PETZEY OVERVIEW

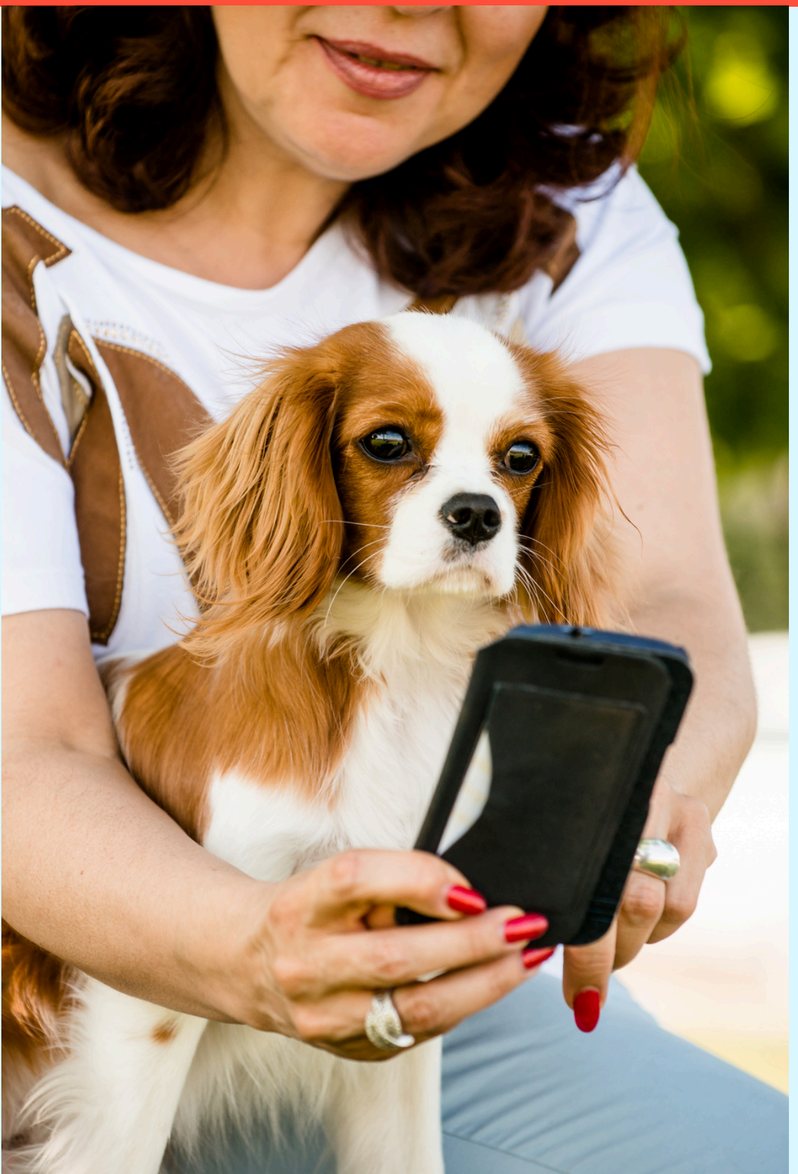
Shaping the future of pet wellness



petzey

PURINA

PETZEY VISION



Create the largest Pet Telehealth AI-hybrid digital platform services company in the world without owning a Clinic.

