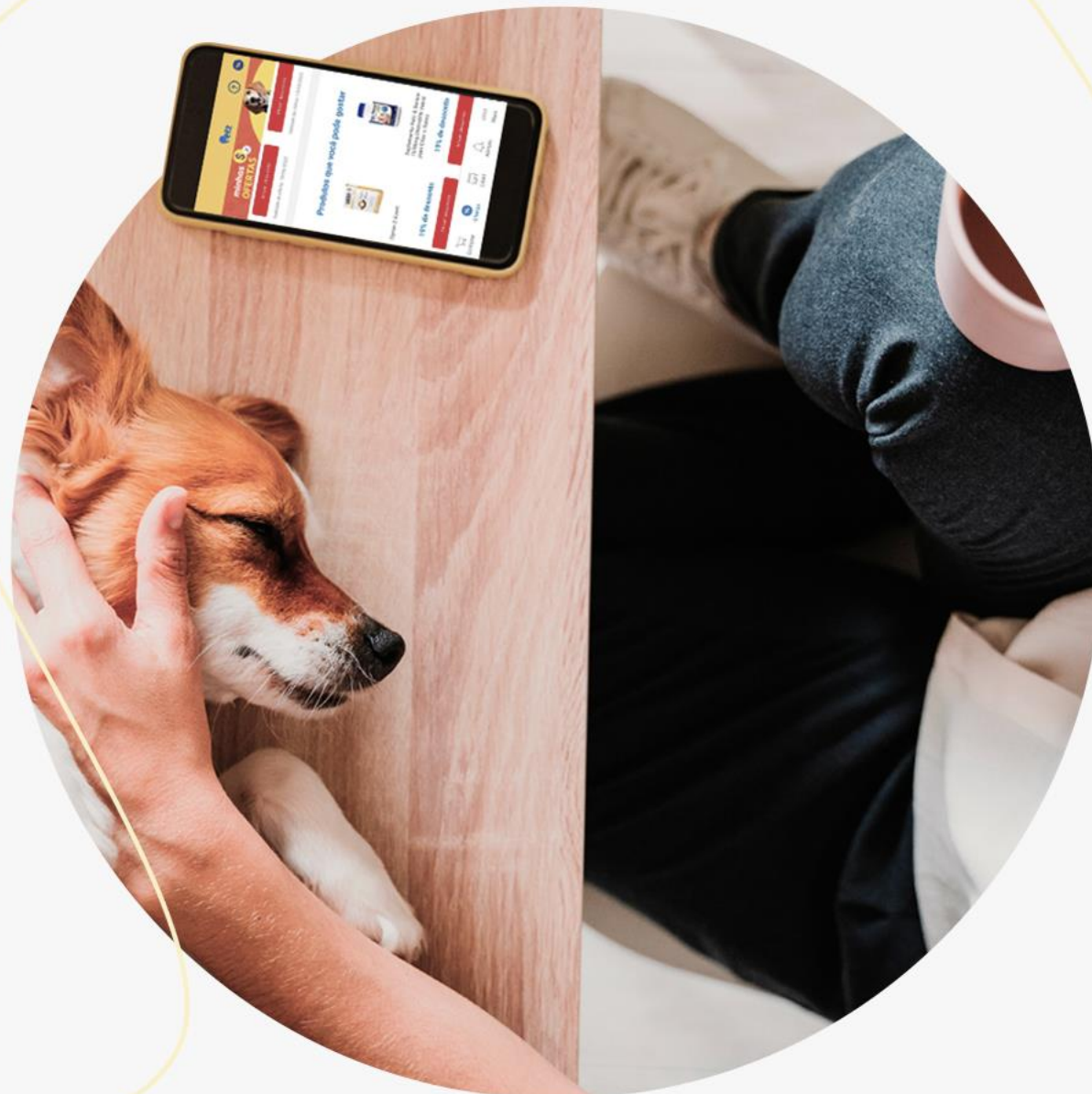
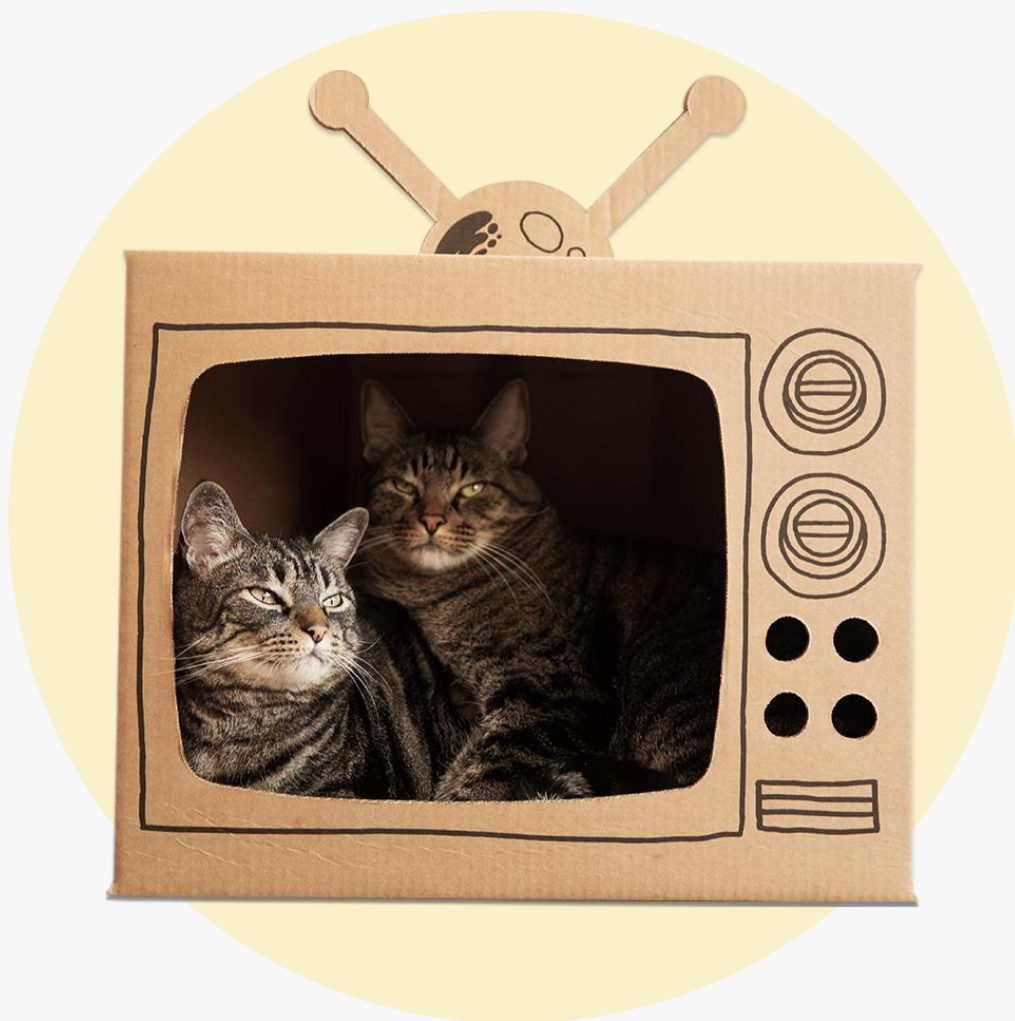


VIDEO CONFERENCE 1Q22 RESULTS

May 6, 2022



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.

Video Conference Agenda

1 Message from Management

2 1Q22 Results

3 Ecosystem Update

4 Q&A



MESSAGE FROM MANAGEMENT

Sergio Zimerman
Founder & CEO

Introduction

1Q22 was marked by advances in the main strategic fronts of the Petz Group to achieve the vision of “being recognized worldwide as the best ecosystem in the Pet segment by 2025”:

petix.



