

# PETZEY OVERVIEW

*Shaping the  
future of pet  
wellness*



# PETZEY VISION



*Create the largest  
Pet Healthcare  
digital platform  
services company in  
the world without  
owning a Clinic.*



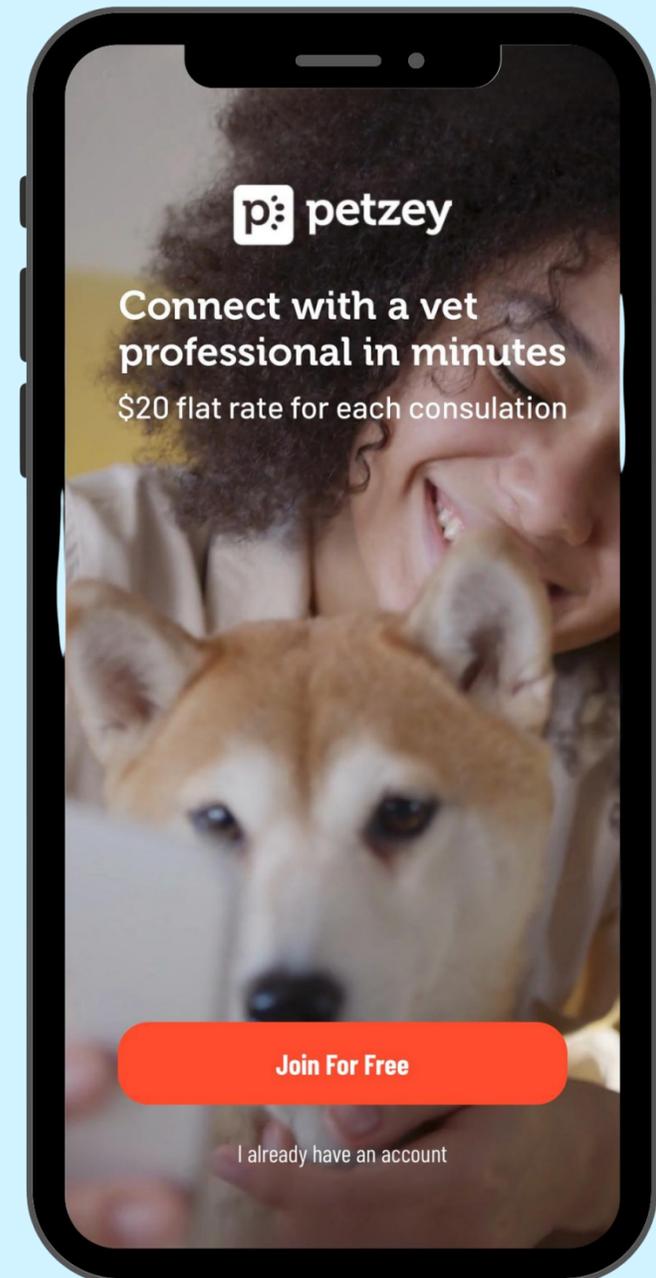
# PROBLEM - SOLUTION

*“There is a Pet Care crisis – Petzey Fixes it.”*

- ❖ Pet Ownership has doubled in the last 10 Years.
- ❖ Pet Care costs are skyrocketing, and Vets are aging out at an alarming rate.
- ❖ Pet Care Crisis creates three pain points for Pet Owners: (i) Costs (ii) Access and (iii) Convenience.

