

# Corporate Presentation

December, 2024

**Petz**

CENTRO VETERINÁRIO  
**seres**

**BANHO  
& TOSA**  
Petz



  
**adotepetz**

  
zee.dog

**CANSEI  
DE SER  
GATO**

**petix.**  
o melhor para seu pet

**ATACADO  
PET**



# INDEX

PET MARKET OUTLOOK	-----	<b>03</b>
PETZ OUTLOOK	-----	<b>07</b>
PRIVATE LABEL BRANDS	-----	<b>22</b>
FINANCIAL HIGHLIGHTS	-----	<b>27</b>
CORPORATE GOVERNANCE	-----	<b>37</b>
PETZ BRAND REFRESH	-----	<b>41</b>
APPENDIX	-----	<b>47</b>



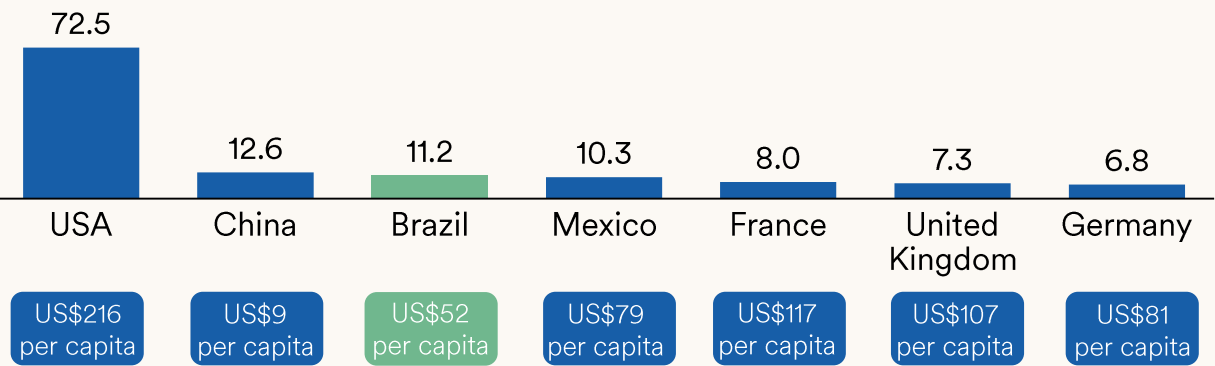
# **Pet market outlook**

# Sizeable and high growth market

The Brazilian pet market is one of the largest in the world, with secular trends driving strong growth

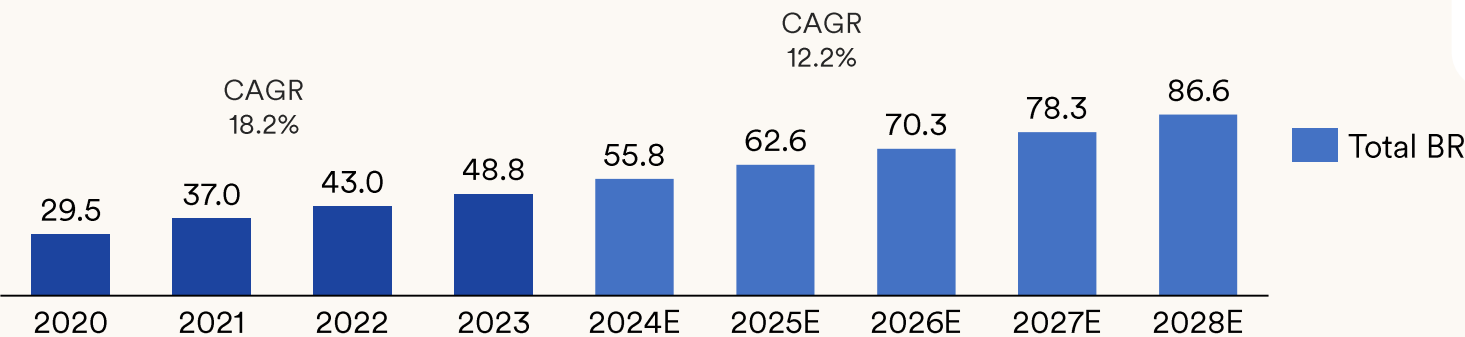
## Pet Products Market Size and Annual Spend per pet<sup>1</sup>

(US\$ bn, US\$ per capita, 2024E)



## Pet Products Market Evolution in Brazil<sup>2</sup>

(R\$ bn)



### Trends:

- Humanization: pet as a Family member
- Access to information
- Couples having children later and reduction in the number of children per family
- Aging of Baby Boomers population, which are now more likely to have pets
- Verticalization of urban centers



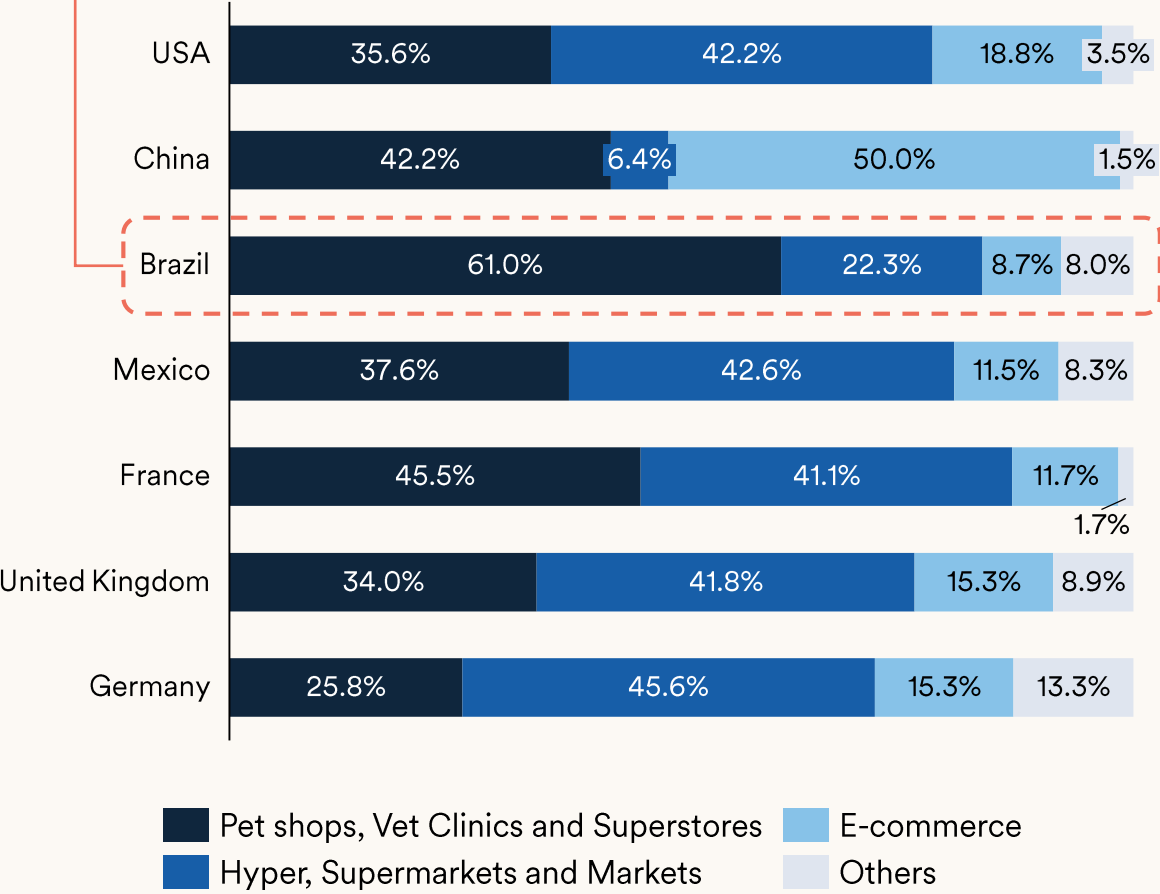
# Highly fragmented market

Market consolidation at an early stage in Brazil

## Pet Products Sales by Channel<sup>1</sup>

(%, 2024E)

Sales in Local Pet Shops, Pet Superstores, and Veterinary Clinics: higher rate compared to the largest markets in the world




## Value Proposition

	<b>Petz</b>	Online	Mom&Pops Pet Shops	Food Retailers
Assortment	✓	✓	○	✗
Veterinary Services	✓	✗	○	✗
Pet Grooming	✓	✗	✓	✗
Online Platform	✓	✓	✗	○
Omnichannel	✓	✗	✗	○
Expertise & Content Curation	✓	○	○	✗
Location convenience	✓	✗	✓	✓
Price	=	=	=	=

✓ Offering.  
 ○ Some offering.  
 ✗ No offering.  
 = There is no value proposition difference.

# Brazilian pet market main fundamentals remain solid



Brazil is one of the largest pet markets in the world, with strong trends driving growth



## Pet population increase

It will continue to grow, due to:



- Human population aging and the “empty nest” syndrome
- Couples deciding to have children later/not to have children
- Increase in pet life expectancy
- Trend of more than one pet per household



## Pet humanization

The act of having a pet as a member of the family will continue to grow:



- Emotional relationship, not based solely on product attributes
- Young people today have seen their pet as a family member since they were born: this generation grew up used to sharing intimate spaces with their pet



## Level of information of pet owners

People are looking for more information about their pets and quality information is scarce:


- Blog/text is no longer the most desired (and democratic) source: need to strengthen content channel, preferably through video
- Access to information increases spending levels



## Available income

Contraction of the current macroeconomic environment:

- Customer loyalty: importance of being well positioned when the situation improves





# **Petz Outlook**



## 1st Semester

### Q1

#### Analysis and Diagnosis



- Challenges with low revenue growth
- Aggressive competitive environment
- Higher comparison bases
- Gross margin pressure (-0,9 p.p.)
- Physical channel: -6.1% y/y

### Q2

#### Focus on Operational Indicators



- Review of the commercial strategy, aiming for greater competitiveness and customer loyalty
- Operational indicators confirmed that we were on the right track
- Increase in the number of customers and subscriber
- Gross Margin: -0.6 p.p. y/y
- Physical channel: -10.2% y/y

## 2nd Semester

### Q3

#### Beginning of the Reversal of Trends



- Recovery of high single-digit growth (+7.6% y/y)
- Record quarterly revenue – R\$1 billion
- Growth recovery in the Accessories category (+15.6% y/y)
- Optimization of cash margin
- Gross Margin: +0.6 p.p. y/y
- Physical Channel: -0.3% y/y

### Q4

#### Confirmation of Recovery and Resilience



- +9.0% in B2C sales, with no pass-through of inflation or price increases to customers
- Launch of more accessible entry-price products
- Private Label as a competitive differentiator, with record revenue
- Engaged team: focus on sales
- Increase in number of coupons, repurchase, and volume
- **Gross Margin: +0.7 p.p. y/y**
- **Physical Channel: +11.4% y/y**