Announcement of the acquisition of Petix¹

Start of Zee.Dog integration process

Realization of the 1st Committee of Acquired Companies

Intensification of laboratory analysis in the Pet health vertical

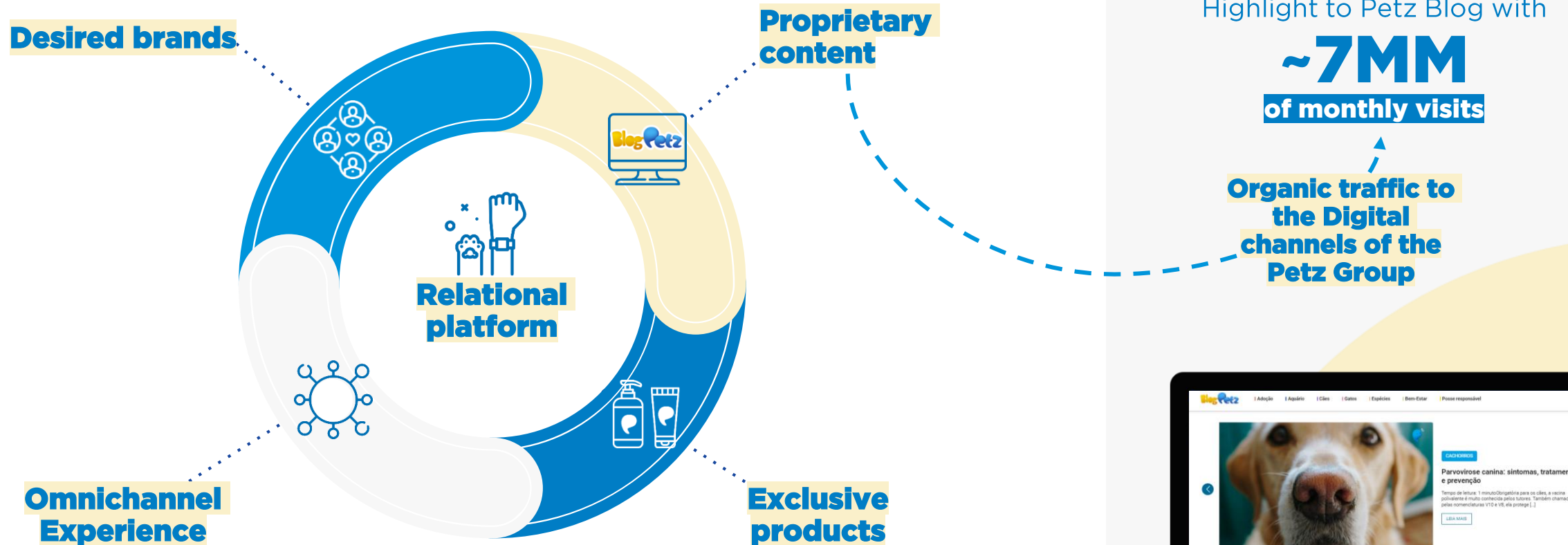
Acceleration of the expansion plan for Petz stores

-
- ✓ Leader in the sanitary pads category, with strong brand awareness
 - ✓ Closing of the transaction on December 30, 2021
 - ✓ Space for exchanging experiences
 - ✓ Acceleration of the analysis process of this business unit together with a specialized strategic consultancy
 - ✓ Record level of 42 openings in 16 different UFs in the last 12 months
 - ✓ B2B model: distribution already established with the main players in the sector
 - ✓ Project progressing as per our expectations/ main synergies to be capture on April 2022 onwards
 - ✓ Cross-sell and synergies opportunities between the group's platforms
 - ✓ Evaluation of inorganic opportunities
 - ✓ Solid ability to execute store opening plan and focus on geographic spread strategy
 - ✓ Highly prepared executives with solid background
 - ✓ Aims at a better balance between quality and speed, with a focus on creating value in the medium/long term
 - ✓ Exclusive, proprietary and eco-friendly technology
 - ✓ Preserve essence, autonomy and culture
 - ✓ Consistency of returns and service levels (NPS) across cities and states

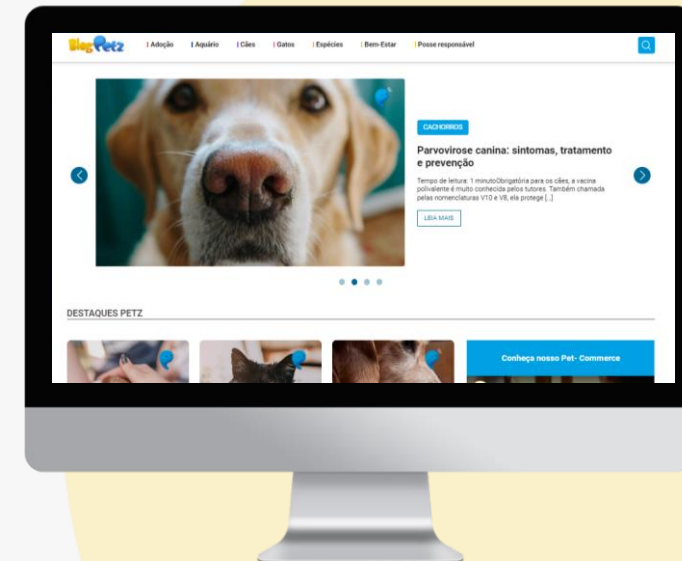
¹Completion of the transaction still subject to conditions precedent and approval by the Administrative Council for Economic Defense (CADE)

One-stop-shop solution with “the” customer focus

Complete, reliable and integrated platform: objective of acting in the entire lifelong journey of the pet



2022 Goal Process: components and initiatives linked to the integration process of all acquired acquisitions + metrics for attracting, developing and retaining talents



Update Pet Inflation

Continuous focus on mitigating the effects of higher prices, accelerating the process of capturing market share and preserving the Petz Group's profitability levels

Inflationary Pressure

Challenge commented on since the end of 2020, not being a particular characteristic of the Pet segment

Rising prices in the supply chain and raw materials

Highlight for the most relevant components in the production of food (feed) for pets and in the civil construction chain

Currency devaluation

Indirect exposure throughout the chain



Competitive advantage

Being capitalized and making the best use of financial resources ensures the availability of recurring products and execution of the store expansion plan

Principais frentes de impacto:



Composition of costs

- + Passing on of price increases in full to the final consumer.
- + “My Offers” improves customer price perception



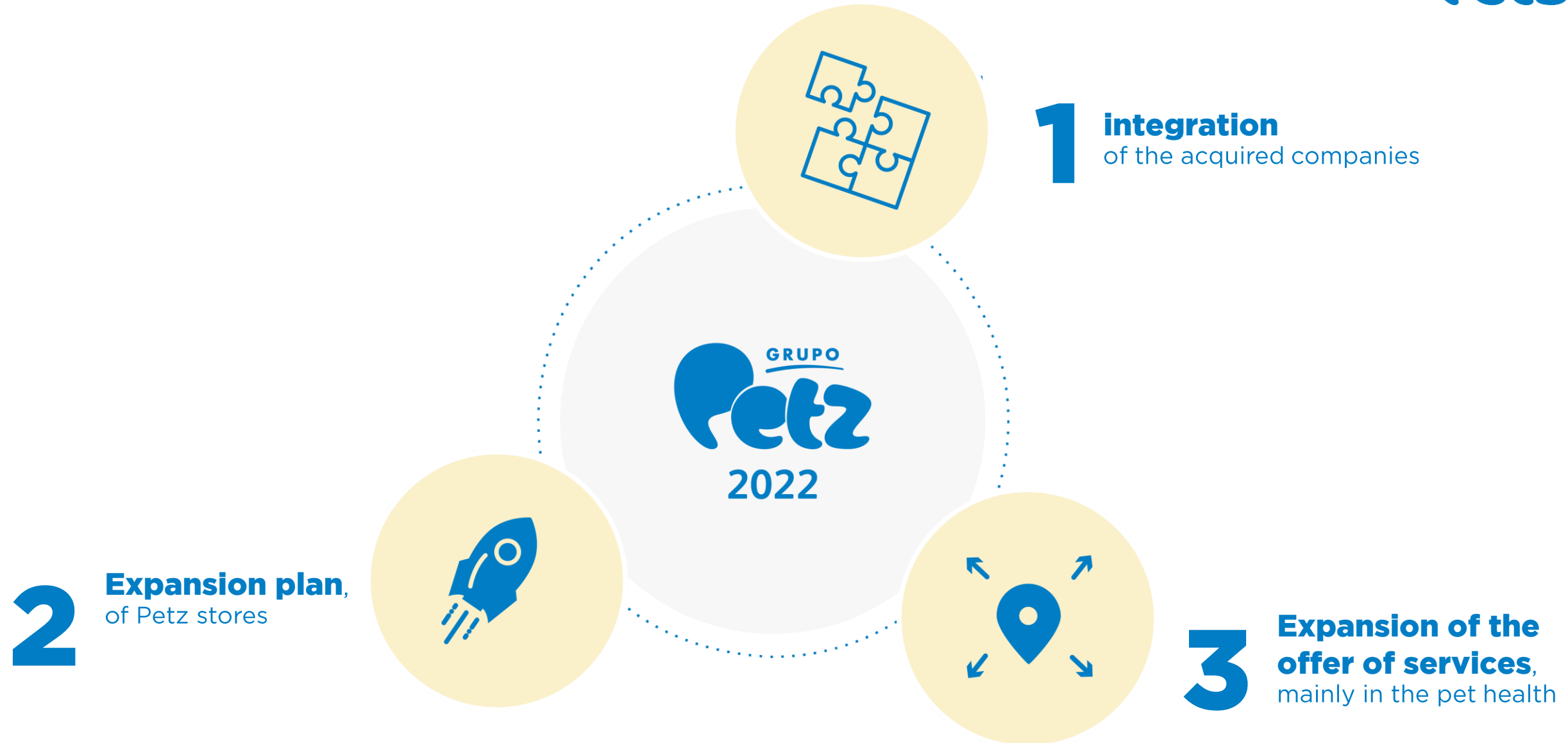
Expense Structure

- + Better negotiation conditions with suppliers and efficiencies in Digital



CAPEX

- + Greater efficiency in terms of store footage, with the same value proposition