*Pet Care is in the middle of the “Big Bang” of Digitization, where technology, digitization, and AI are reshaping the landscape - following the same trajectory that revolutionized human healthcare. Consumers increasingly demand convenience, immediacy, tech-enabled service and trusted access to care.*

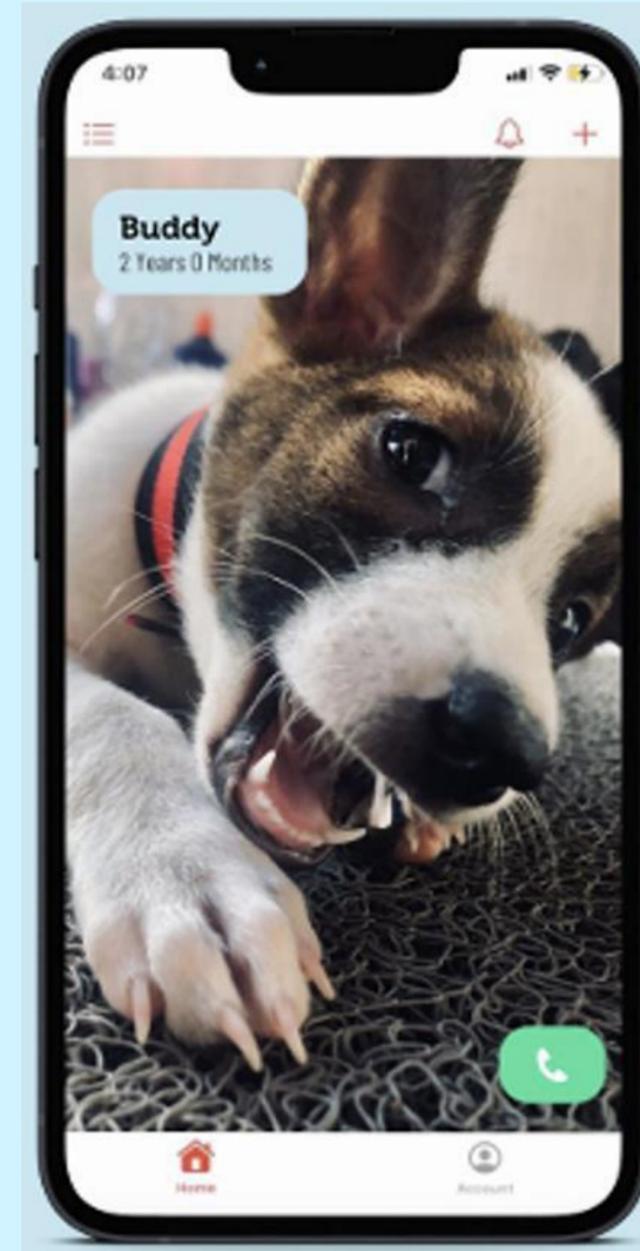
*“Petzey’s on-demand mobile Pet Telehealth platform App with proprietary routing and matching algorithms sits in the middle of the technology transformation and fills the gap for tech enabled services providing immediate, convenient, and cost effective Pet Care.”*



# MARKET OPPORTUNITY

## *Key elements in the Addressable Pet Sector:\**

- ❖ **Large Expanding total addressable market:** Industry expected to grow to \$275B by 2030.
- ❖ **Telehealth is the largest niche growth:** Pet Telehealth—Petzey’s core target—estimated at \$40B by 2030.
- ❖ Petzey’s unique network allows scale and operational efficiency unmatched in the market with a capacity today to handle a maximum of **7M calls a month**.
- ❖ **Pet Ownership rising steadily:** nearly 30% of U.S. households (98M) own 2 Pets or more.
- ❖ **Consumers increasingly "Humanizing" pets:** driving spending on wellness, food, insurance, and services.
- ❖ **Total US Population Insured (All Insurance Groups):** Estimated **305 million** Americans have some form of health insurance coverage across private and government programs.
- ❖ **Employer-based coverage:** Approximately **178 million** individuals receive insurance through employers.



\*Morgan Stanley Report on the US Pet Care Sector, "Welcome to the Petriarchy"

\*\*US Health and Medical Insurance Market Size Analysis, June 22, 2025, Mordor Intelligence.

\*\*US Group Health Insurance Market Size & Trends Analysis, March 2024, Grand View Research.