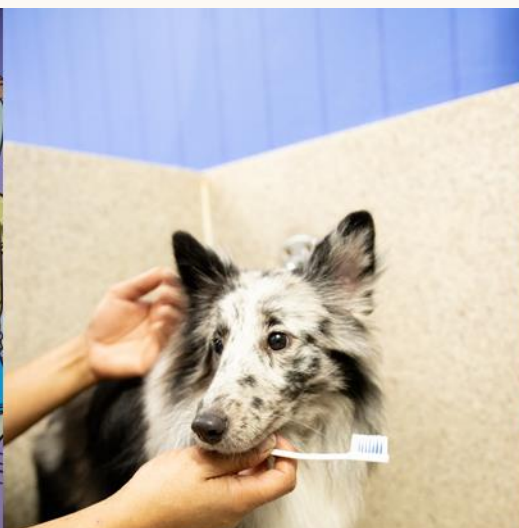
# 2024 Big Numbers



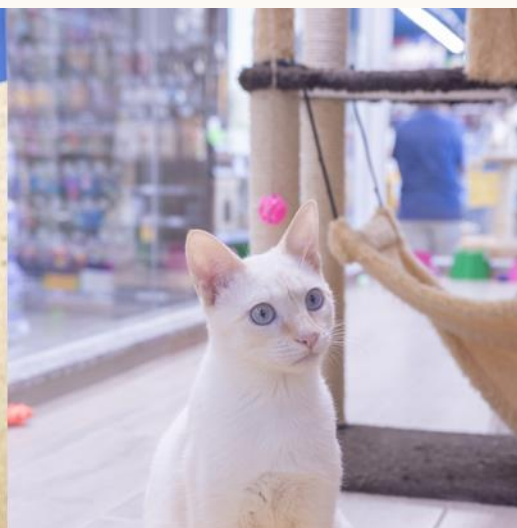
**R\$ 4.0 bi**  
Gross Revenue



**R\$ 1.6 bi**  
Gross Profit  
& Gross Margin of 39.1%



**R\$ 277.9 mm**  
Adjusted EBITDA  
& EBITDA Margin of 7.0%



**+2.9 mm**  
Active customers<sup>1</sup>



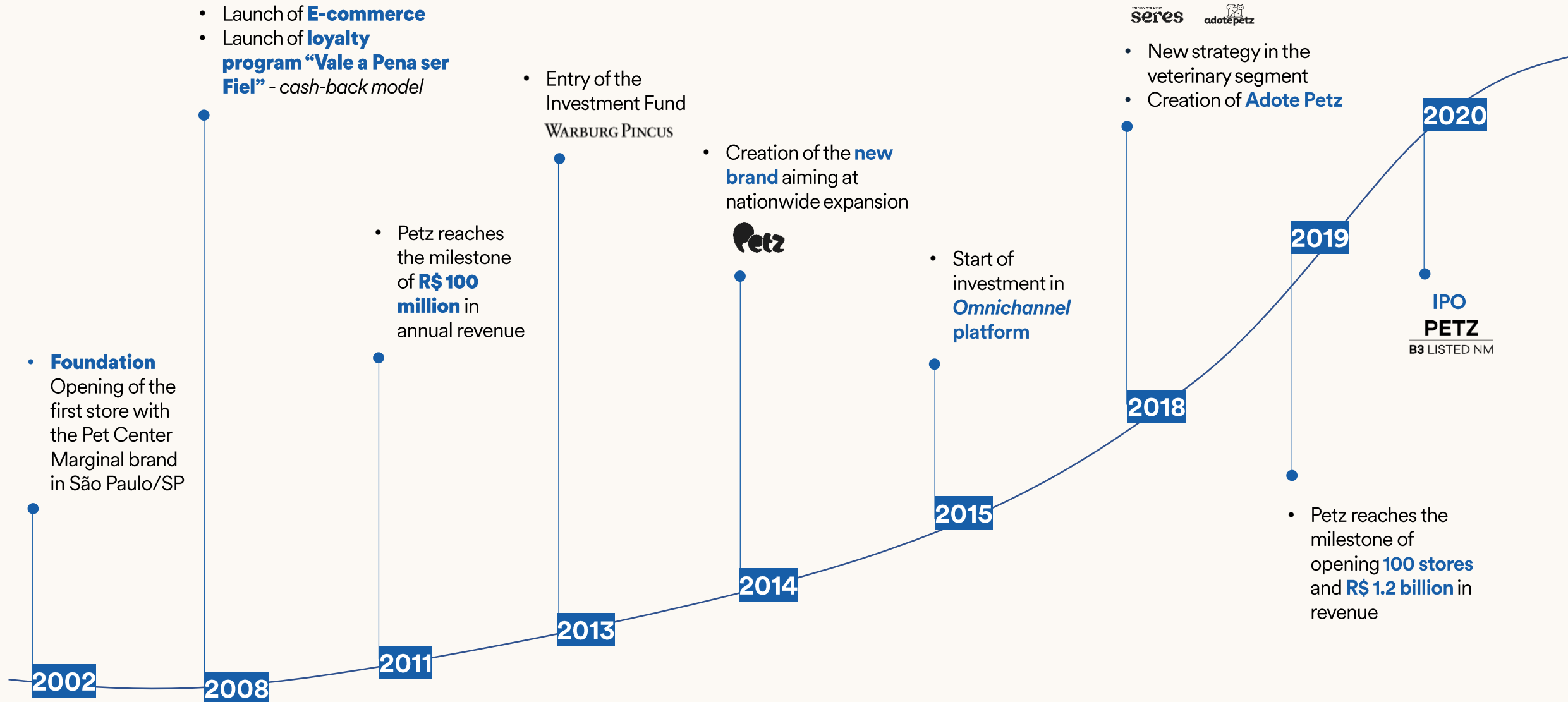
**+538k**  
Active subscribers<sup>2</sup>

Leadership in the pet segment, both in physical and digital channels:  
**The best omnichannel case in the pet segment worldwide**

<sup>1</sup> Last six months – data basis from December/24.

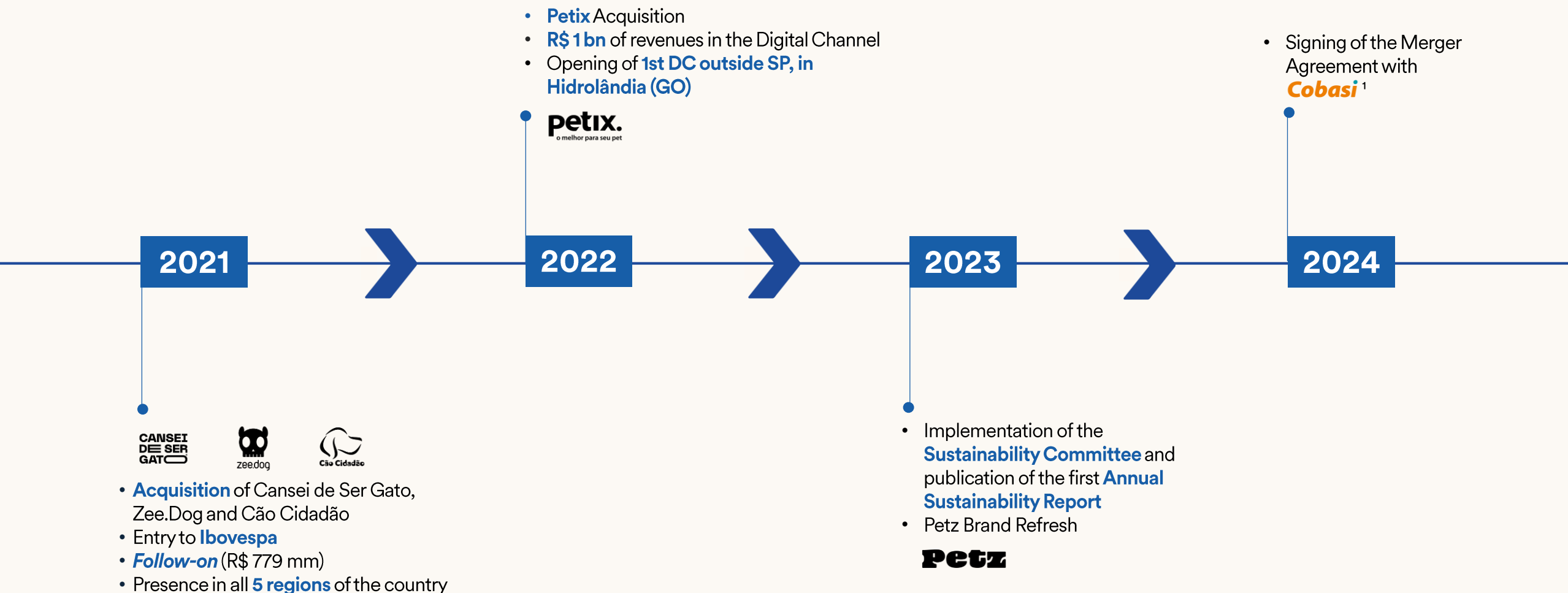
<sup>2</sup> Data basis from December/24.

# A 22-year history of growth and success





# Continuous sustainable growth to maintain leadership position in the pet segment in Brazil



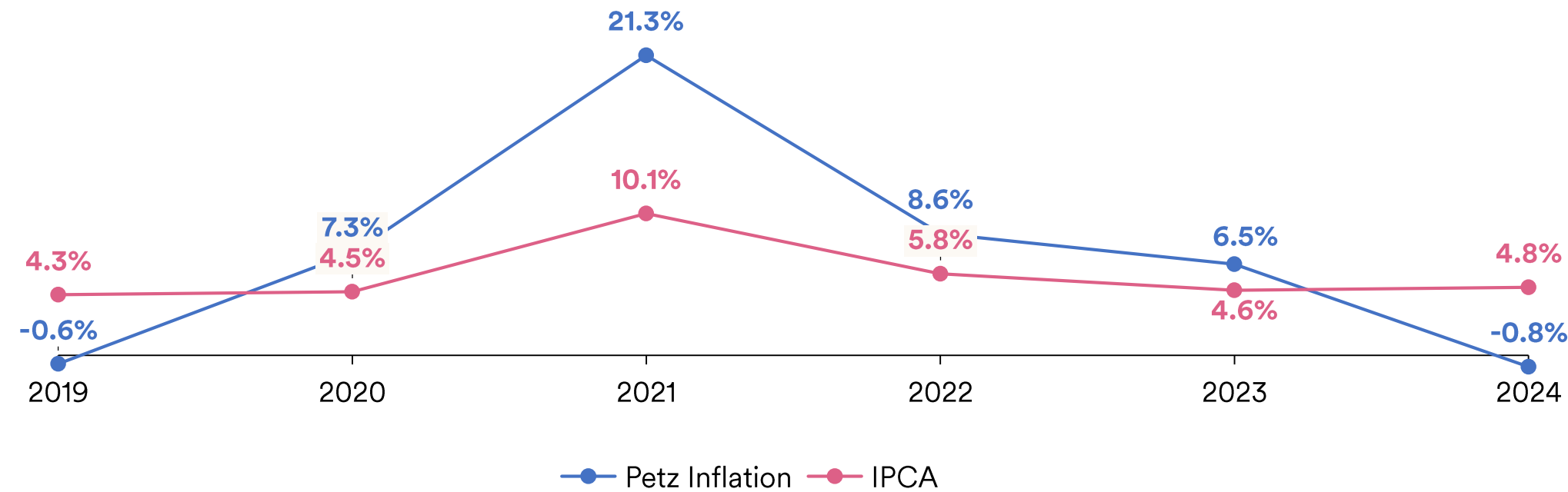
<sup>1</sup> The completion of the transaction is subject to CADE approval.

