSACTION CONNECTED TO OUR STRATEGIC VISION

PETZ

PRODUCTS / CHANNELS

SERVICES

<p>B&M</p>  <p>Seu pet center de estimação</p>	<p>Online</p>  <p>Seu pet center de estimação</p> <p>CANSEI DE SER GATO</p>	<p>Exclusive products</p>  <p>Seu pet center de estimação</p> <p>CANSEI DE SER GATO</p>
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<p>Veterinary</p> <p>CENTRO VETERINÁRIO</p>  <p>Nosso instinto é cuidar.</p>	<p>Grooming</p>  <p>Seu pet center de estimação</p>	<p>Adoption</p> 
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CONTENT

 <p>Seu pet center de estimação</p>		<p>CENTRO VETERINÁRIO</p>  <p>Nosso instinto é cuidar.</p>		<p>CANSEI DE SER GATO</p>
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CANSEI DE SER GATO



- Cansei de Ser Gato: one of the largest digital platforms of exclusive content and products for cats in Brazil

Goal: CAT WORLD DOMINATION!

- Launch of **Podcat** in all platforms
- Winner of 2019 Influenciadores Digitais**
- Only project** in Latam to participate in **Stand-out Instagram**

ENTREPRENEURS

- Amanda Nori**, business administration. Always worked in the communication area. Left one of the most renowned magazines in the country to create CDSG.
- Stéfany Guimarães**, advertising. Worked with creation and communication in large advertising agencies before CDSG.



Page creation focused on humorous content

2013

2014



Adoption of **Chico** (character) as **CDSG CEO**

2015



- Opening of **Petz** Morumbi store with the presence of **Chico**
- 100,000** followers on **Instagram**
- Publishing** of the **book** "Cansei de Ser Gato: Do Capim ao Sachê"
- Launch** of the **first** brand and **product** (chair hammock)

2017

2019



1 million followers on **Facebook**

2020

- Exclusivity** agreement with **Spotify**
- 500,000** followers on **Instagram**

2021



"HIRING" OF CHICO AS CEO OF CAT BUSINESS UNIT AT PETZ

CANSEI DE SER GATO

 **1.7_M**

Followers on social media¹

 **1.1_M**

Followers on Facebook

 **570_K**

Followers on Instagram and
more than **3K posts**

 **+65**

“PodCats” on Spotify, being one of
the most listened to Podcasts in
Brazil in 2020

 **2,100**

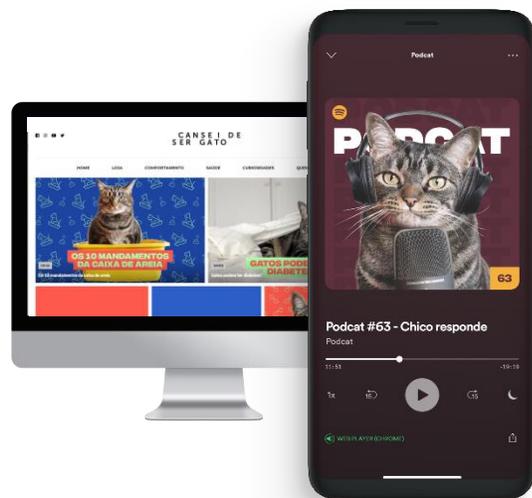
“PodCat” minutes on Spotify

 **230_K**

Plays on Spotify and more than
30K followers

¹ Includes Instagram, Facebook, LinkedIn, Youtube, TikTok and Pinterest followers as of June 21st, 2021.

CDSG ENTRY STRENGTHENS PETZ ECOSYSTEM



**DESENVOLVIDO
POR GATOS,
EMBALADO
POR HUMANOS.**



1 CONTENT PRODUCTION

- Development of the **cat segment**, whose population **growth rate is ~2x vs dogs**
- **Humorous, differentiated, qualified and educational** content
- **Data** gathering during “non purchasing” moments
- **Trends** creation

2 EXCLUSIVE PRODUCTS DESIGN

- Categories for cats are **trending and fast-growing**, however are still lacking in assortment
- **Curation and expertise** in cat products design and quality

3 QUALIFIED AUDIENCE

- Ability to **connect brands**
- Attraction of **specialized content producers**
- **Advertising space**

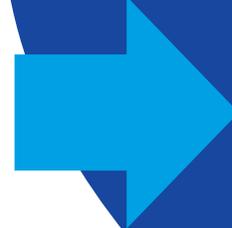
STRATEGIC PILLARS

CANSEI
DE
SER GATO

1 CONTENT PRODUCTION

2 EXCLUSIVE PRODUCTS DESIGN

3 QUALIFIED AUDIENCE



Seu pet center de estimação

ENGAGEMENT TOOL / NEW CHANNELS

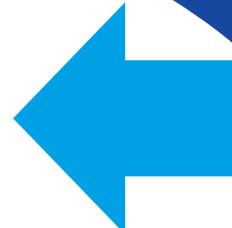
RETENTION AND LOYALTY

LEVERAGE OF CHANNELS AND SEGMENTS

SCALE AND STRENGTH

COMMERCIAL EXPERTISE AND INDUSTRY
RELATIONSHIP

SOLUTION FOR MAIN OPERATION "CHALLENGES"



1 OMNICHANNEL PLATFORM

2 SOURCING

3 BACK OFFICE ACTIVITIES

3

TRANSACTION



THE TRANSACTION

PRICE AND PAYMENT

- Acquisition of **100%** of Cansei de Ser Gato Serviços de Produção de Conteúdo LTDA. (“CDSG”)
- **Earn-out** linked to **permanence, engagement** metrics and **financial performance**

FOUNDERS ENGAGEMENT

- **Entrepreneurs remain** in the operation
- **Long term** engagement
- Preservation of CDSG’s **soul, autonomy** and **identity**





Seu pet center de estimação

PETZ
B3 LISTED NM

“Thank you, human!”



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