# MILESTONES

- ❖ Petzey has invested 3–5 years of engineering development time to build a proprietary routing and matching platform enabling a telehealth infrastructure that dynamically routes calls, matches pet owners with appropriate vets in real time, available in all **50 States, 7/24, 365 days a year.**
- ❖ Petzey’s unique network allows scale and operational efficiency unmatched in the market with a capacity today to handle a maximum of **7M calls a month.**
- ❖ The Petzey technology platform as been Certified with an “**A Grade**” via Humana Medicare’s Technology and Cyber Security Assessment managed by BitSight.
- ❖ Petzey launched in August of 2023 targeted to enterprise clients as an Employee Benefit signed 23 leading companies such as **Verizon, Carvana and Mastercard.**
- ❖ Petzey also signed a Partnership and Co-Marketing Agreement with **Nestlé Purina** the largest Pet Care company in the world.
- ❖ Petzey launched into the Insurance sector in Q2 of 2024 with a PEPM model as a subsidized Employee Benefit signing contacts with **Delta Dental, Humana and Anthem.**



**petzey** **DELTA DENTAL**

### Creating Smiles Together

For a limited time, your first Petzey virtual call comes with a \$10 petco treat!

**How It Works:**

1. Sign in to Petzey with your Delta Dental group code.
2. Connect with a licensed vet professional.
3. After your first call, we'll send you a \$10 Petco Gift Card!

Download with the DDKY group ID:  **SCAN HERE!**

Limited Time Offer  
July 1 - Sept 30

Your pets are family. That's why **Delta Dental of Kentucky** and **Petzey** have partnered to help keep every smile in your home happy and healthy - human and furry alike.

Get instant help for your pets - wherever you are, whenever you need it.

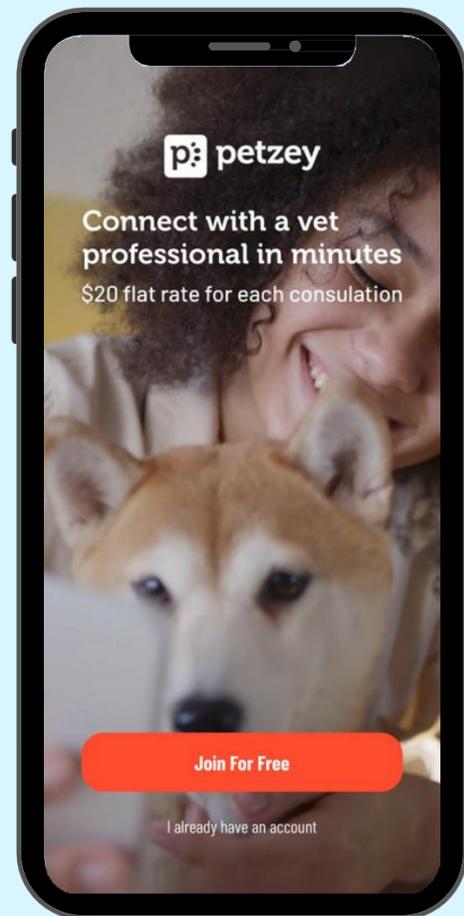
**petzey**

**Petzey & Delta Dental**

### Creating Smiles Together

# PETZEY SOLUTION – ADDRESSING GAPS IN PET CARE

*Petzey creates a strategic pivot in Pet Healthcare, enabling the value of connectivity, efficiency, and comprehensive care.*