# Resilient performance

Real growth in 2024, considering a deflation scenario in the pet sector

## Petz Inflation<sup>1</sup>

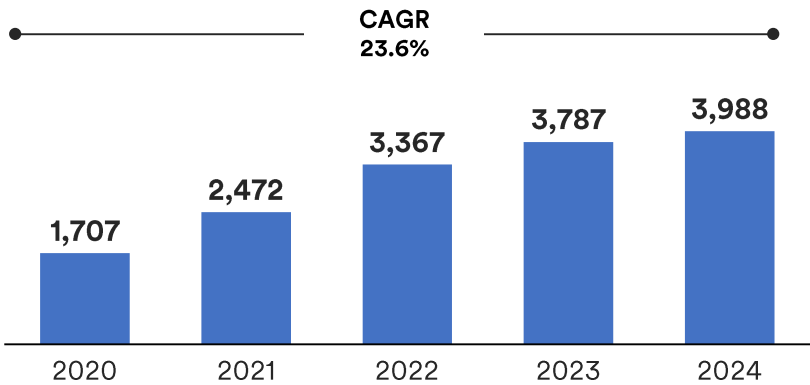
Annual view



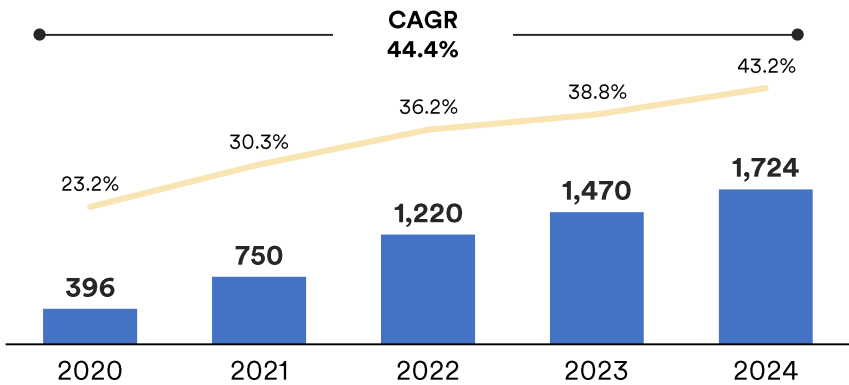
<sup>1</sup> Estimate based on the price variation of products sold by Petz, weighted by their share in total sales.

# Solid Results

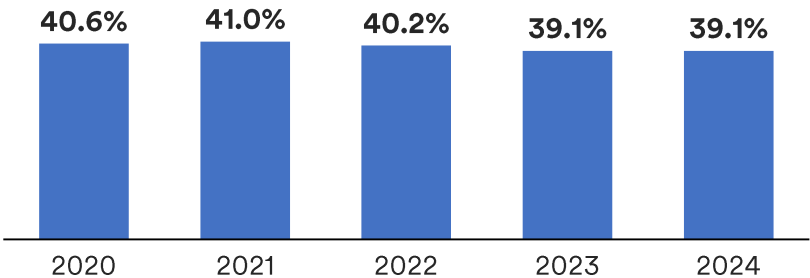
**Gross Revenue**  
(R\$ millions)



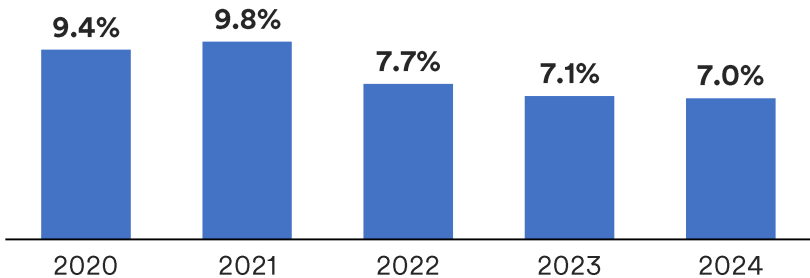
**Gross Revenue – Digital Channel & Participation in Total Sales**  
(R\$ millions, %)



**Gross Margin**  
(%)



**Adjusted EBITDA Margin**  
(%)



# Operating Cash Generation: 2024 vision

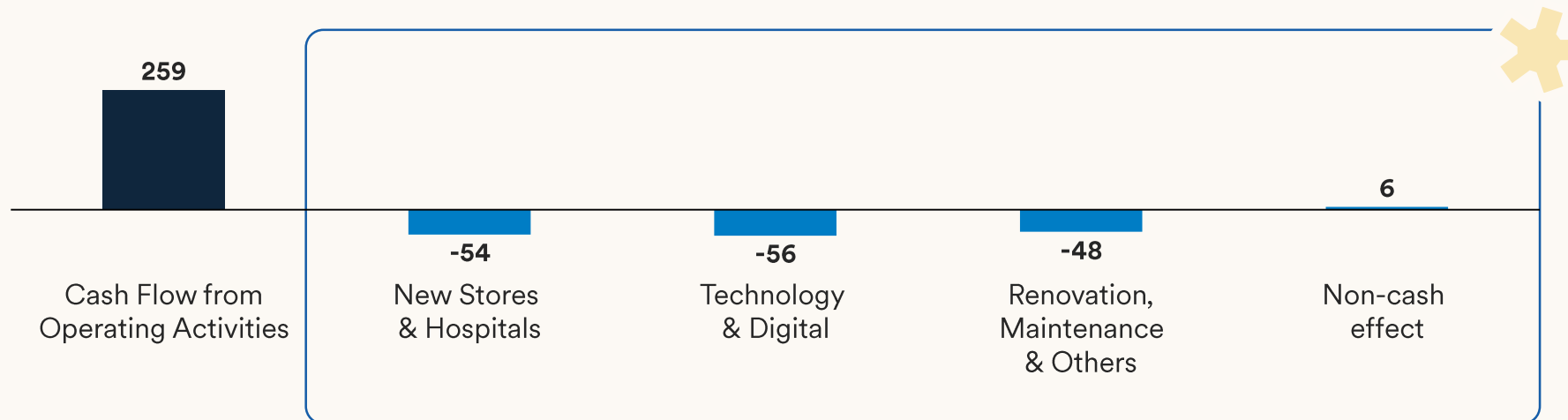
Sufficient operating cash to cover our investments after a long consumption season

## Cash Flow from Fixed & Intangible Assets

R\$ 164 million in dec/24 (-31% y/y)

### Cash generation

Reflection of expense control, discipline in Capex and efficiency in working capital





# Focus on the growth of Main Categories in 2H24

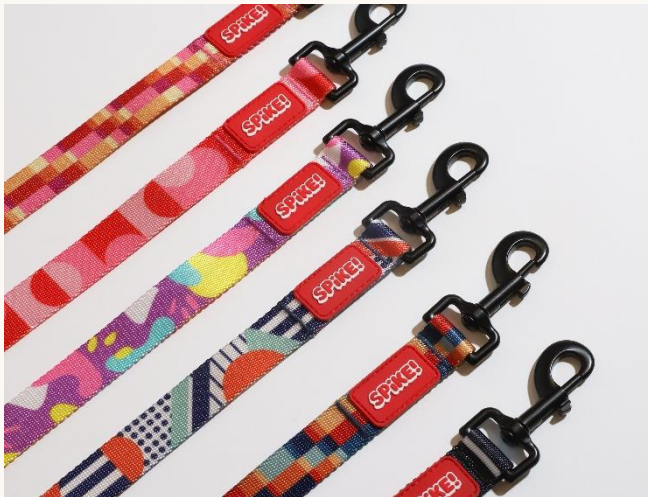
**Hygiene & Cleaning**  
**+13.5% (y/y)**

**Food**  
**+9.0% (y/y)**

**Pharmacy**  
**+9.2% (y/y)**

**Accessories**  
**+15.5% (y/y)**

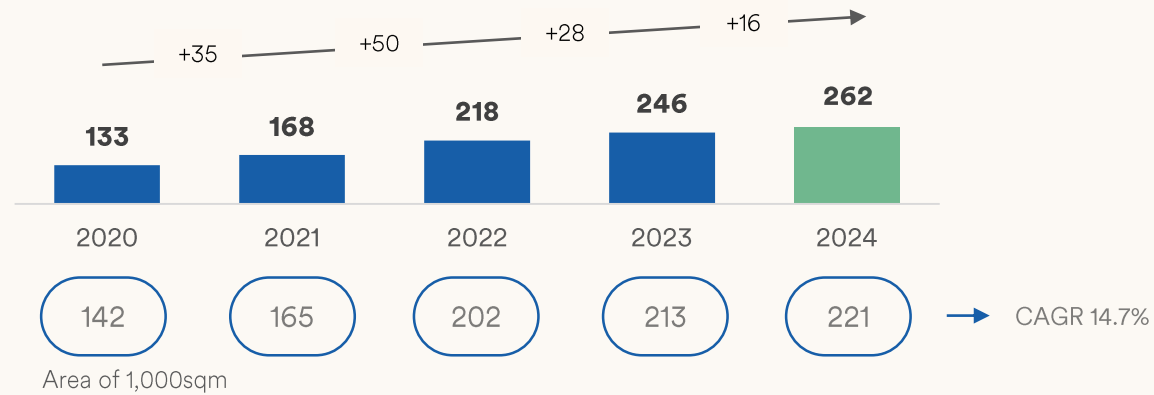
- Driven mainly by the sales of **beds** and **collars**
- **Successful launch of Spike-branded beds** (average price of ~R\$120, -30% vs. previous entry price)
- **Toys:** launch of over 200 SKUs with the Spike brand in 1Q25



# Our stores

## ORGANIC EXPANSION

(# of stores)



**Express**

Assortment of main products (focus on dogs and cats) and convenient location



**Standard**

Complete assortment of products and services for Grooming and Veterinary



# Digital and Omnichannel



**Digital penetration  
at record levels**



**Adjustment in  
commercial  
conditions**



**Omnichannel  
strategy**

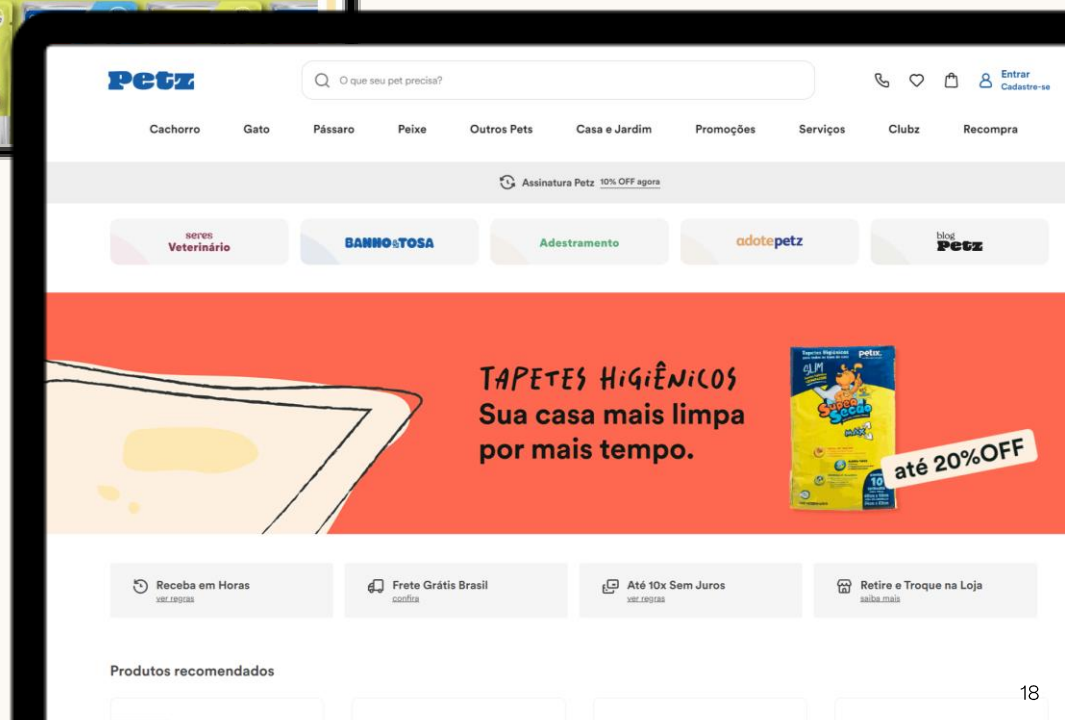
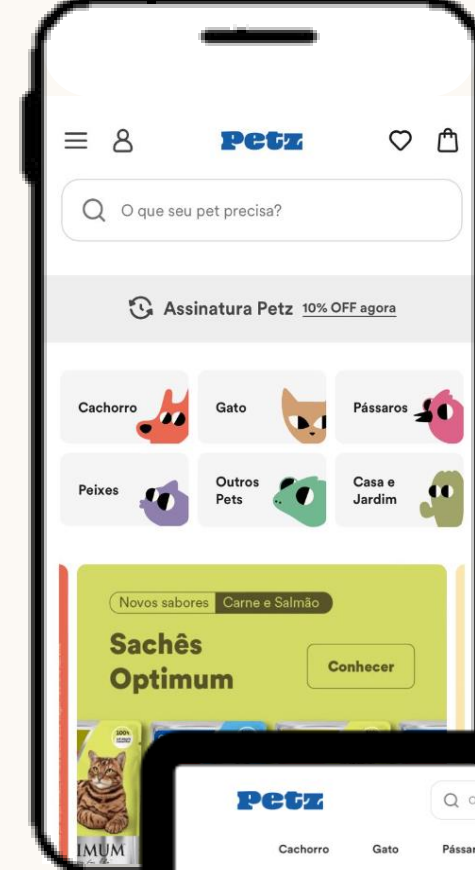
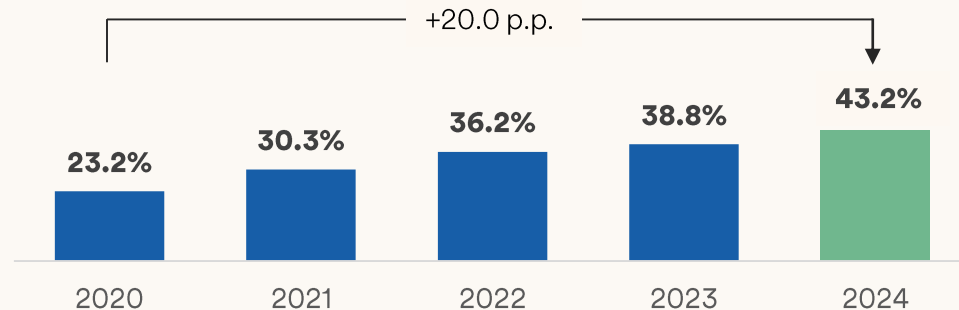