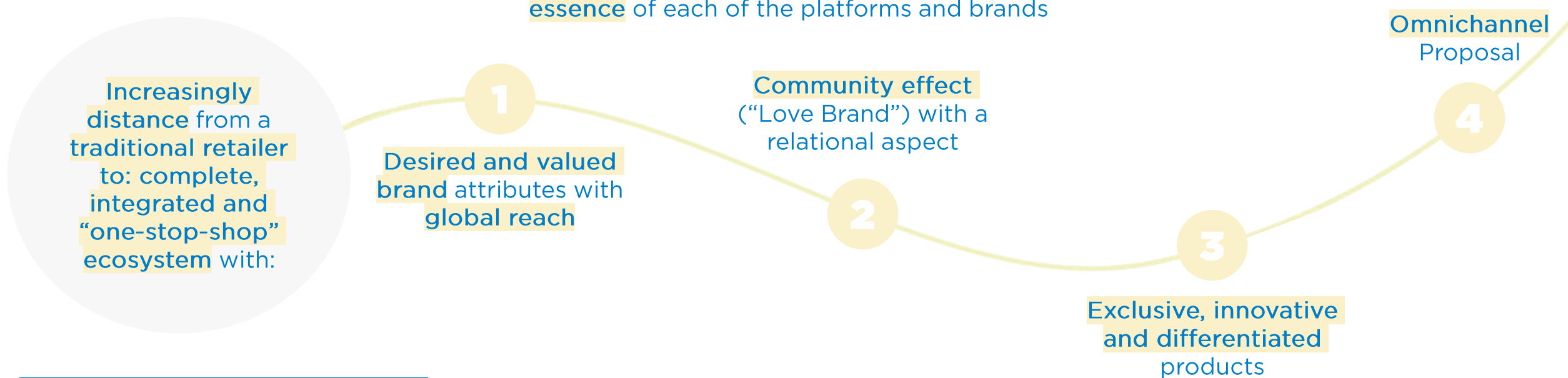




Integration of acquired companies

Petz Innovation Studio (PIS): Construction of the only “Brand house” on the Pet market in the world

An environment that fosters an **innovation mindset**, preserving the values and **essence** of each of the platforms and brands



Focus on two strategic pillars:



BRANDING

Structuring the go-to-market of brand communication with storytelling with 100% proprietary content – generating higher stakeholders’ engagement



R&D, INNOVATION AND DESIGN

Develop exclusive brand and products, seeking a differentiated positioning between the categories: Good, Better and Best

Branding: Petz Premium Snacks

1st “Petz” product campaign with go-to-market PIS model:

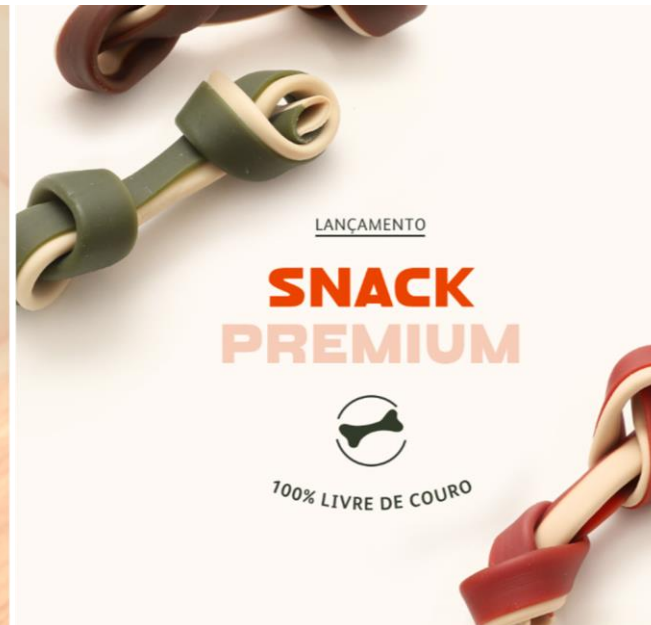


Produto inédito
no Brasil

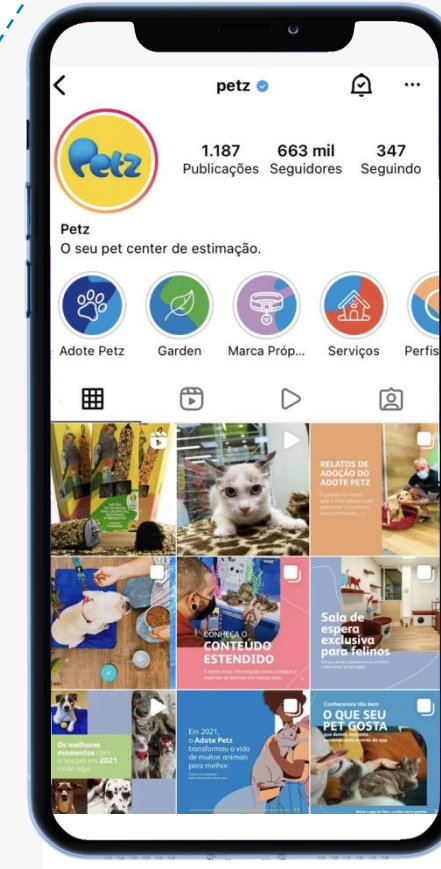
- **Integrated communication** across all channels (physical and digital)
- Social media, **with 100% proprietary content**, simple and informative
- **Differentiated visual communication** that aim to **enrich the tutors' experience**



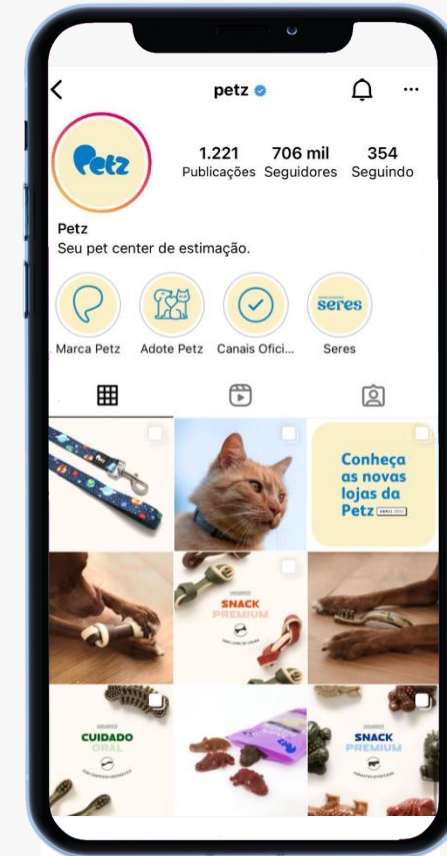
Premium Snacks
Launched in April/22



Before...