 **Accessibility**

 **Affordability**

 **Convenience**

 **Peace of Mind**

 **Preventative Care**

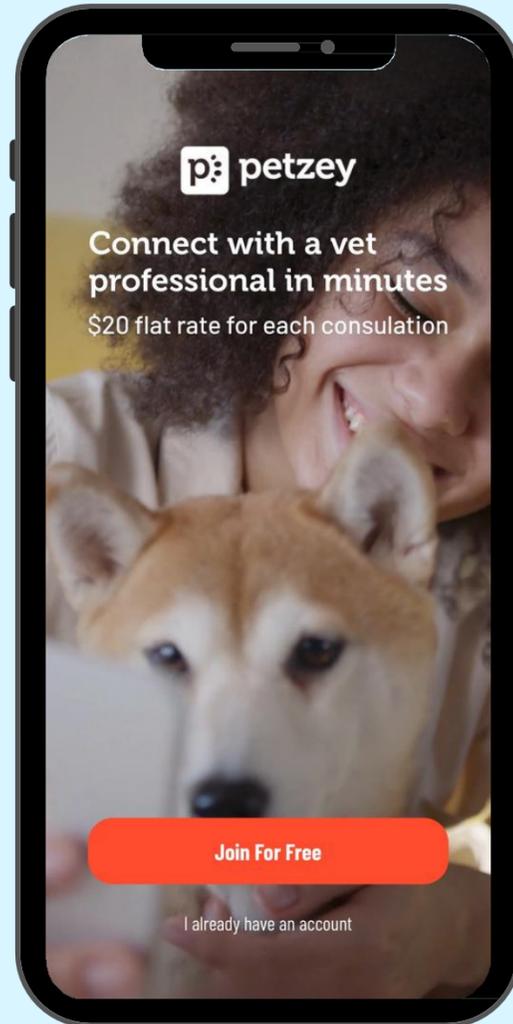
 **Immediate Access**

 **Quality Professional Advice**

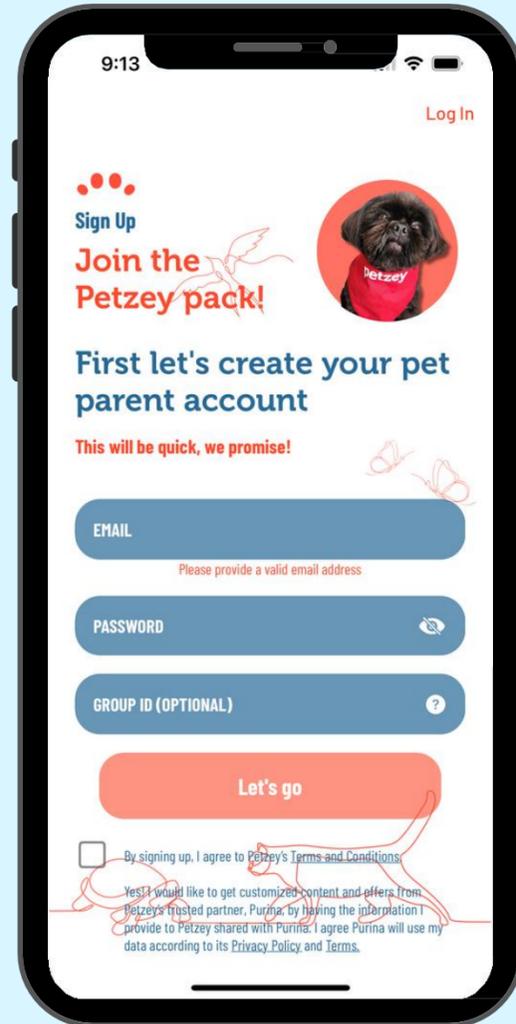
*Petzey sits in the middle of the Pet Care industry's trajectory being shaped by demographic trends, consumer behaviors, and technology advances.*