**High level  
service**

✳️ **93%** Omnichannel Index

✳️ **95%** of **Ship from Store** sales delivered **within 1 business day**

## DIGITAL CHANNEL PARTICIPATION IN TOTAL SALES





# Customer indicators already show important sequential improvement

we believe we are on the right path to increasing customer loyalty and engagement levels

## ACTIVE CUSTOMERS

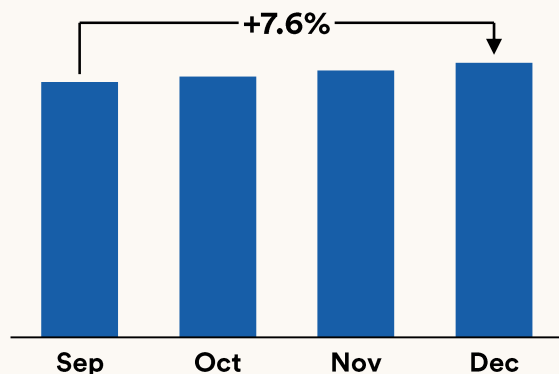
Increase in the active customer base<sup>1</sup>, reflecting:

- churn reduction
- greater reactivation of old customers
- healthy pace of acquiring new customers

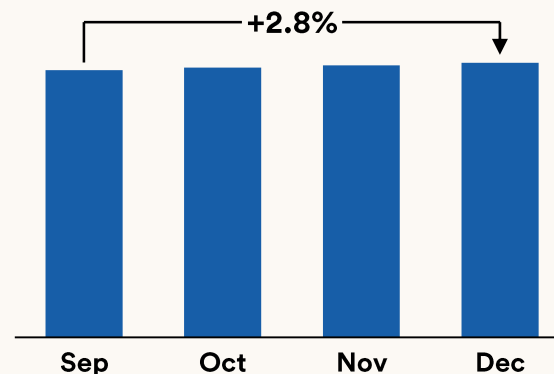
**2.9MM** (+7.1% y/y)

Omnichannel active customers<sup>1</sup>  
on Dec/24

New customers per month



Number of active subscribers



## SUBSCRIBERS

### Churn

Churn at historic low on Dec/24  
(-2.0 p.p. y/y)

**538k** (+21% y/y)

Subscribers on Dec/24

Top line growth is driven by the **increase in coupons**, while the **average ticket** remains **stable** due to the **reduction in items per basket** (mainly impacting discretionary items).

<sup>1</sup> Customers who made purchases in the last 6 months

## Petz main pillars and 2024 overview

We are convinced that Petz is in a privileged position, with a solid cash position, low level of debt, immaterial exposure to tax incentives, as well as being a market leader in a resilient segment

### Presence in a resilient market with solid growth trends

- Humanization and pet population continue to increase



### Leading, scalable, and profitable Omnichannel platform

- Healthy growth levels
- Platform in continuous improvement
- Growing customer base



### Robust financial structure

- Solid cash position
- Low level of indebtedness
- Immaterial exposure to tax incentives



### Continuous pursuit of operational efficiency

- Expense reduction process underway
- Significant improvement in cash conversion cycle
- Capex reduction process and store size optimization

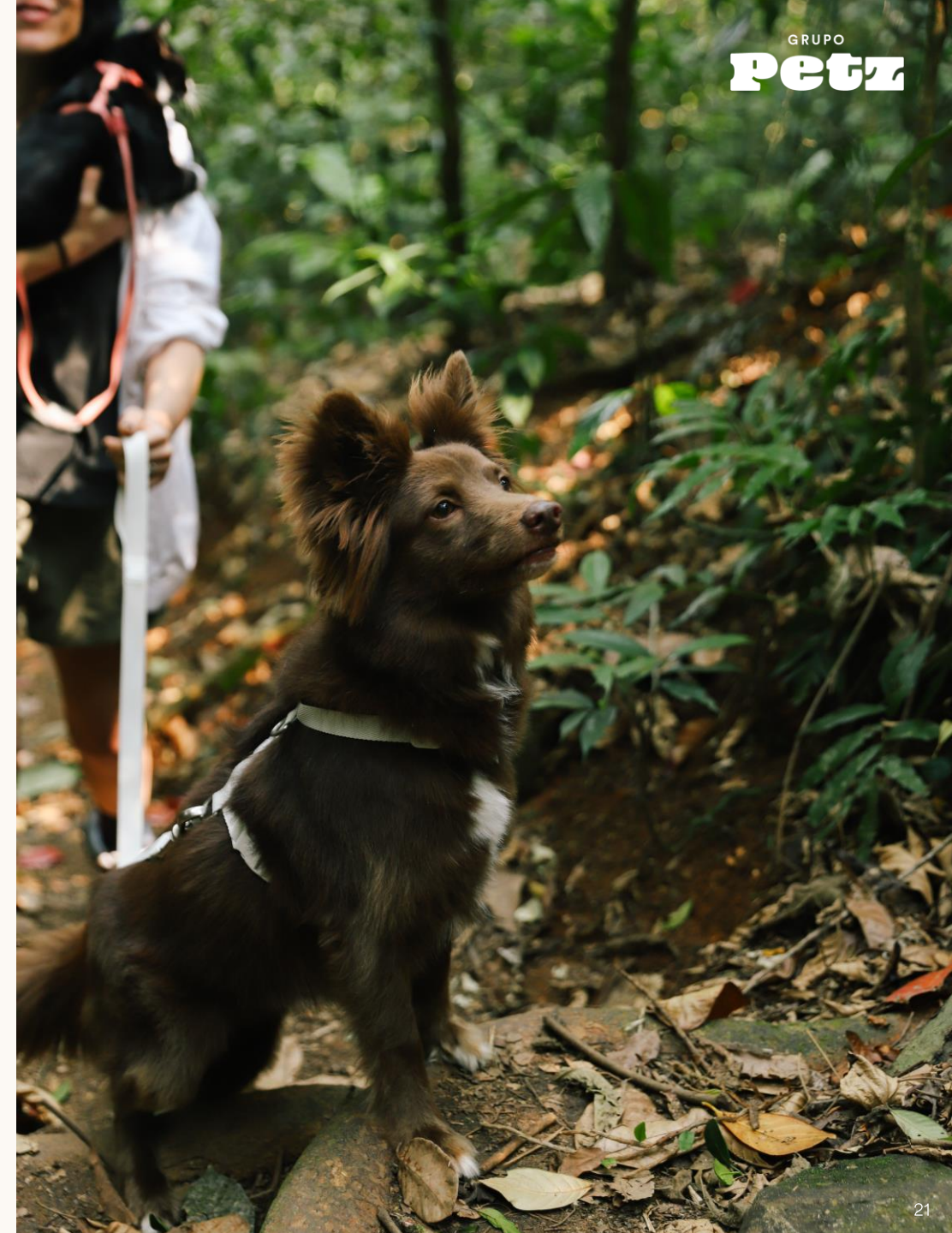


### Continuity in capturing synergies with acquired companies

- Significant improvement in the acquired companies performance
- Zee.Dog on track towards breakeven



# The largest and most comprehensive Pet Ecosystem in Brazil





# **Private label brands**

# Grupo Petz Private label brands

Strengthening the product portfolio by expanding the **value proposition** with a new assortment in different categories

## Spike Accessories

Collections of leashes and collars



## Petz Cat Litter

Biodegradable grain-based cat litter

## Fresh Hygiene Pads

Traditional, Slim, and Charcoal lines



## Petz beds

Different colors and sizes



# Improvement in Private Label and B2C channels

Fundamental pillar for increasing customer loyalty and engagement, profitability, and differentiation vs competitors

**ROBUST  
REVENUE  
GROWTH**

**+46%** (y/y)  
in 4Q24

**SHARE IN  
TOTAL PRODUCT  
REVENUE**

**~12%**  
in 4Q24

- Official launch of private label “Selections” dry food (Premium Category)
- Opening of the first two pilot stores of **Zee.Now** in São Paulo and Minas Gerais, with an average sales area of 146m<sup>2</sup>





## Brand Architecture

Different value proposition strategy to reach a broader addressable Market.







Design, quality and storytelling of its products

Verticalized express delivery platform for the pet segment and intuitive and modern UX

Reference in (i) branding, product and technology, (ii) channel diversification, (iii) global presence and (iv) team of entrepreneurs with an innovation mindset



## Acquired companies

**petix.**  
o melhor para seu pet

Leader in the dog pad category and one of the most recognized brands in the Brazilian pet market

A differentiated product in a category that is growing rapidly and still has little penetration in Brazil

Production using materials taken from baby and adult diapers that were discarded in the production process of large companies in the human segment

**85.0% share** of the sell out of the dog pad category in Petz stores



# Financial Highlights





# Confirmation of the recovery of growth

- **+9.0% in Products (B2C)** – LTM internal inflation (-0.8%) below Brazil's inflation
- Increase of +11.0% in the number of **coupons**
- Recovery of growth and competitiveness in **physical stores (+11.4%)**
- **+7% y/y increase in active customers** in the Digital channel
- **Growth of +21% y/y in subscribers**, reaching 538,000 customers
- Greater engagement of store attendants through **gamification of internal goals**
- Omnichannel customers consume **2.5** times more than single-channel customers
- We started 1Q25 with the same trends as 2H24, **maintaining growth while preserving gross margin**



## 4Q24 Highlights

**+7.4% y/y**

Total Gross Revenue

R\$1.1 billion

Quarterly record

**+5.1%**

Same Store

Sales

(SSS)

Gross Margin of **39.5%**

(+0.7 p.p. y/y)

Gross Profit of R\$ 417.3 mm

(+9.2% y/y)

Adjusted EBITDA Margin of **7.9%**

(+1.1 p.p. y/y | +0.6 p.p. q/q)

Adjusted EBITDA of R\$ 83.3 mm

(+24.8% y/y)

**+46%**

Private Label

Revenue in 4Q24

(40% in 2024)

**+49.7% y/y**

Adjusted

Net Income<sup>1</sup>

<sup>1</sup> To better understand the operational results, starting from 4Q24, we excluded the impact of the exchange rate variation of the 4131 debt swap on Adjusted Net Income, since it does not have a cash effect and is only related to the market valuation of the derivative (swap).