....Current



R&D: Innovation and Design

Exclusive products: tutor loyalty/engagement tool

BEFORE

Positioning: **“best value for money”**

Equal or better quality and a **price discount** vs. category leaders

AFTER

Positioning: **unique design** and **new go-to-market strategy**

Launch pipeline for **2H22**: already includes items **developed** and **worked** on within the PIS environment



“Petz” Exclusive Brand in numbers:

R\$80MM

LTM Gross Revenue
(growth ~40% y/y)

+12%

Share in categories with
“Petz” brand presence

+25

Available categories, being
leaders/vice-leader in most
of them

~300

available SKUs





Expansion plan

Expansion of Petz Stores

- 10 openings in 1Q22 (7 outside SP) - new record for the 1Q22
- New level of 42 openings in 16 UFs in the last 12 months
- 178 stores in 19 FUs, in the 5 regions of Brazil

Results above initial expectations, in terms of financial return in addition to the low NPS dispersion among stores in different cities and regions

Seres Veterinary Center

- 1 new hospital in Brasília-DF in 1Q22
- 139 Veterinary Centers - 15 hospitals in 10 FUs



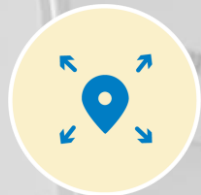
Ricardo Jafet-SP unit is now Cat Friendly Practice, international quality standard for the environment and technical team in feline care

CDs

- Hiring of the 3rd DC in Goiás (scheduled for 1H22)

**+ logistical efficiency in terms of costs and expenses
+ proximity to our customer
+ increasingly higher level of service**





Expansion of the service offer

Construction process of a **vertical structure** in pet health that balances **technical quality** and **profitability of operations**



Hiring VP Services

Process in progress with candidates at an advanced stage



Network of clinics and hospitals

139 Veterinary Centers
- 15 hospitals in 10 FUs



Labs

Assessment of organic and inorganic opportunities



Pet health plan

Structuring the strategy in the segment with specialized consulting

Service offering is an important tool for cross-selling products and increasing frequency and recurrence in physical stores and digital channels



+59k pets adopted in history¹

Integration with the acquired companies:

Production of content, aiming at greater education of tutors and more responsible adoptions



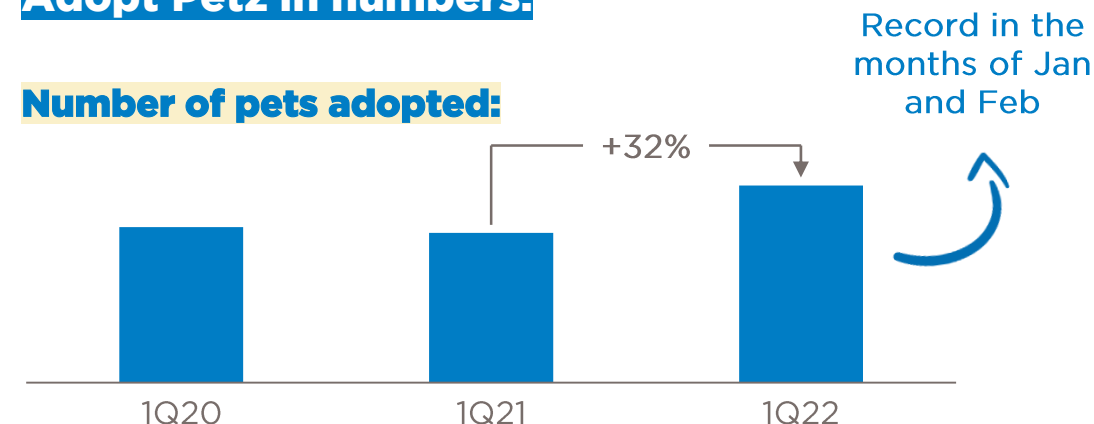
Cansel de Ser Gato: CEO Chico called on NGOs leaders to participate in a thematic live on the development and importance of playful behavior in cats

Alexandre Rossi: Production of exclusive content to help adapt pets adopted in our stores

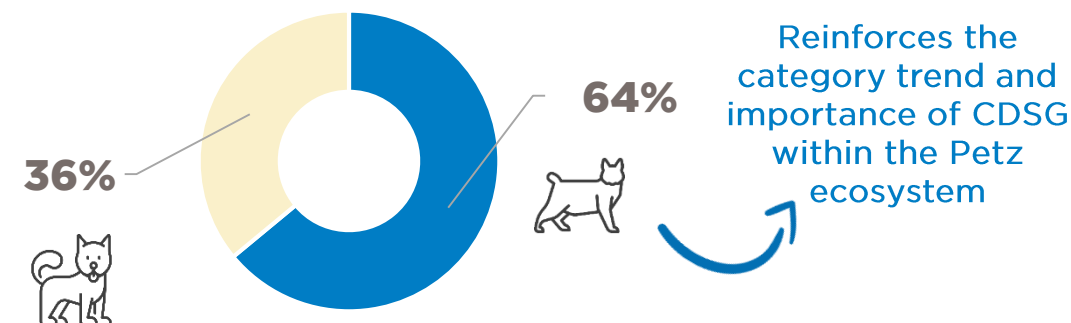


Adopt Petz in numbers:

Number of pets adopted:



Breakdown of adoptions in 1Q22:



¹in the company's history.

ESG: Products with a cause

MOL
EDITORA

,00
arredondar



+ R\$10 MM raised in history¹

Launches 2022:



Gatês/Cachorrês

Launch of the double
book Gatês/Cachorrês:
+120 thousand units sold
in 1Q22



Ache o Bicho 3

Best-selling book by
Editora MOL, with ~160
thousand units sold
until Mar/22



Calendário 2022

Product that generated
the most donations in
history, with ~160
thousand units sold until
Mar/22

~R\$4 MM
raised in last 12 months



Launches pipeline for 2022

includes +4 products, with
emphasis on a project
developed in partnership
with the acquired companies

Update on 2021 products:

¹in the company's history, including MOL, Válidos, Arredondar

1Q22 RESULTS

Aline Penna

VP of Finance, IR/ESG and New Business

1Q22 Highlights



TOTAL GROSS REVENUES (TGR)



DIGITAL GROSS REVENUES



GROSS PROFIT



ADJUSTED EBITDA



ADJUSTED NET INCOME

Petz Group

R\$746.7 MM
+38.9% y/y

R\$257.6 MM
+65.6% y/y
34.5% TGR

R\$304.1 MM
+39,1% y/y
40,7% TGR

R\$52.0 MM
+19.6% y/y
7.0% TGR

R\$21.1 MM
+57.7% y/y
2.8% TGR

Petz "Standalone"

R\$693.1 MM
+28.9% y/y
SSS +14.1% y/y

R\$220.0 MM
+41.5% y/y
31.7% TGR

R\$280.0 MM
+28.1% y/y
40.4% TGR

R\$54.9 MM
+26.3% y/y
7.9% TGR

Zee.Dog 1Q22 Highlights



R\$59 MM

+48% y/y

Zee.Dog
Gross Revenue
In 1Q22

Highlights



~90% y/y

Zee.Now App
Gross Revenue
Growth



~50% y/y

Zee.Dog Brazil
Gross Revenue
Growth

Profitability

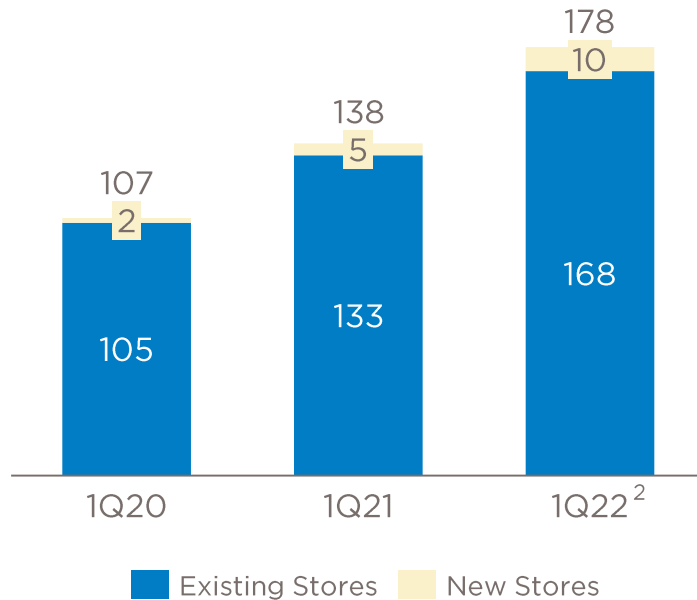
- Profitability expected to evolve over the next few quarters
- More relevant synergies to be captured at the beginning of 2Q22 and should be realized by 1H23