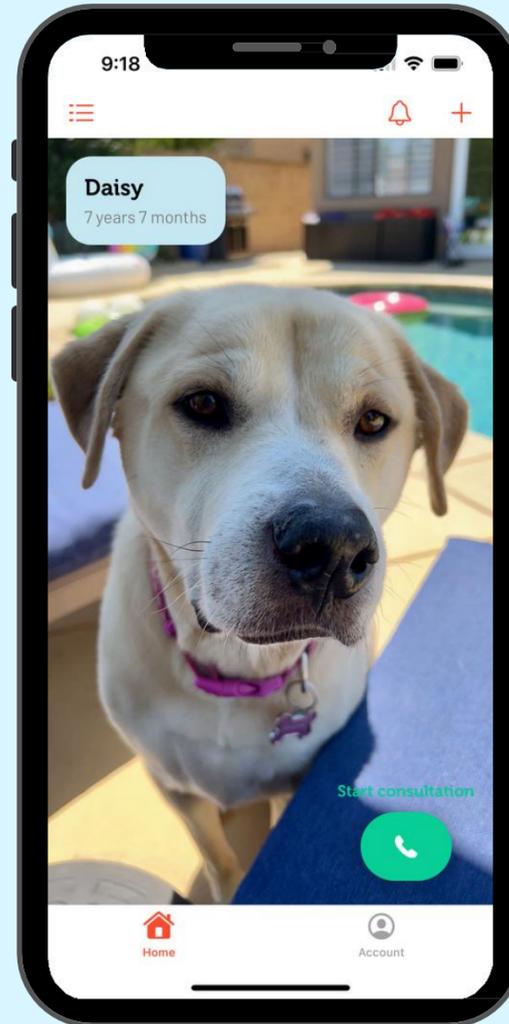
# THE PETZEY ADVANTAGE IS UNMATCHED IN THE MARKET



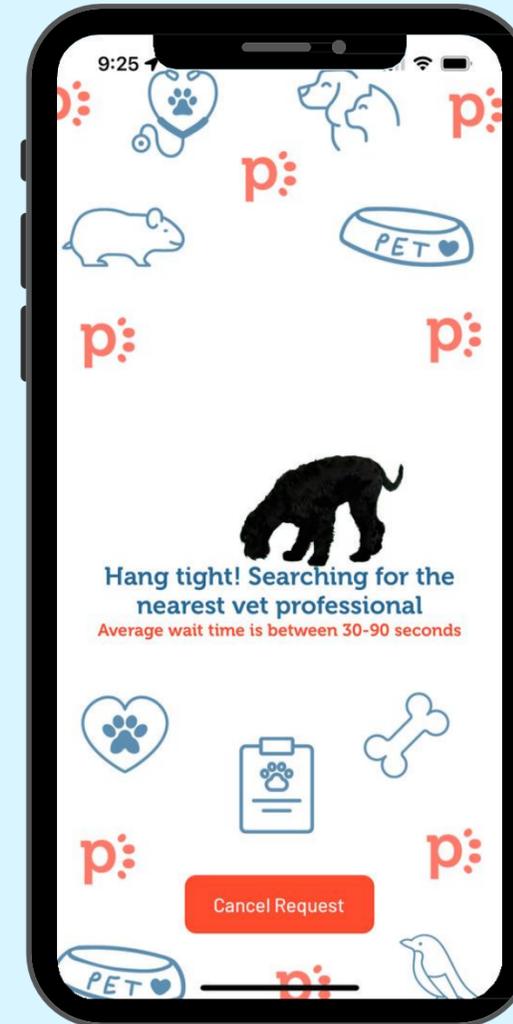
1. Download the app



2. Create an account



3. Press the call button



4. Routing algorithm matches pet parent to vet pro



5. Expert advice in just a few taps

Petzey offers instant, affordable, and convenient access to expert care for pets, with unmatched scalability through proprietary technology.





# PETZEY-PURINA PARTNER & CO-MARKETING

- ❖ **Nestle Purina** selects Petzey in Partner and Co-Marketing Agreement:
  - i. For Telehealth and Wellness Partner across Brands.
  - i. Technology platform for Data acquisition, and Customer direct inception.
  - ii. Integration to all Purina Apps and IoT products.
  
- ❖ The **Nestle Purina** relationship has Market impact: Nestle acquired Purina in 2001 for \$10.3B
  - i. Purina is the Largest Pet Food Company in the World
  - ii. 2023 generated \$11.3B with 15,000 employees
  - iii. Purina has 28 Pet Brands with the largest market reach to Veterinary Clinics



# MARKETING STRATEGY



Ad · Google Play

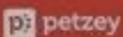
 **Petzey | Pets Deserve the Best**  
4.4 ★★★★★ (14)

Instant expert pet care. Virtual vet pro consultations with Petzey. Try now!