# Financial Highlights | 4Q24



## Total Gross Revenue

**R\$ 1.1 Bn**  
(+7.4% y/y)

- Record quarterly revenue
- Physical channel recovery: **+11.4% y/y**
- B2C<sup>1</sup> sales revenue: **+9.0% y/y**
- Same Store Sales: **+5.1% y/y**
- Services: **+14.0% y/y**



## Gross Profit

**R\$ 417.3 mm**  
(+9.2% y/y)  
**Gross Margin of 39.5%**  
(+0.7 p.p. y/y)

- Ongoing efficiency initiatives in commercial and operational areas
- Gain in market share for private label brands
- Increased commercial effectiveness
- Physical channel growth recovery
- Focus on optimizing cash margin and margin visibility by customer



## Adjusted EBITDA

**R\$ 83.3 mm**  
(+24.8% y/y)  
**Adjusted EBITDA Margin of 7.3%**  
(+1.1 p.p. y/y)

- Expansion of **0.7 p.p. in Gross Margin**
- Dilution of **0.4 p.p. in operating expenses**



## Adjusted Net Income<sup>2</sup>

**R\$ 22.4 mm**  
(+49.7% y/y)  
**Net Margin of 2.1%**  
(+0.6 p.p. y/y)

<sup>1</sup> B2C (Business to Consumer) sales refer to sales made directly to the end consumer and include the Petz channels, Zee.Now, and Zee.Dog's e-commerce.

<sup>2</sup> For better understanding of the operational results, starting from 4Q24, we exclude the impact of foreign exchange variation from the 4131 debt swap on Adjusted Net Income, as it does not have a cash effect and is only related to the mark-to-market of the derivative (swap).

# Stores Performance

**SSS:**  
**+5.1% y/y**

**16 new stores**  
**in 2024**

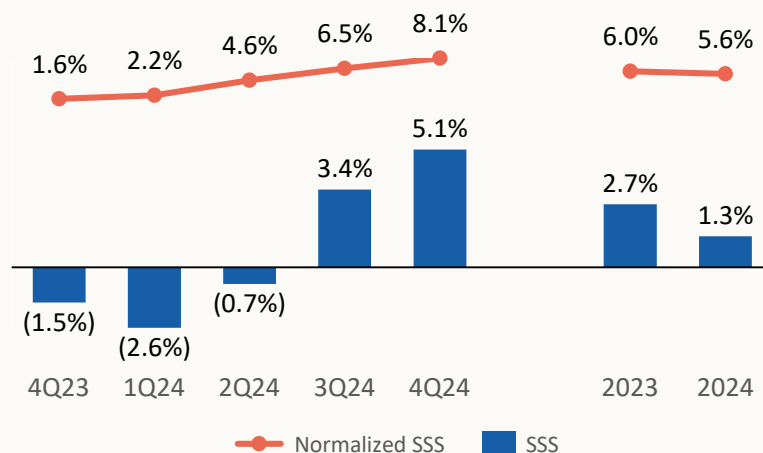
**221k sqm of**  
**sales area**

**262 stores**  
**in 24 states**

**50% of store with**  
**less than 4 years**

## Same Store Sales Growth <sup>1</sup>

Change %, y/y



## 4-Wall EBITDA (Stores)

% Petz Stores Gross Revenue

Cohort	# Stores	4-Wall EBITDA (2024)
until 2020	130	15.7%
2021	37	15.1%
2022	49	12.3%
2023	30	10.6%
2024	16	(0.8%)

<sup>1</sup> Starting from 3Q24, the methodology for calculating SSS now includes consolidated sales from Petz + Zee.Now. For better comparability, the figures for previous quarters have been updated to reflect Zee.Now sales in the comparison base.

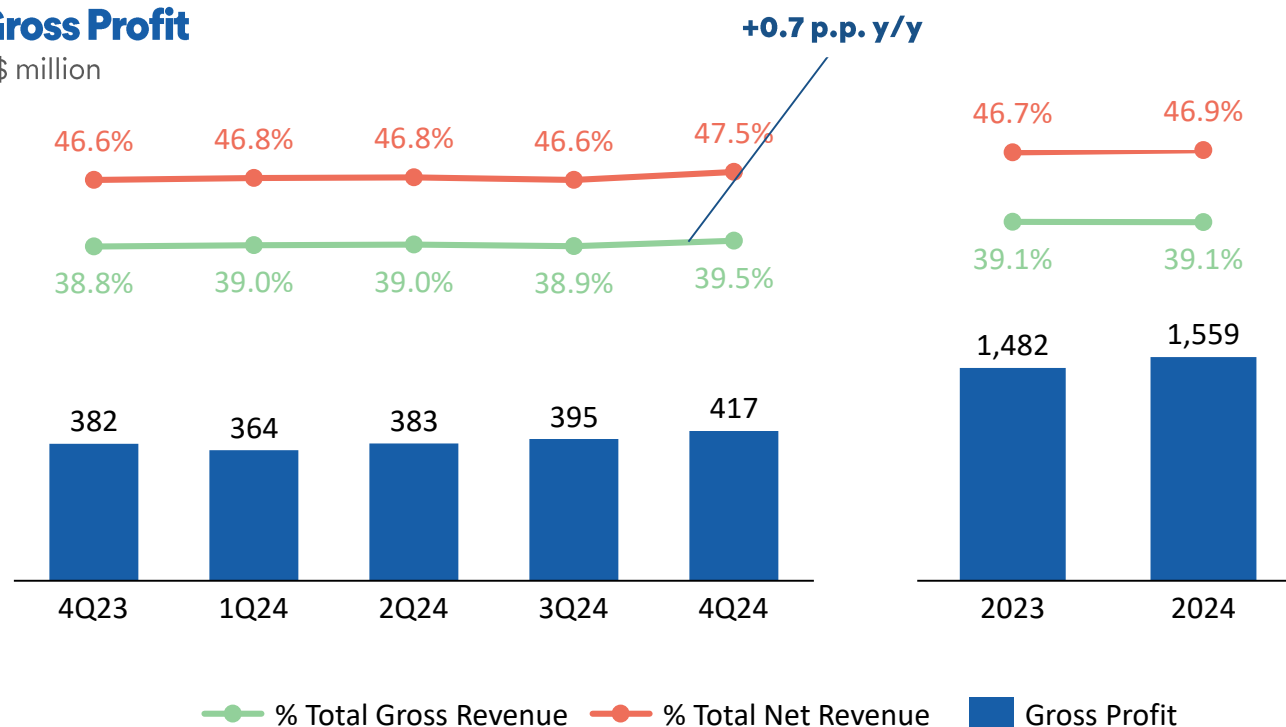


# Gross Margin

Gross margin remained stable throughout the year, reflecting our ability to balance growth with profitability

## Gross Profit

R\$ million



## Expansion of 0.7 p.p. in Gross Margin

- Resumption of growth in the physical channel (+11.4% y/y) contributes to the mix effect
- Gain in market share for private label brands (+2.8 p.p. y/y)
- Offering more affordable products across various categories

## Cash margin increase

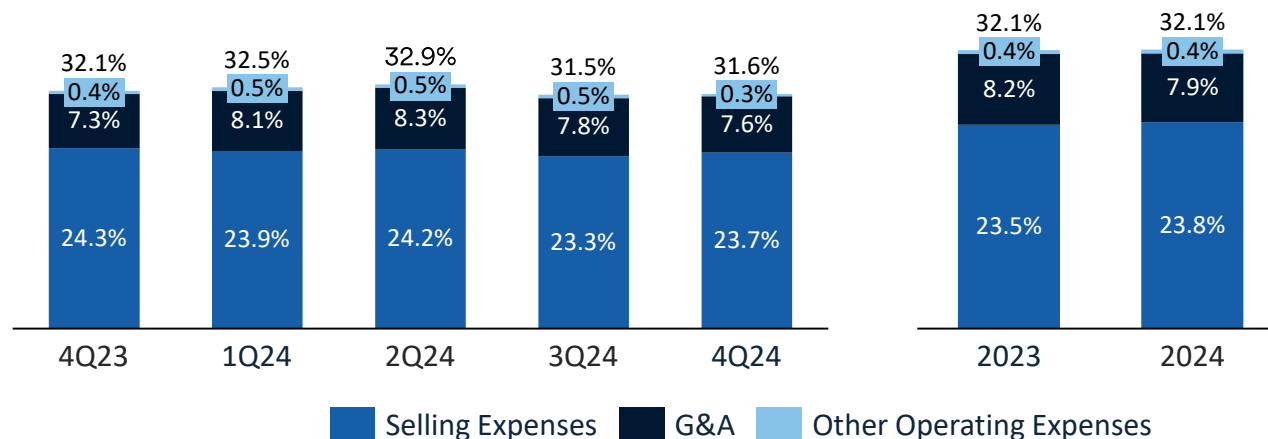
- Broader view of customer margin
- Focus on maximizing cash margin and customer share of wallet



# Operating Expenses and Adjusted EBITDA

## Operating Expenses

% as of Gross Revenue



**Selling Expenses: +4.7% y/y**  
**23.7% of Gross Revenue (-0.6 p.p. y/y)**

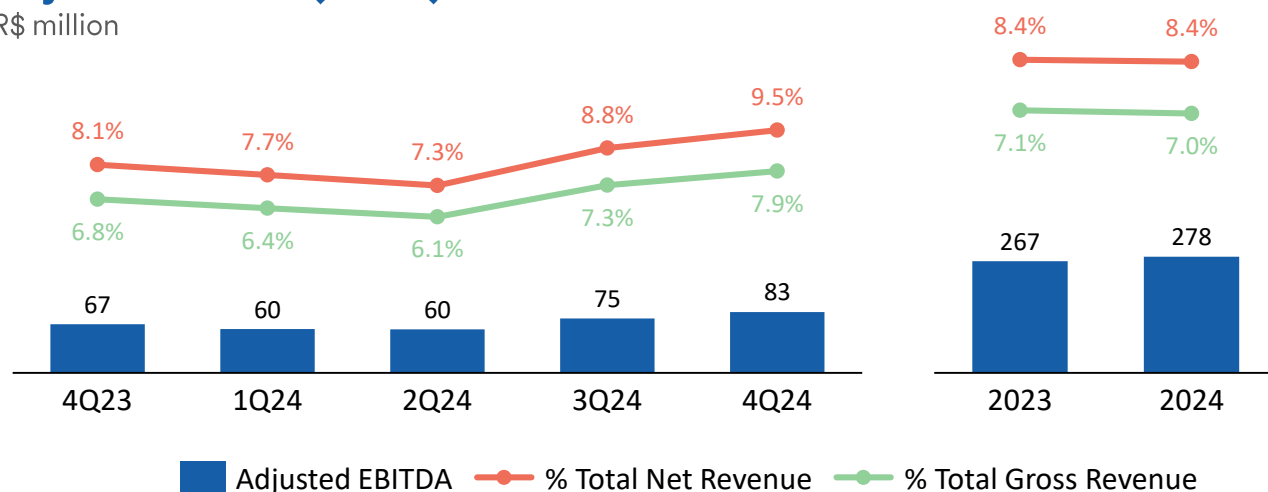
- Revenue growth, which enabled operational leverage gain
- Lower marketing investment compared to 4Q23, which was marked by the strategy of launching the Petz brand refresh
- With the store expansion strategy, logistics expenses are more burdensome

