

BRIEF PETZEY OVERVIEW

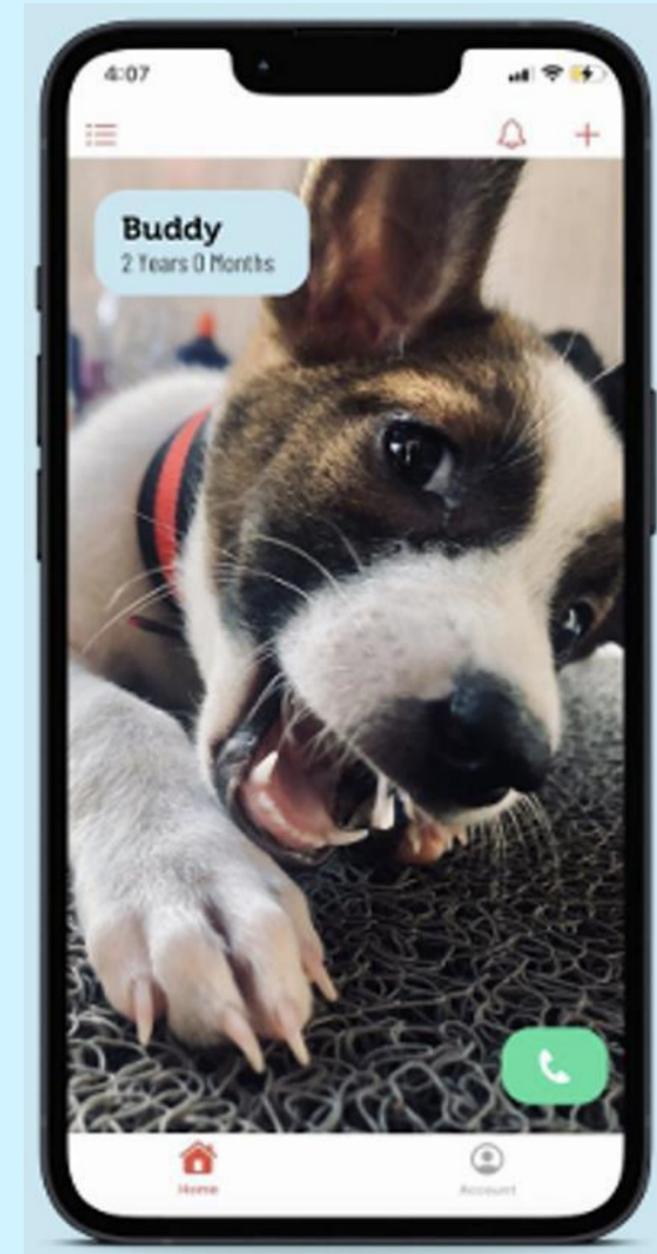
*Shaping the
future of pet
wellness*



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.

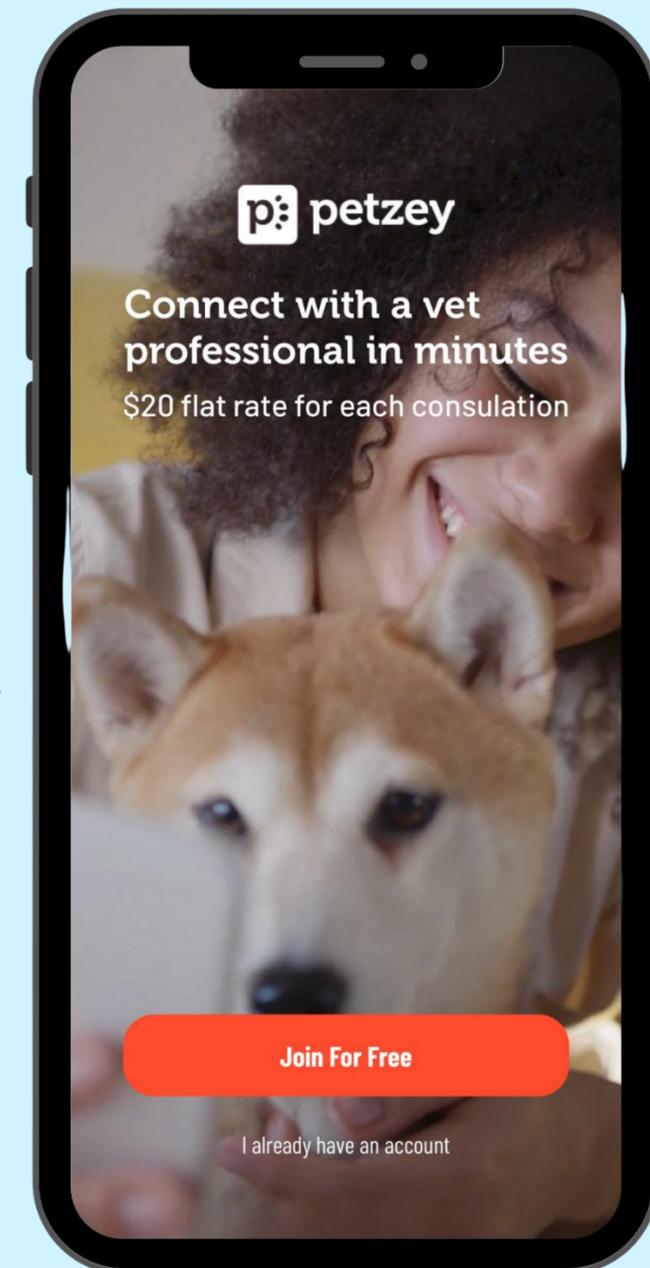
PROBLEM - SOLUTION

“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.”



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.

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Petzey & Delta Dental
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