Expansion of the store network¹

New level of 42 openings in 16 UFs in the last 12 months

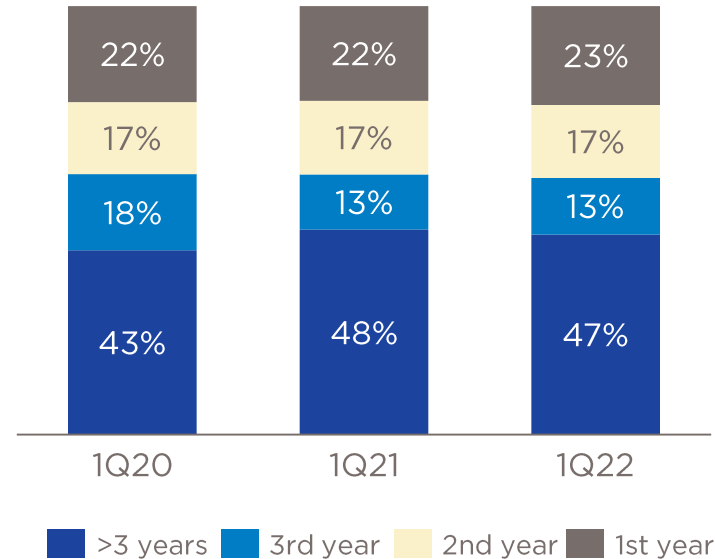
Number of Stores

Existing Stores, Openings



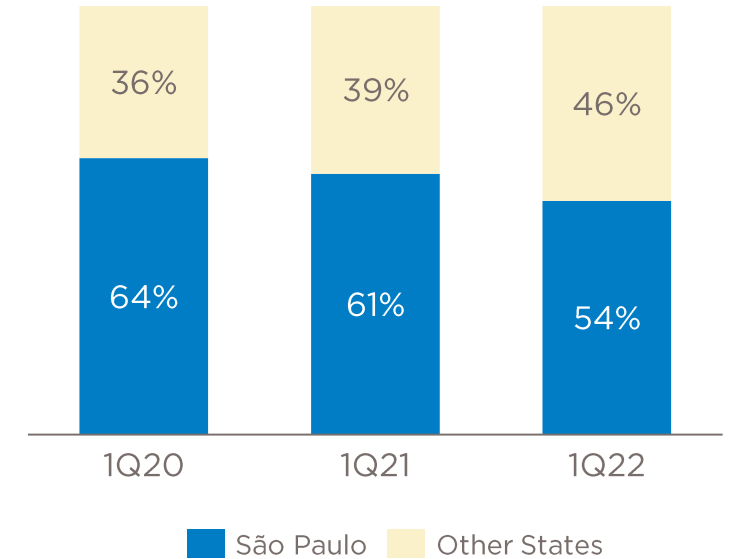
Distribution by Age

% of total stores



Store Mix in SP & Other States

% of total stores



Highlights:

- 10 openings in 1Q22 (7 outside SP) - new record for the 1Q period
- 53% of stores have not yet completed their 3rd year of operation
- 46% of stores outside São Paulo, the highest level ever recorded

¹ "Standalone" Petz Numbers

² Considers the closing of the Convivas units in Barra da Tijuca, Rio de Janeiro and Granja Viana, in Cotia, Greater São Paulo in 2Q21

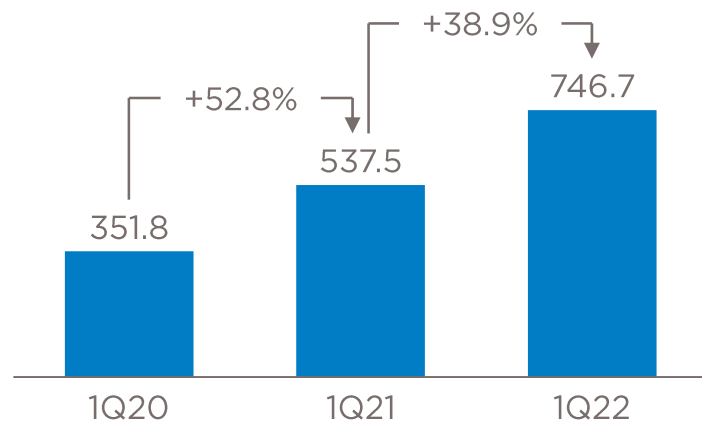
Sales Performance

Significant growth despite tough comps



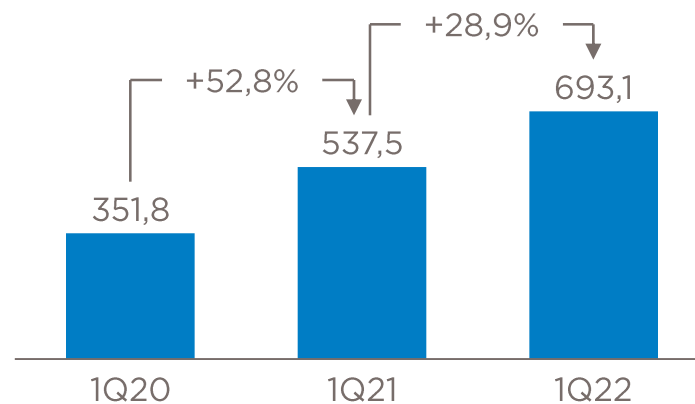
Petz Group Gross Revenue (TGR)

R\$ million



Petz Standalone Gross Revenues

R\$ million



Zee.Dog Gross Revenues

R\$ million



zee.dog

R\$59 MM
+47.9% y/y

Highlights:

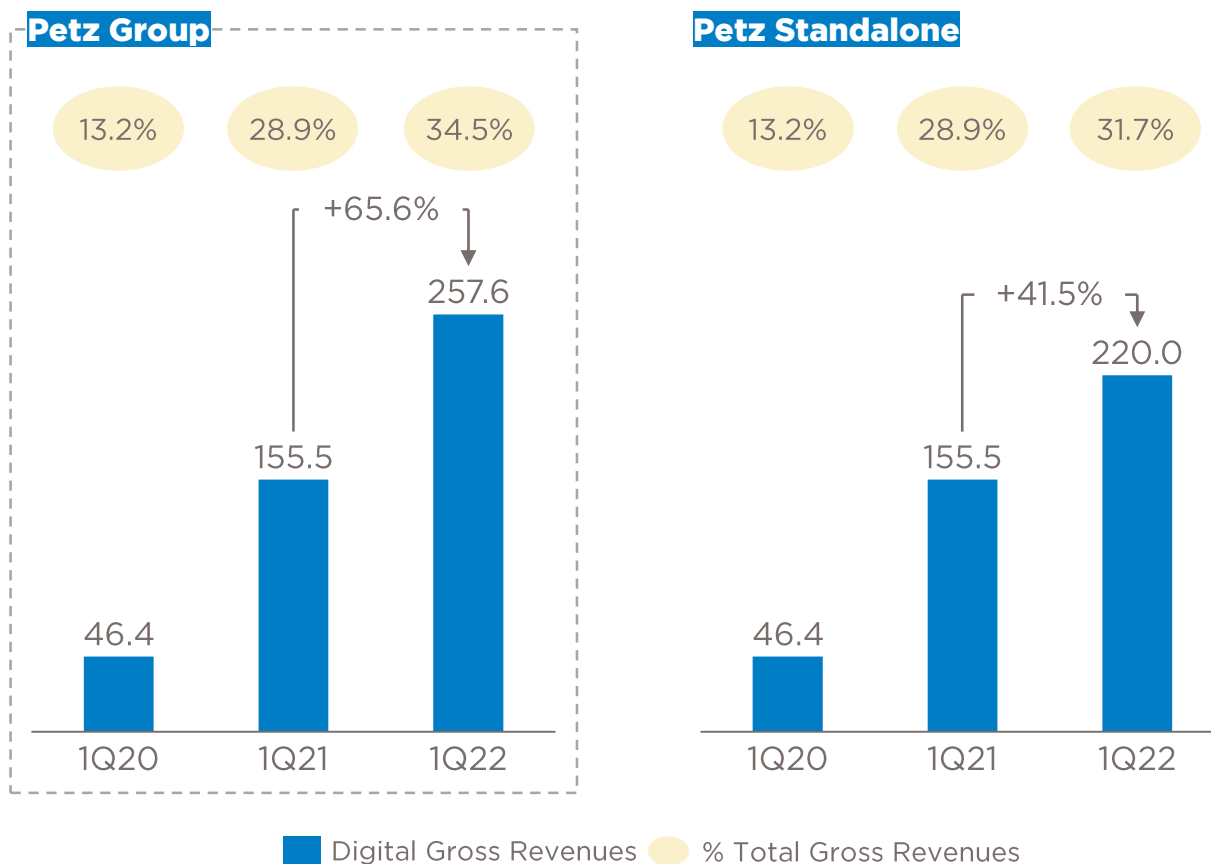
- Total Gross Revenue: +39% y/y and +2x vs. 2020
- Petz Standalone Gross Revenues: +29% y/y strong basis for comparison (+53% y/y in 1Q21), challenging macro scenario
- Digital channel growth (+42% y/y)