**General & Adm. Expenses.: +11.9% y/y**  
**7.6% of Gross Revenue (+0.3 p.p. y/y)**

- Due to higher volume growth, coupons, and more affordable products, as well as the seasonal effect of 4Q, the distribution center operated at a higher occupancy rate, necessitating the hiring of additional staff.
- Fixed expenses adjusted by the country's inflation (IPCA) were higher than Petz's inflation (-0.8%)

## Adjusted EBITDA (IAS 17)

R\$ million



**Other Expenses: -26.3% y/y**  
**0.3% of Gross Revenue (stable y/y)**

- Reduction in pre-operational expenses for opening stores, due to the decrease in the number of store openings compared to 4Q23

**Adjusted EBITDA: +24.8% y/y**  
**+1.1 p.p. y/y of Adjusted EBITDA Margin**

- Expansion of gross margin
- Dilution of operating expenses

# Accounting and non-cash elements that impacted 4Q24 results

1

## Impairment on Cão Cidadão and Zee.Dog

We conducted an annual impairment test on our acquired operations to ensure that our financial statements reflect the economic reality of the business

### Impacts:

**EBITDA**  
R\$55.4 million

**Net Income**  
R\$36.6 million

### Cão Cidadão

Initial revenue projections included the development of a series of services in partnership with Petz, such as pet hotels, dog walking, and pet sitting, which were not implemented

### Zee.Dog

Increase in the discount rate (WACC) used in the impairment test, which rose over the past year, reducing the estimated present value of the asset

Accounting impact, not affecting the utilization of the benefit from the amortization of tax goodwill

2

## Mark-to-market of the derivative related to the swap operation linked to the "4131" financing line, in dollars

Variations may occur between quarters due to differences in the dollar exchange rate between the beginning and end of each period

- Negative impact of R\$ 12.8 million on Net Income in 4Q24

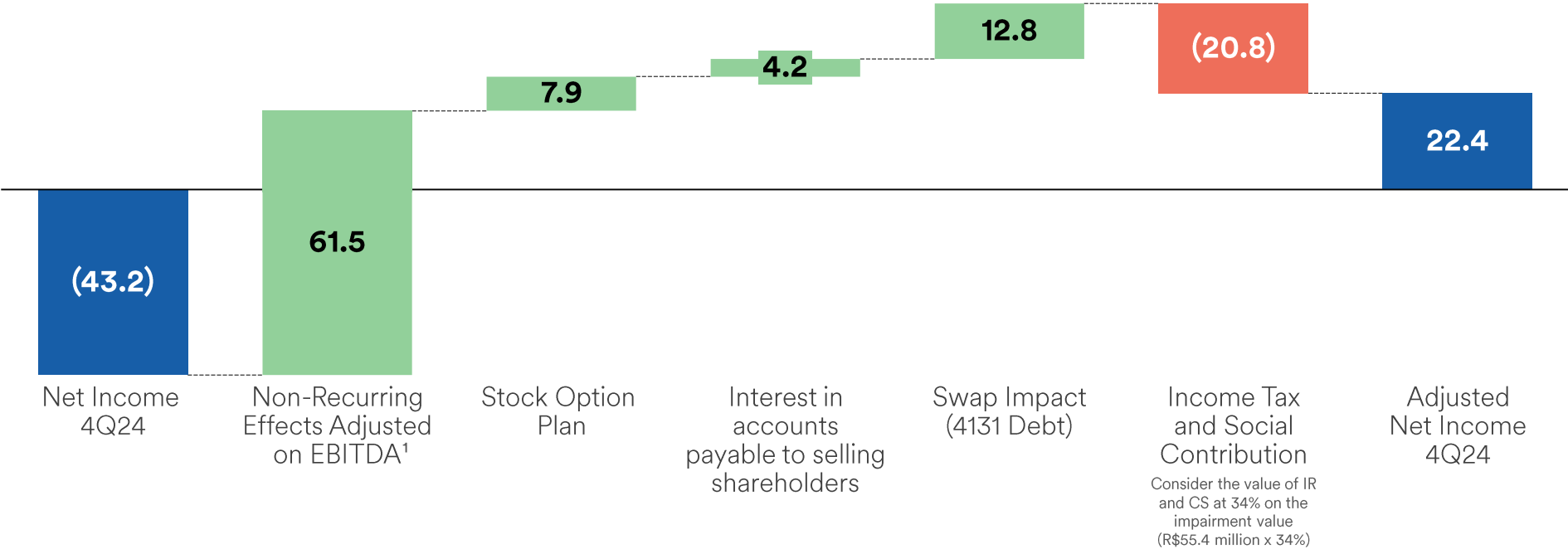
Despite the mark-to-market variation existing between quarters (non-cash effect), at the end of the five-year period the accumulated impact of this will be zero

**+49.7% Growth in  
Adjusted Net Income**

(Excluding the market valuation effect of the derivative related to the swap operation linked to the “4131” financing line)

## Adjustments in Net Income

R\$ million



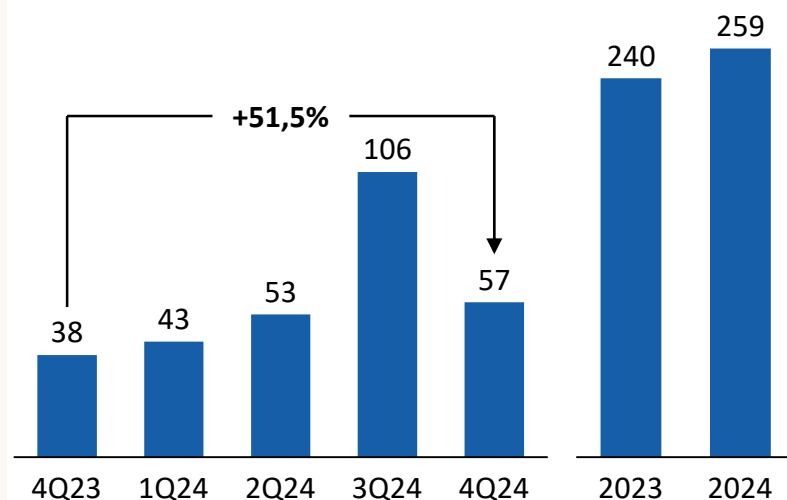
¹ Includes (i) the effect of impairment amounting to R\$55.4 million; (ii) expenses related to the Partnership Agreement with Cobasi, involving transaction advisory fees and due diligence; and (iii) recognition (non-cash) of the earnout portion of the Zee.Dog transaction amounting to R\$1.5 million.

# Cash flow, investments and debt

Another quarter of operational generation suficiente to cover investments, excluding interest on financing

## Operating Cash Flow

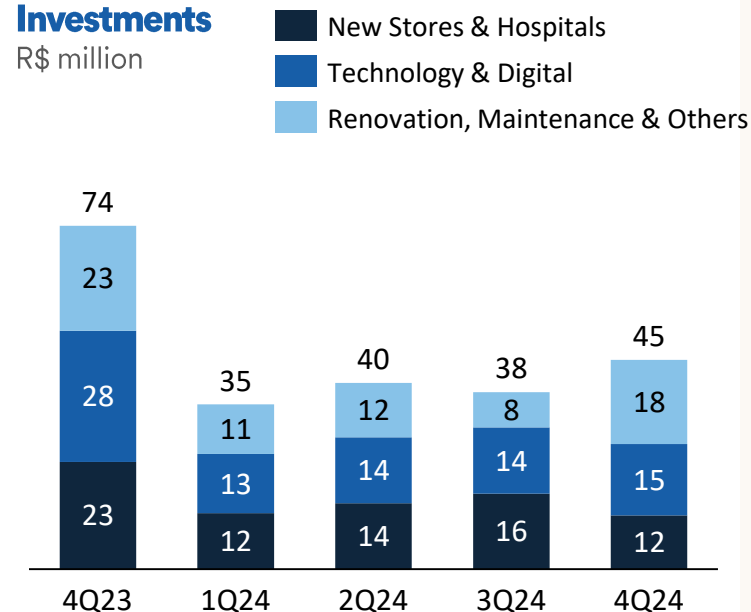
R\$ million



- **R\$57.4 million** in operating cash generation (**+51.5% y/y**), driven by operational efficiency and efficient working capital management
- Sufficient operating generation to cover investments

## Investments

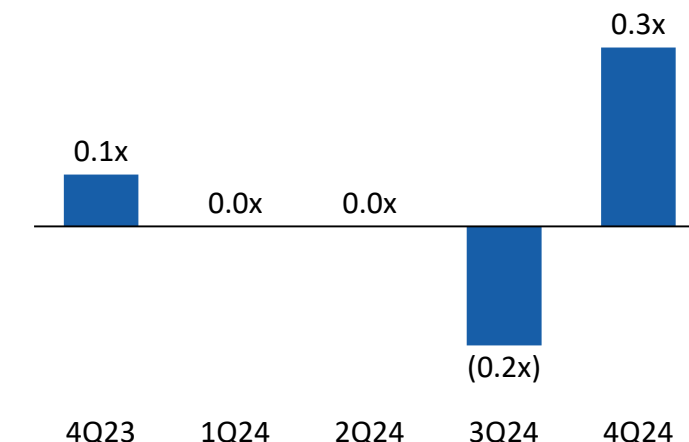
R\$ million



- **Reduction of -39.1% y/y** in Total Investments
- **Reduction of -49.8% y/y** in New Stores, reflecting the slower pace of openings in 2024, reduced capex per store, and optimization of store formats
- **Reduction of -45.8% y/y** in Technology & Digital. The main investments related to digital transformation have already been made, and the company continues to focus on optimizing and maintaining the established infrastructure.