Free Install

 **Petzey**  
Petzey Technology, Inc.

Install

 petzey

On-demand vet consultations anytime, anywhere



Healthy Pets, Anytime

Instant expert pet care. Virtual vet pro...

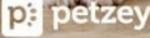
4.4 ★ | 10  |  4 thousand

 Google Play

**PET PARENT CHECKLIST**

- Take your dog for a walk
- Pick up dog poop
- Scoop cat litter
- Call for a Petzey wellness check
- Clean their food & water bowl



 petzey

What's the best food to feed my pet? 

You should #PetzeyThat...





3:00 PM



Calling my vet to complain that my hooman won't give me unlimited treats.

#PetzeyThat



# MARKETING STRATEGY

*An omnichannel strategy designed to amplify our brand recognition and accelerate growth.*

A testimonial graphic with a red background and a blue speech bubble. The speech bubble contains a five-star rating and a testimonial from Madsort dated 07/30/2020. Below the speech bubble is the Petzey logo and a navigation bar with links for 'WHY PETZEY', 'VET PROFESSIONALS', 'FAQ', 'BLOG', and 'DOWNLOAD'. The bottom section features a woman holding a dog with the headline 'Give The Best Care To Your Best Friend' and a sub-headline 'Because loving your pet isn't a 9 to 5.' with a 'LEARN MORE' button.

★★★★★

I used this app when my dog seemed to be choking while we were on a mini vacation! I didnt know where any vets were and it was late at night so most close to me were closed. I was able to talk to someone right away who could walk me through what was likely happened and that it wasnt an emergency! Saved me from driving 1.5 hours to the closest emergency vet! So incredibly helpful!

MADSORT, 07/30/2020

petzey

WHY PETZEY VET PROFESSIONALS FAQ BLOG DOWNLOAD

Give The Best Care To Your Best Friend

Because loving your pet isn't a 9 to 5.

LEARN MORE

A graphic with a blue top half and a red bottom half. The top half features a vet holding a cat with the text 'Ask a PETZEY VET' and the Petzey logo. The bottom half features a dog with the text '#PETZEYBLOG UNDERSTANDING YOUR PET'S SEPARATION ANXIETY' and the Petzey logo. Both sections include a 'FOLLOW US FOR MORE' button.

Ask a PETZEY VET

petzey

FOLLOW US FOR MORE

#PETZEYBLOG

UNDERSTANDING YOUR PET'S SEPARATION ANXIETY

petzey

FOLLOW US FOR MORE

A graphic with a light background featuring a dog, a cat, a rabbit, and a bird. The text reads 'Connect with a vet professional in minutes' and '\$20 flat rate for each consultation.' The Petzey logo is in the top left. A red button at the bottom right says 'JOIN FOR FREE'.

petzey

Connect with a vet professional in minutes

\$20 flat rate for each consultation.

JOIN FOR FREE

# KEY PARTNERSHIPS FUEL PETZEY'S GROWTH

- ❖ Petzey launched a new Pricing Model in May– Per Employee Per Month (PEPM) Pricing at \$1.00 per month per employee.  
The Pricing model is targeted to have the Petzey fee embedded into the monthly premiums of services being paid by the Employer or Employee.
- ❖ **Pet Ownership rising steadily:** nearly 30% of U.S. households (98M) own 2 Pets or more.
- ❖ Delta Dental is the largest Dental Insurance company in the US with 39 Regions and estimated **80M** Policy holders. Pilot in Kentucky Region with **550,000 Lives** – Invoicing began in July with embedded service to members.
- ❖ Humana Medicare Supplemental group – rolling out to the **6.5M** – Certified Tech/Cyber Security Assessment by BitSight.
- ❖ Anthem Vision – **8M members** – pilot in Georgia to embed Petzey service.
- ❖ Purina Partnership – Proposal for Private Branded network for all Purina Consumer products - integration with Purina Apps and 28 Brands.