Digital Platform

Digital Sales reached almost R\$260 MM (+66% y/y), 34% of TGR

Digital Gross Revenue and Penetration

R\$ million, % Total Gross Revenue



+1 MM de MAU (Monthly Active Users) on the App Petz



App Petz representing **~67%** of Digital Revenue in March 2022 (vs. ~59% in March 2021)



Subscription Program: **+285k subscribers** (+50% y/y) – lowest churn rate in the last months

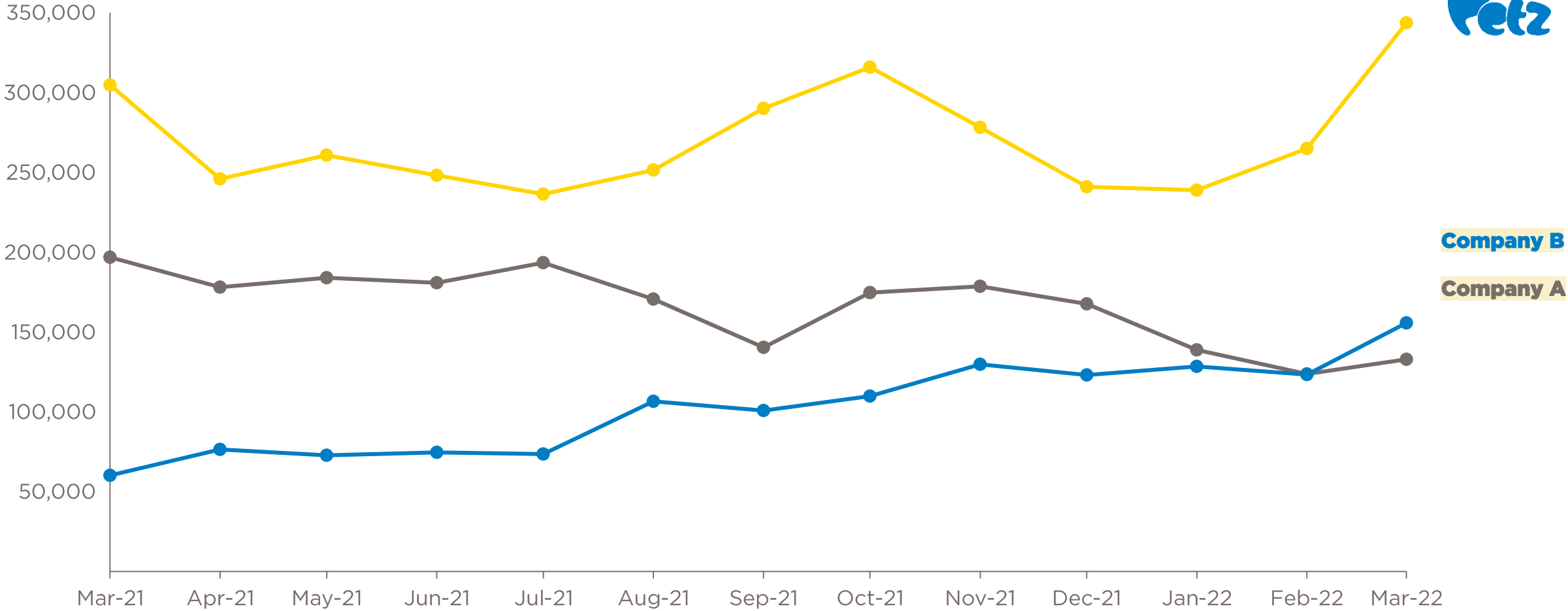


Subscribers representing **25%** of revenues in March 2022 (vs. 19% in March 2021)

Leader in the ranking of App downloads¹



Record LTM in March 2022 with around 350k downloads
Total downloads in 1Q22 = 2nd and 3rd place added



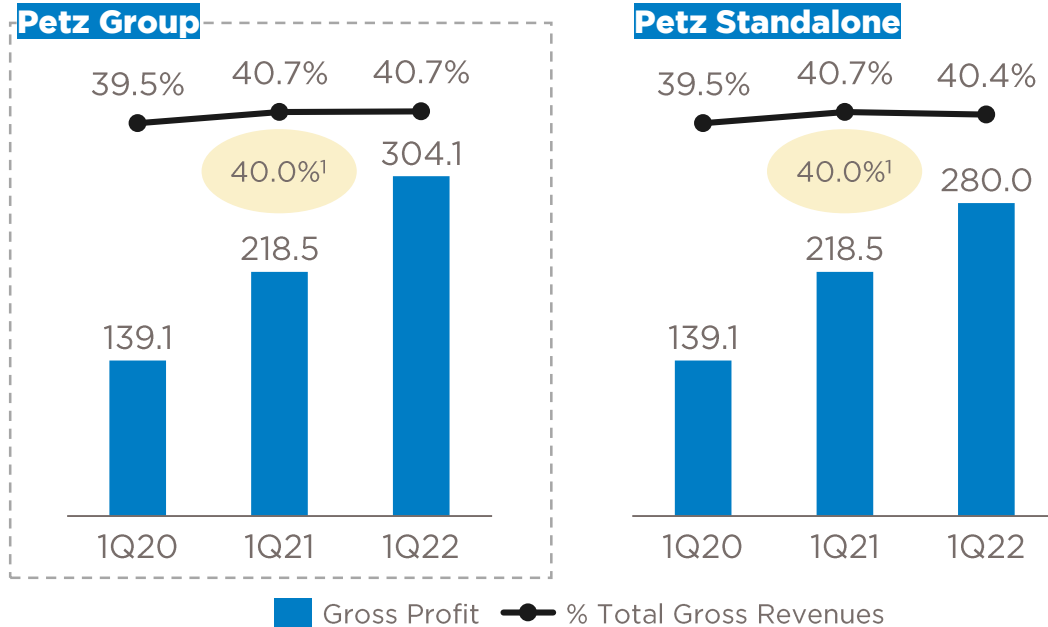
¹ Source: SimilarWeb on April 27, 2022

Growth with Strong Profitability

Maintaining margins in a challenging macro scenario demonstrates the Company's resilience and the ability to pass-through prices on to the consumer

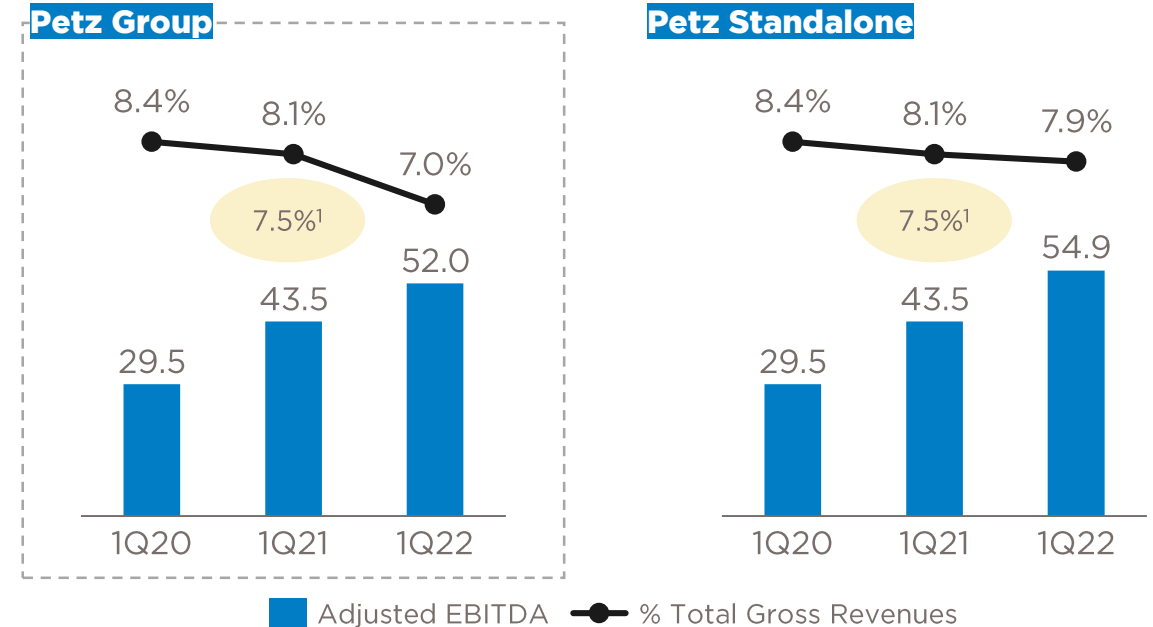
Gross Profit

R\$ million, % Total Gross Revenue



Adjusted EBITDA

R\$ million, % Total Gross Revenue



Highlights:

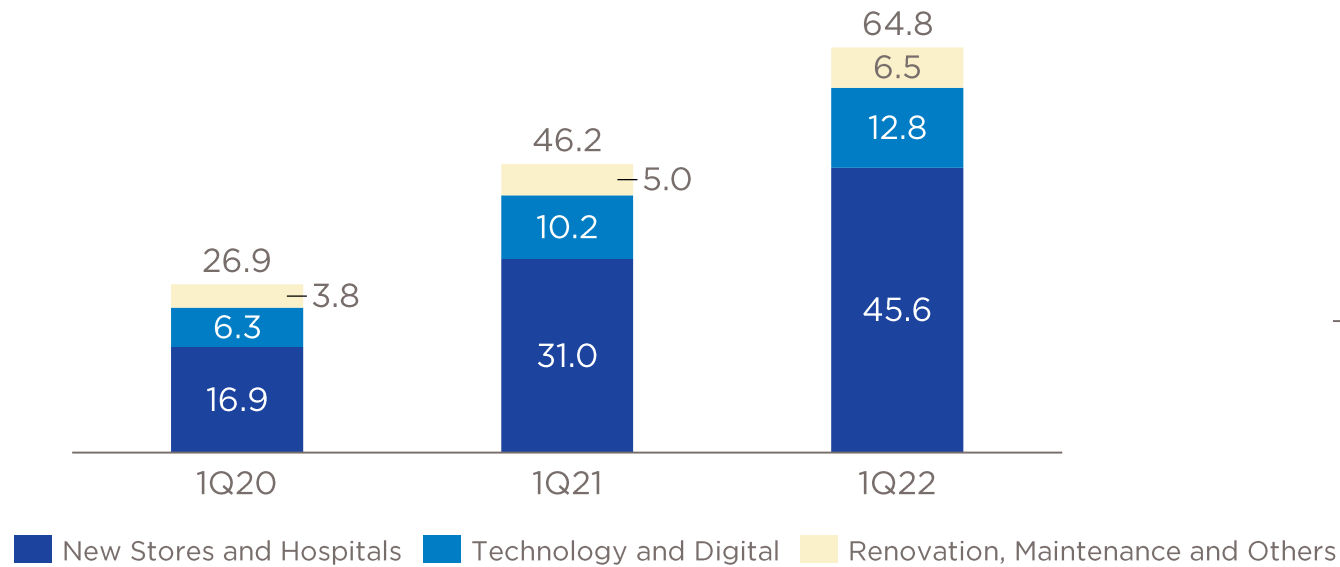
- Flat gross margin reflects the ability to pass through prices, even with the increase in Digital, inflationary pressure and increase in Food in the product mix
- Adjusted EBITDA Margin: slightly reduction a/a even with higher Digital Penetration (reflecting better channel profitability) and store openings

Petz Group Investments and Indebtedness

Solid cash position given the follow-on proceeds

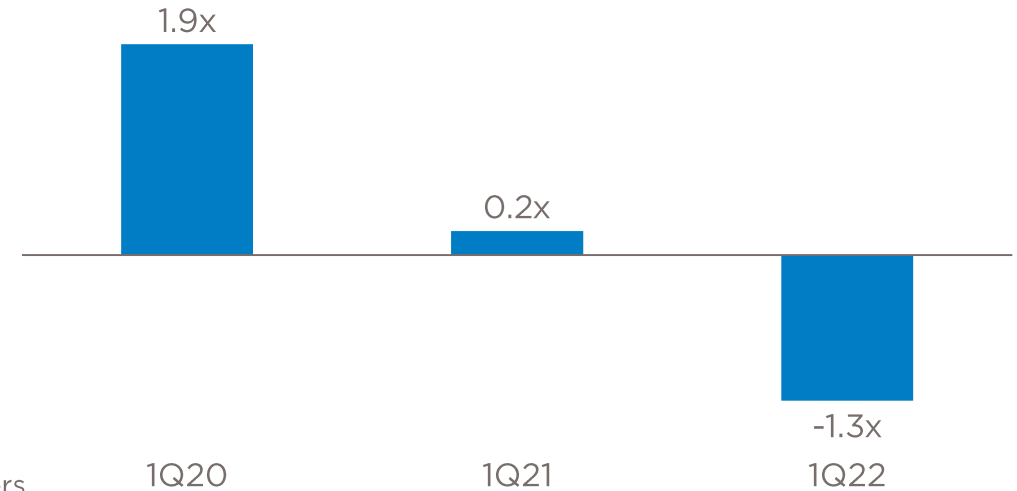
Petz Group Investments

R\$ million



Petz Group Leverage

Net Debt/Adjusted EBITDA 12M



Highlights:

- +47% y/y in investments in the opening of new stores and hospitals
- +26% y/y in investments with Technology and Digital
- +29% y/y in store network maintenance and capex consolidation of acquired companies

ECOSYSTEM UPDATE

Aline Penna

VP of Finance, IR/ESG and New Business

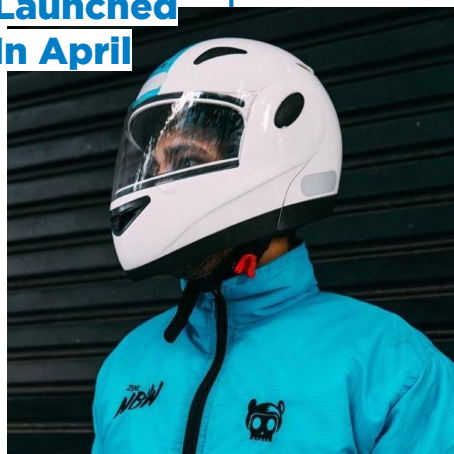
Zee.Dog: Integration update

More relevant synergies to be captured at the beginning of 2Q22 and should be realized by 1H23

Roll out of supply from hubs by Petz

Expectation of 100% of hubs to be supplies with better commercial conditions and better management of stockout

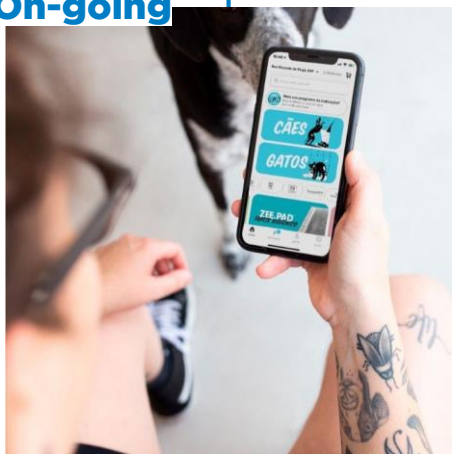
**Launched
In April**



Maturation of the hubs

40% of Zee.Now hubs with less than 1 year of operation

On-going



Addition of Fee service

Process did not result in any sales reduction, churn increase or customer complaints