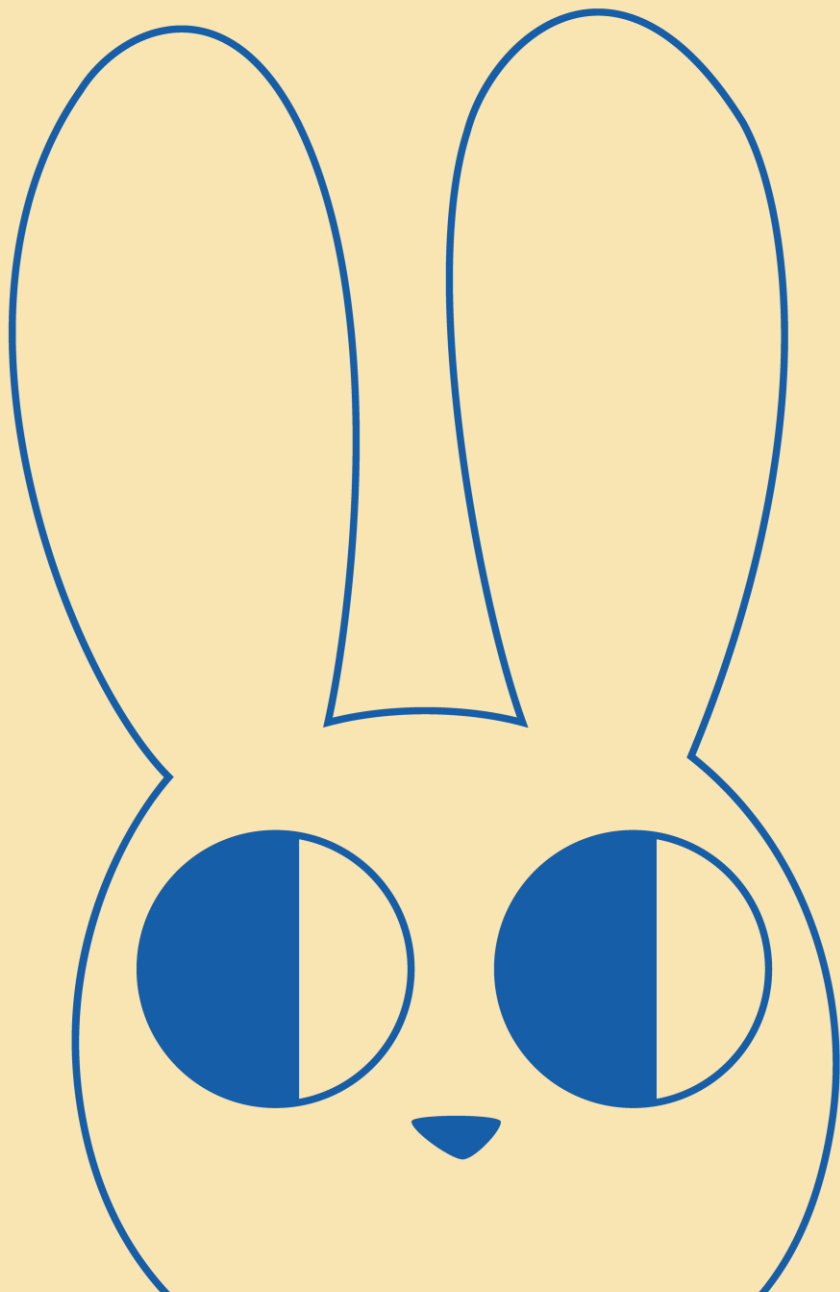
## Leverage (IAS 17)

Net Debt/Adjusted EBITDA 12M



- **Net Debt of R\$88.6 million**, representing 0.3x the Adjusted EBITDA of the last 12 months
- **Dividend distribution amounting to R\$130 million**, paid during the quarter, which constitutes the cash portion received by Petz shareholders in the context of the business combination with Cobasi

# Corporate Governance



# Ownership Breakdown



<sup>1</sup>Considering PLATINA 55 FIM fund position.  
<sup>2</sup> Includes Treasury Share (11,600,015)  
 Data updated based on the Reference Form released on Apr. 04, 2025.



# Corporate Governance

## Board of Directors

**Claúdio Roberto Ely**  
Independent President

**Sergio  
Zimmerman**  
Effective Member

**Tania  
Zimmerman**  
Effective Member

**Gregory Louis  
Reider**  
Effective Member

**Eduardo  
Terra**  
Effective Member  
(Independent)

**Ricardo Dias  
Mieskalo Silva**  
Effective Member  
(Independent)



## Advisory Committees

**Fiscal Council**

**Audit Committee**

**Strategic Committee**

**Finance Committee**

**Human Resources Committee**

**Sustainability Committee**



# Executive Board



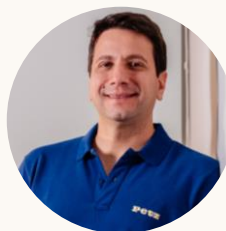
**Sergio Zimerman**  
CEO



**Aline Ferreira  
Penna Peli**  
VP of Finance, Investor  
Relations/ESG and New  
Business



**Rodrigo  
Fernandes Cruz**  
VP of Retail and  
Commercial



**Marcelo  
Silveira Maia**  
VP of Digital and  
Innovation

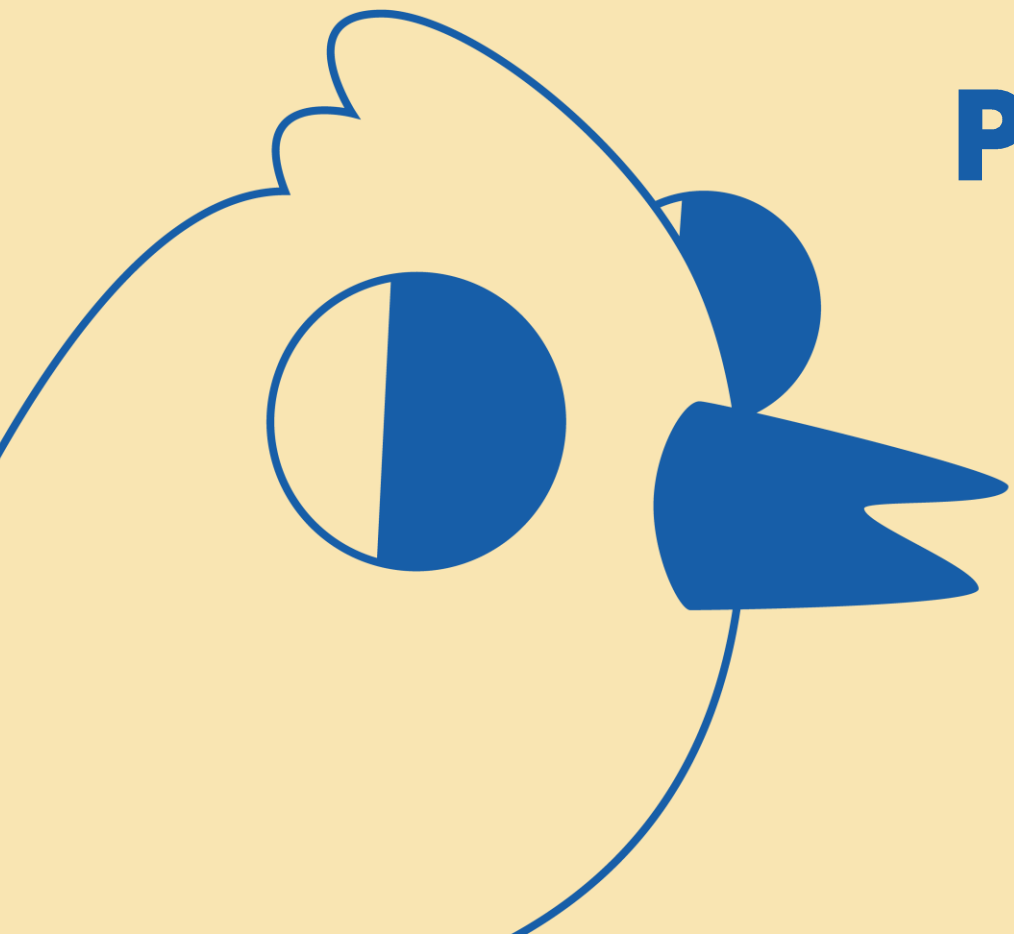


**Flávia  
Pontes**  
Executive Director of  
People and Culture, Care  
and Wellbeing



**Thalyta  
Losano**  
Legal  
Director

# **Petz brand refresh**



## What is a Brand Refresh?

Strategic movement that involves updating a brand in a subtle way to ensure **longevity, growth and relevance** in the market, without completely changing its visual identity or positioning.

in dec/23 we made the  
Brand refresh  
**Petz**  
Everything your pet needs

It represents the Company's progress in **consolidating its ecosystem** of products and services, enhanced by recent acquisitions.

This process was based both on the **evolution** of the **pet owners-pet relationship** and opportunities for **differentiation** and **innovation** in the face of competition (specialized and non-specialized)

## Generation P

New generation of pet owners: people's relationships with their pets are undergoing transformation, becoming more intimate, deeper and acquiring an unprecedented degree of complexity



**2** average number of pets per household

**88%**

consider the pet a member of the family

**41%**

of pet owners bought or adopted a pet during the pandemic

**R\$300**

Average monthly spending on the pet, with bathing and vet appointments being the most important services

**63%**

consider themselves a pet parent

**65%** do not hesitate to spend money on their pets

% of pet owners show their affection through:

**68%** Different food or treats

**48%** New toys

**72%**

show interest in the animal welfare cause

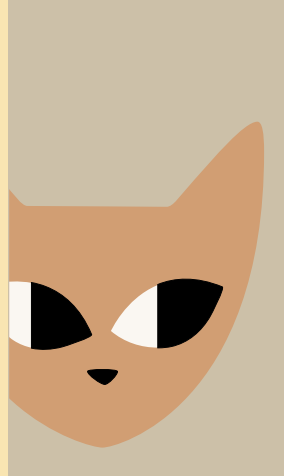
**68%** say that pets influence

leisure decisions, such as holiday destinations, weekend trips, choice of hotel and restaurant

**75%** declare that they talk to their pets, and even pay tribute to the pet, such as a tattoo or a birthday party

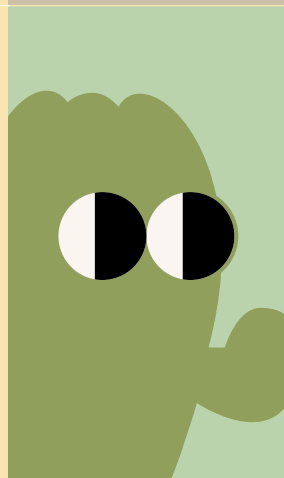


## Why a Brand Refresh



Create **competitive differences** that generate greater customer **loyalty and engagement**, resulting in an increase in share of wallet and frequency

## How we execute



**Visual identity  
and brand  
message**

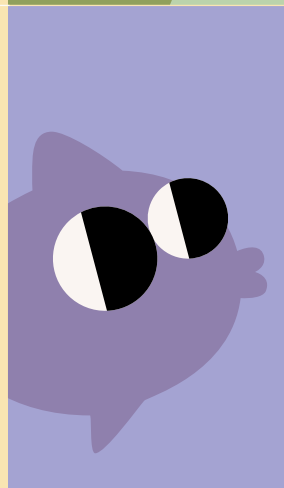
**Brand  
positioning**

**Marketing  
strategy**

**Private label with  
exclusive  
products**

**Customer  
experience**

## What we deliver



- Adequacy of the brand to the greater digitalization of customers
- Slogan review

- Exploration of attributes focusing on the pet, owners and society
- Strengthening the emotional connection between pet-owner

- Communication beyond retail (ecosystem)
- Institutional TV and out-of-home campaign
- Use of new advertising channels

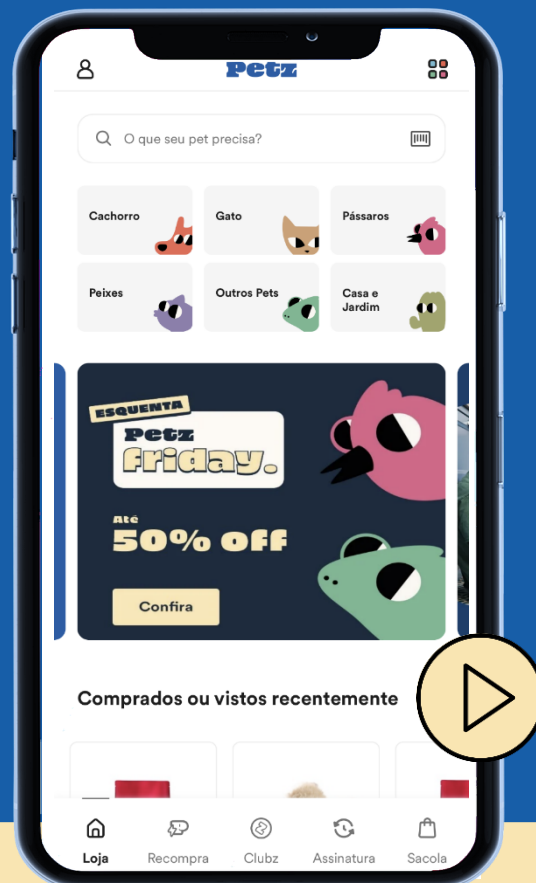
- Continuity of the private label strategy implemented since the beginning of the year

- New App: products and services unified in a single app
- New store experience

# Marketing strategy

Reinforcement of Petz's communication as an ecosystem (not just retail), new advertising channels utilization, and promotion of in-store events.