# PETZEY REVENUE MODEL - PEPM

- ❖ Petzey created a new Pricing model to address the Insurance sector.
- ❖ Petzey now offers a Per Employee Per Month (PEPM) model that incentivizes companies to embed/include the Petzey service in their premium insurance service or bundled offering creating subsidized revenues.
- ❖ Petzey offers access to its Pet Telehealth platform for embedded, employer paid or employee payroll deduct programs at \$1.00 Per Employee Per Month.
- ❖ A client with 100,000 employees generates \$100,000 a month in top line revenue. The utilization of the Petzey service is forecasted at 1%-2% so this creates large monthly cash flow.

<b><i>PETZEY - PER EMPLOYEE PER MONTH (PEPM) - PRICING MODEL</i></b>				
<b>\$1.00 PEPM</b>	<b>Minimum # Pets</b>	<b># PEPM/Members</b>	<b>50/50 Split</b>	<b>ARR</b>
<b># Members</b>	<b>Call Utilization</b>	<b>Top Line Revenue</b>	<b>Revenue per Month</b>	<b>Total Revenue</b>
1,000,000	1%	\$1,000,000	\$500,000	\$6,000,000
3,000,000	1%	\$3,000,000	\$1,500,000	\$18,000,000
5,000,000	1%	\$5,000,000	\$2,500,000	\$30,000,000
<b>1,000,000 Members at \$1.00 PEPM with a 50/50 Split = \$6.0M ARR</b>				
<b>All Petzey Agreements are 3 or 5 Year Terms - with Minimum Annual Commitments</b>				

# PETZEY TEAM

## Board of Directors

### Mike Ortega, CEO



Held executive positions as CEO and CMO with several startups, Hewlett-Packard, MCI, and Alsbridge, supporting numerous corporate clients. Has over 30 years as Networking infrastructure veteran who has built five startups including Internet infrastructure provider, InterNAP (NASDAQ: INAP).

### Dr. Danny Cox, DVM, CVMO



40 year Practicing Veterinary Professional. Former Advisory Council at Petco, managing project to install Veterinary Clinics in Petco stores across Western Region, and former Banfield Advisory Board Member, developing Veterinary Medical Protocols.

### Kathryn Brewer



More than two decades of leadership experience in growth strategy, digital marketing, and operational transformation. Founder and Chief Strategy Officer of Golden Age Enterprises LLC and former Principal Commercial Analyst at Thermo Fisher Scientific. Author of *Not Your Mother's Mystic*.

### Gerry Perkel



Over 30 years of experience across multiple companies with successful exits. As CEO or Division President has led 7 different organizations with revenue levels from \$1M start up to a \$2B Division.

### Jeff Starman



Co-founder and Managing Member of Wickfield Capital and founder of Madison Property Company LLC, overseeing large commercial and residential portfolios across the Midwest. Former Vice President and General Counsel at GRC Inc and former Board Member and Executive Chairman of SignPath Pharma Inc, playing a key role in securing capital for pivotal Phase III clinical trials.



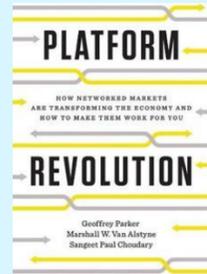
# PETZEY TEAM

## Advisory Board

### Geoffrey Parker



Director MIT Initiative on the Digital Economy, Director of the Irving Institute for Energy and Society at Dartmouth College, and co-author of *Platform Revolution*.



### Marshall Van Alstyne



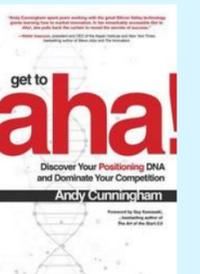
Director MIT Initiative on the Digital Economy and co-author *Platform Revolution*.