**Launched
In April**



Launch of Zee.Dog Kitchen

Scheduled for 2Q22, starting with the Zee.Dog Brasil website

**To be
launched in
May**



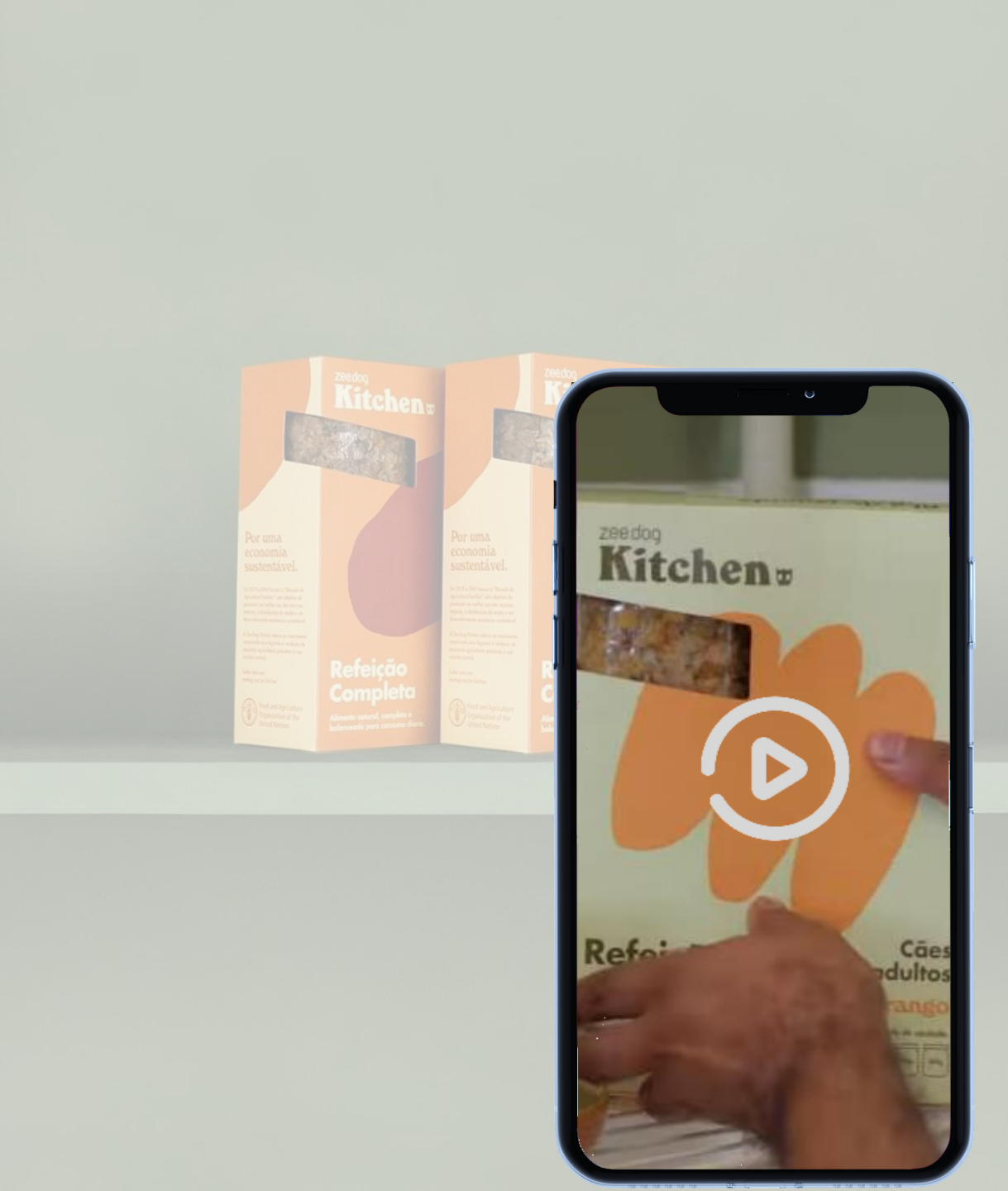
Nationalization of production from Zee.Pad

Imported product represents ~25% of Zee.Dog Brasil revenue. Domestic production brings opportunities for margin gains

**Around
4Q22**



Zee.Dog Kitchen
Launch on May 2022



Zee.Dog Ipanema Reopening



- Conversion to Franchise - reopening in April
- Visconde de Pirajá Street, 547 - Ipanema, Rio de Janeiro
- Space designed to host Dogs and People, in addition to promoting new experiences and events
- Concept that can be replicated for new units in the future, including via franchises models

Feline World Domination (DMF)



+4k

Official registered DMF agents, under the command of CEO Chico

The DMG has already gone through:

5 states

(SP, RJ, DF, BA and MG)

Currently, there are 9 stores with an exclusive and differentiated assortment CDSG - the best-selling brand in the category of cats in these units in Apr/22



Next steps CDSG:

- (i) new suppliers to provide national scale for CDSG products;
- (ii) leverage PIS' expertise in terms of sourcing, in addition to new product design and development



Cão Cidadão/Alexandre Rossi

Start of sales of online courses Dr. Pet (Alexandre Rossi) to the Petz customer base



Landpage within the Petz website launched in **April**, with activation campaigns in our sales channels

Next “SKU” to enter the **PIS go-to-market strategy**

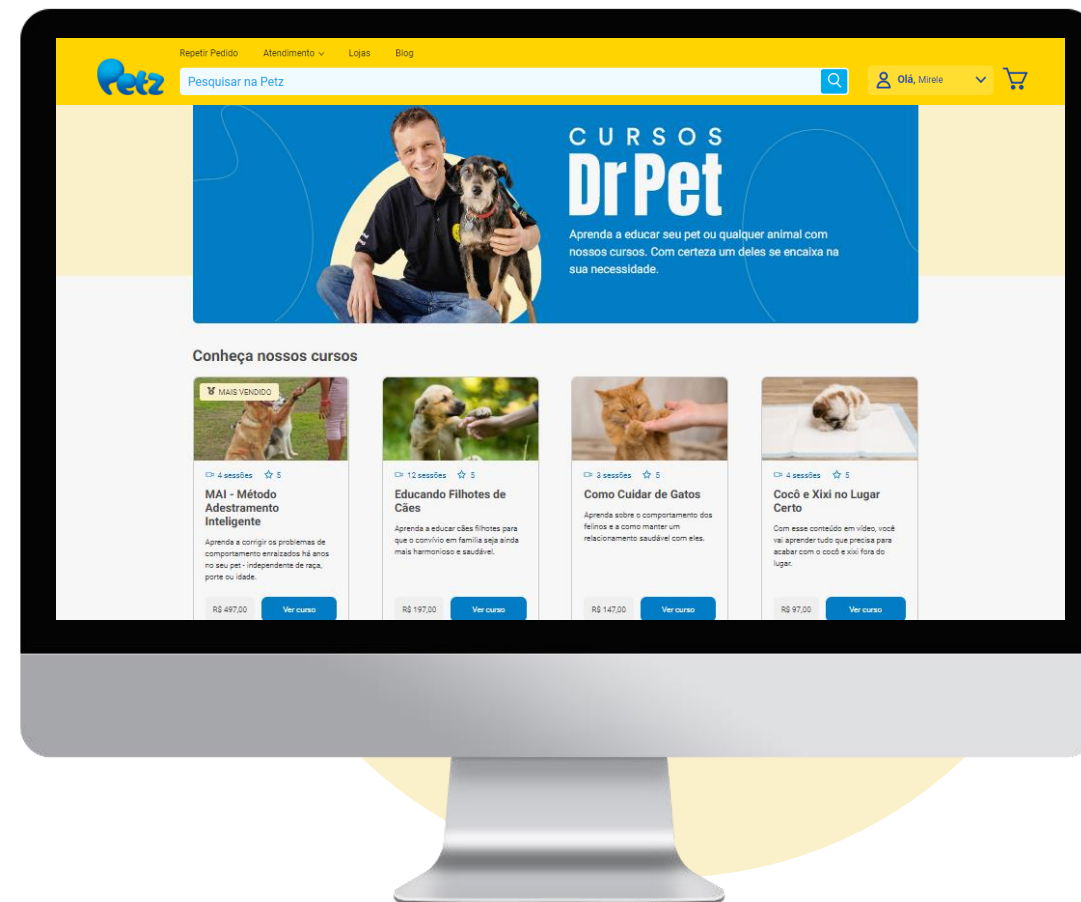
Integration with other segments of the Petz Group



Seres: lectures with the technical team of Seres on animal behavior

Adote Petz: content to help the pets adopted by the program adapt

Petz Partners: franchisees with the possibility of creating a virtual store or discount coupon





PETZ
B3 LISTED NM

IBOVESPA B3

IBRX100 B3

IBRA B3

IGC B3

ITAG B3

IGCT B3

IGC-NM B3

ICON B3

SMLL B3



<https://ri.petz.com.br>
ri@petz.com.br

Aline Penna

VP of Finance, IR/ESG and New Business

Matheus Nascimento

Senior IR/ESG & New Business Manager

Mirele Aragão

IR/ESG Consultant

Natália Esteves

IR/ESG Analyst