## New app

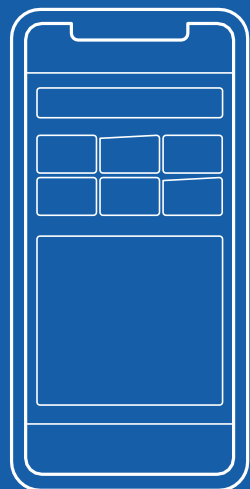


## New products



## Generation P campaign

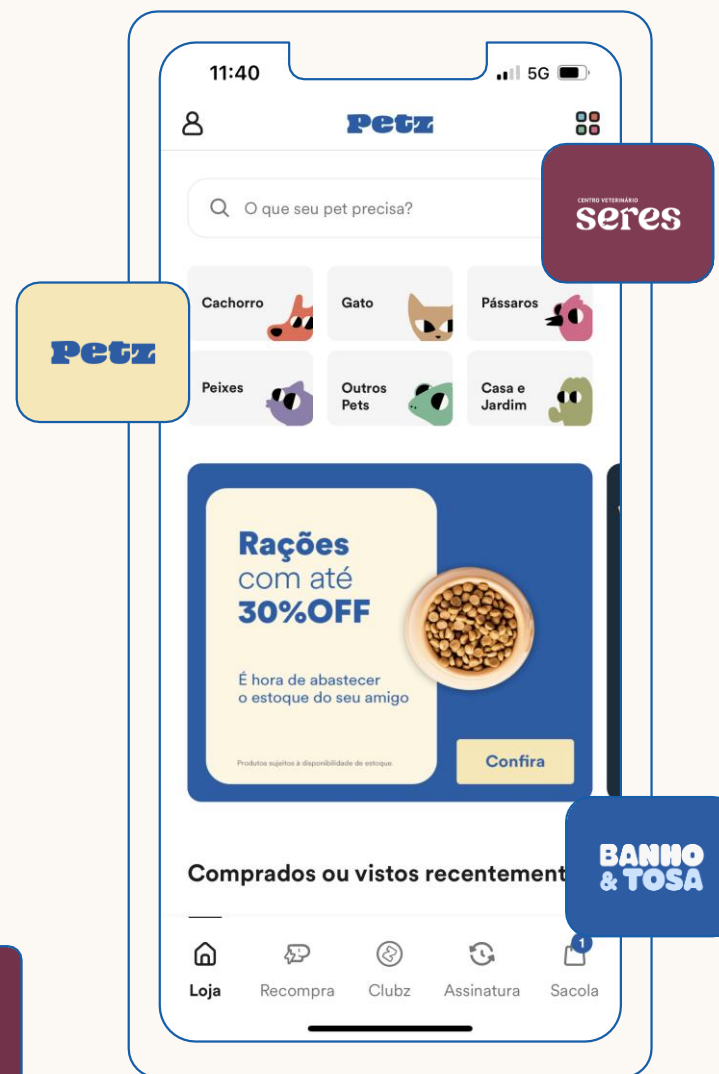




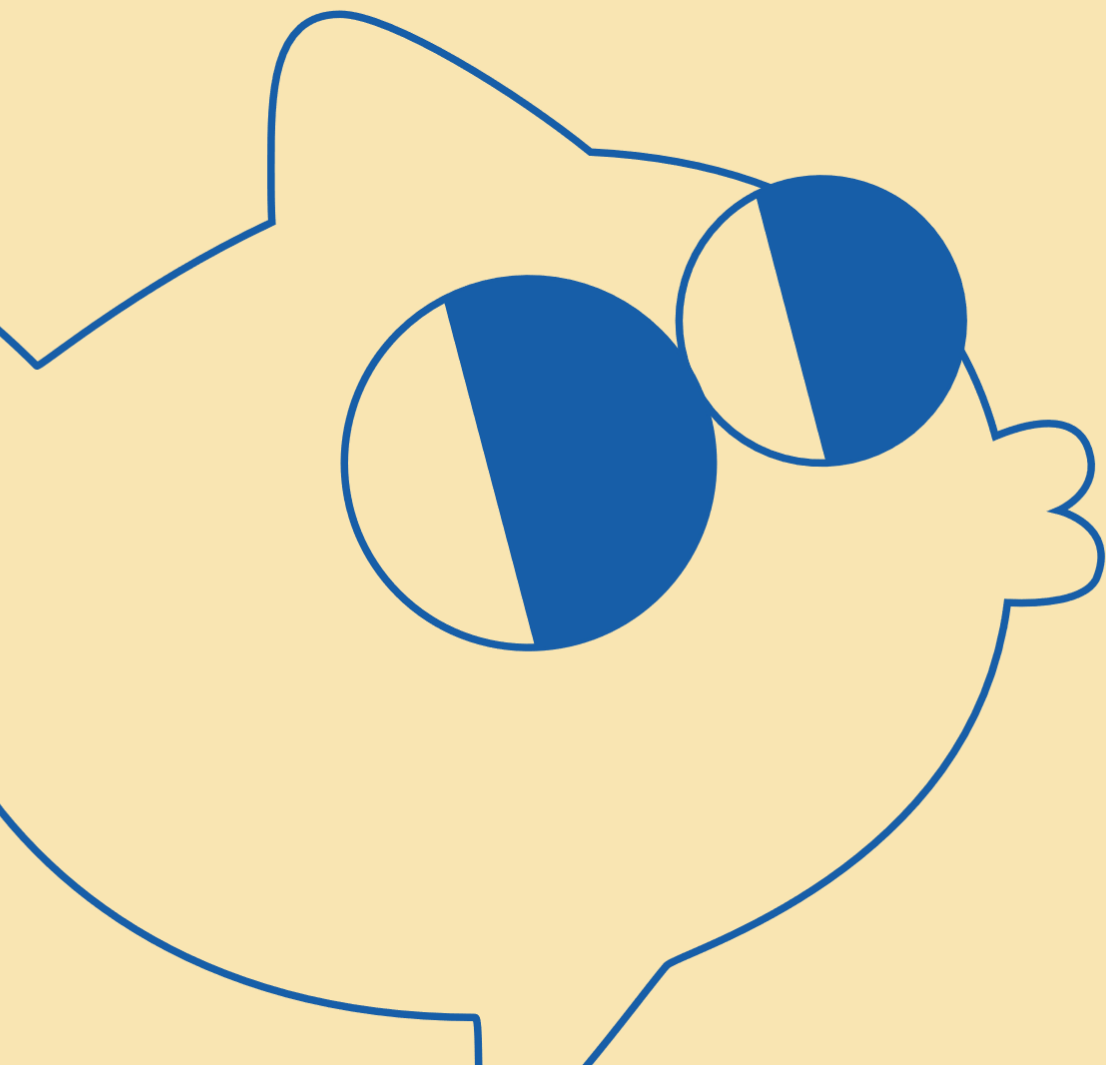
## Customer experience

Everything your pet needs  
in one app

The main products, services and curation of the ecosystem were unified in a **single app**, making the **journey more fluid** and customer's life even easier.



In the new app, customers can **schedule** vet appointment (Seres) and Grooming services.



# Appendix



# Launch of dry food

(Premium Category)

**SELECTIONS**  
for pets



- Sales success in just a few days
- High acceptance by both tutor and pet
- Available in all Petz stores
- 20 SKUs, in packaging of 3kg, 10kg, 15kg, and 20kg

**Product with purpose:**

**1% of the profits raised will be donated to animal causes**



# Relaunch of Clubz – Petz’s Loyalty Program

- Fixed benefits and unlimited use
- Also available in paid versions **with more benefits**
- **Expansion of value offerings** for loyal customers and heavy users

	<b>CLUBZ</b> BRONZE Gratuito para clientes Petz	<b>CLUBZ</b> PRATA Gratuito para Assinantes Petz ou por 12x de R\$ <b>6,90</b>	<b>CLUBZ</b> OURO por 12x de R\$ <b>12,90</b>	<b>CLUBZ</b> DIAMANTE por 12x de R\$ <b>24,90</b>
CashPetz e descontos com o Compre e Ganhe	✓	✓	✓	✓
<b>10% OFF</b> em todas as compras de produtos	×	✓	✓	✓
Desconto no Banho & Tosa	×	<b>10% OFF</b>	<b>20% OFF</b>	<b>30% OFF</b>
Conteúdo exclusivo	×	✓	✓	✓
<b>5% de CashPetz</b> em todas as compras de produtos	×	×	✓	✓
Sem taxa de serviço em compras online	×	×	×	✓
<b>30% de CashPetz</b> em consultas, vacinas e exames	×	×	×	✓
<b>Frete grátis</b> para todo o Brasil na Entrega Padrão	×	×	×	✓



## CLUBZ

### Economize abrindo a carteira

São muitas possibilidades para o usar o seu CashPetz:

- App ou site
- Centro Veterinário
- Lojas físicas
- Banho & Tosa



## Strategic Initiatives

### **ATACADO** **PET**

- This project is a pilot aimed at testing a **new business model**;
- Focus on clients that currently are not Petz clients;
- **Target on social classes B and C**;
- Differentiated and most popular product mix;
- Partnerships with new suppliers, differentiated cost structure, and interest-only installment options and **progressive discounts, depending on purchase volume**



# Sustainability

Publication of the 2nd Annual Sustainability Report in July 2024

## Highlights of the Report

**Entry into the B3 Efficient Carbon Index – ICO2**

**More than 3.07 thousand tons of recycled waste**

**Conscious Delivery: Reduction of 550 thousand plastic envelopes**

**Petix Upcycling:** Processing 650 tons of discarded diapers per month

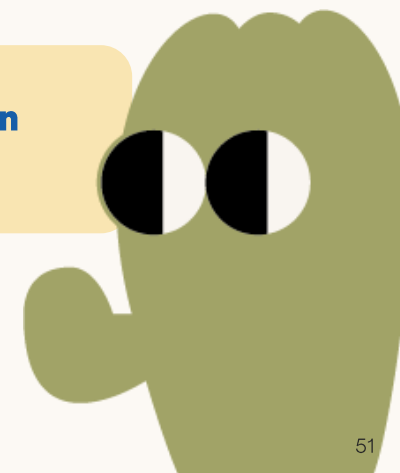
**“Reversa” Project:** Savings of R\$2.8 million in losses due to expiration dates

**Performance Assessment:** Achievement for 100% of employees

**Adote Petz: Support for 135 NGOs and protectors with R\$8 million in donations**

**Corporate Volunteering: 690 social actions carried out by 400 employees**

**7,300 pets adopted in Petz stores**





# Disclaimer

The statements contained in this document regarding business outlook, projections about operational and financial results, and those related to growth prospects of the Petz Group are merely projections and, as such, are based solely on the management's expectations about the future of the business. These expectations depend substantially on market conditions, the performance of the Brazilian economy, the sector, and international markets, and are therefore subject to change without notice.

This performance report includes both accounting and non-accounting data, such as operational, financial pro forma, and projections based on management's expectations. The non-accounting data have not been subject to review by the Company's independent auditors.

GRUPO  
**Petz**

ri.petz.com.br  
ri@petz.com.br

**Petz**

CENTRO VETERINÁRIO  
**seres**

**BANHO  
& TOSA**  
Petz

  
**Cão Cidadão**

  
**adotepetz**

  
**zee.dog**

**CANSEI  
DE SER  
GATO**

**petix.**  
o melhor para seu pet

**ATACADO  
PET**