### Andy Cunningham



Founder and President of Cunningham Collective– a marketing, brand, and communication strategy firm– and author of *Get to Aha*. Over 35 years launched several new technology categories and products. Credited with launching Apple Macintosh for Steve Jobs.



### Bob Smith



Over 30 years working with companies from Technology Start-ups to Fortune 50s in areas of Executive and Team Performance, OKRs, and Systems Thinking.

### Ron Sargent



Retired Chairman & CEO of Staples Inc and Acting Chairman & CEO of Kroger. Serves on Board of Wells Fargo, Director on Five Below Inc, Board of City of Hope, Board of Trustees of Northeastern University, and Chairman of the Board of the John F. Kennedy Library Foundation.

### Dr. George Robinson



CEO of Heartland Veterinary Partners and former Chair of the Practice Committee at the AVMA that authored rulings on Telehealth.



# PETZEY TEAM

## Advisory Board

### Susanna Della Maddalen



Senior Advisor, Strategic Partnerships at Best Friends Animal Society. Former Chief Administrative Officer of Cancer Support Community, former CEO of the Oklahoma Humane Society, and former Executive Director of PetSmart Charities.



### Vince Cordo



Chief Client Relations and Opportunities Officer at Holland & Knight and former Head of Global Integration and Compliance at Shell Oil Co. Over 20 years of experience in business transformation, legal project management, and process optimization. Co-author of *Law Firm Pricing: Strategies, Roles, and Responsibilities* and *Data & Dialogue: a relationship redefined*.



### Andrew Cassis



Partner and Health Practice Leader for Tennessee and Kentucky at Mercer. Former Executive Vice President at AssuredPartners and Regional Vice President Specialty Division at Anthem Inc. Recognized for his senior leadership positions in benefit-consulting and client solutions, driving resiliency, employee wellbeing and service-model redesign.



### Eric Haverkamp



Anthem Inc Staff Vice President of US Stop-Loss Sales and former Voya Financial Regional Vice President. A trusted thought leader in the health-benefits and insurance sector with over 20 years of experience building high-performing teams and driving transformative growth, aggressive revenue expansion, and operational excellence.



### Rudy Puryear



Partner and Director at Bain & Company with over 35 years of experience in enterprise technology and digital transformation. Previously served as Global Managing Partner of Bain's IT/Tech practice and has held senior roles at other consulting firms, including CEO of Lante and Managing Partner of IT Strategy and eCommerce at Accenture.



# PETZEY TEAM

## Advisory Board

### Tony Hughes



Managing Director at Barclays Capital and former Managing Director at Citi with more than 25 years of experience in the investment banking world. Has senior managed over \$80 billion worth of transactions including several “Deal of the Year” awards from Institutional Investor and The Bond Buyer.



### TJ Gibb



President of Medicare Part D at Humana Inc. Former Senior Vice President of Marketing at KMG America and Vice President at ING. Senior business leader skilled in driving revenue growth and aligning teams, resources, and strategies to maximize profitability.



### Brian Hart



Vice President and Chief Revenue Officer at Delta Dental of Kentucky with over two decades of experience in healthcare and insurance, having held senior roles at Anthem and Blue Cross Blue Shield.



### Dave Clauson



Experienced Internet and Technology Consultant and former Advisor to President Bill Clinton Team on the Internet. Has founded several tech start-ups, three of which became successful Public companies. Either led or was a key member of the teams that launched the IBM PC, the Palm Pilot, Cloudshield, Apple’s Powerbook and Adobe Acrobat.



### Michael Hurley



A seasoned employee benefits sales professional currently serving as AVP Health Navigator Group Sales at Sun Life and Senior Vice President Group Sales at Pinnacle Care.



### Robert McGuire



Over 30 years of executive business experience in the Telecom, IT and Healthcare Industries, helping global clients optimize technology, reduce costs, and drive growth. Founder, Managing Partner, and Chief Revenue Officer of Telmac Group.





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for more info