petzey



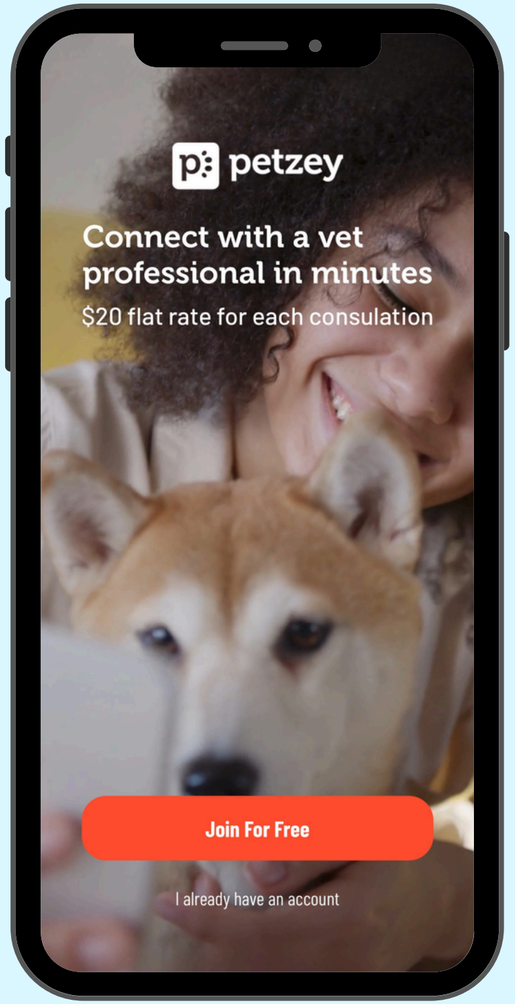
PROBLEM - SOLUTION

“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 AI-hybrid 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.”

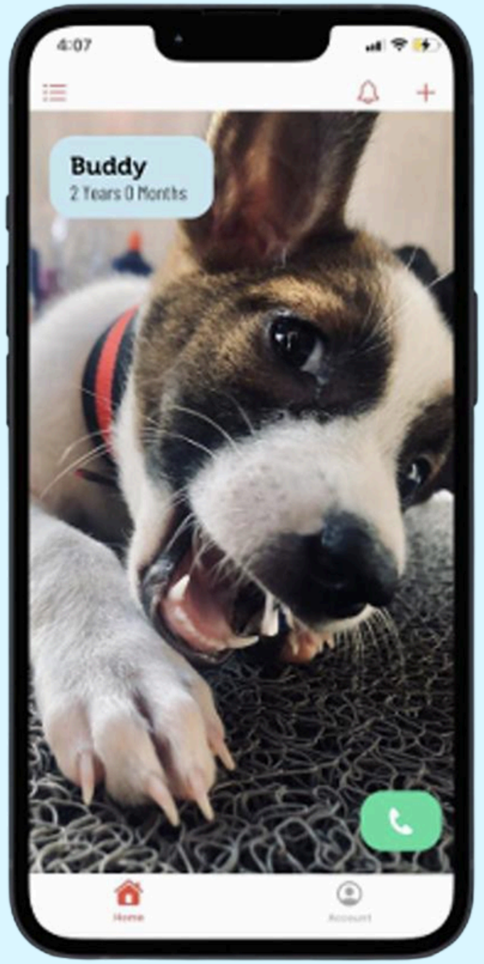


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MARKET OPPORTUNITY

*Key elements in the 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

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MILESTONES

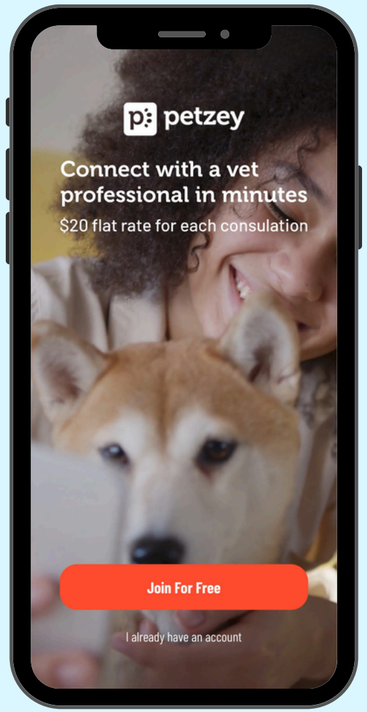
- Petzey has invested 3-5 years of engineering development time to build a proprietary routing and matching platform enabling a telehealth infrastructure that dynamically routes calls, matches pet owners with appropriate vets in real time, and is available in all **50 States, 24/7, 365 days a year**.
- 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 has 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 and signed 23 leading companies such as **Verizon, Carvana, and Mastercard**.
- Petzey also signed a Partnership and Co-Marketing Agreement with **Nestle 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**.



AT&T mastercard verizon PURINA DELTA DENTAL Humana petzey

PETZEY SOLUTION – ADDRESSING GAPS IN PET CARE

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

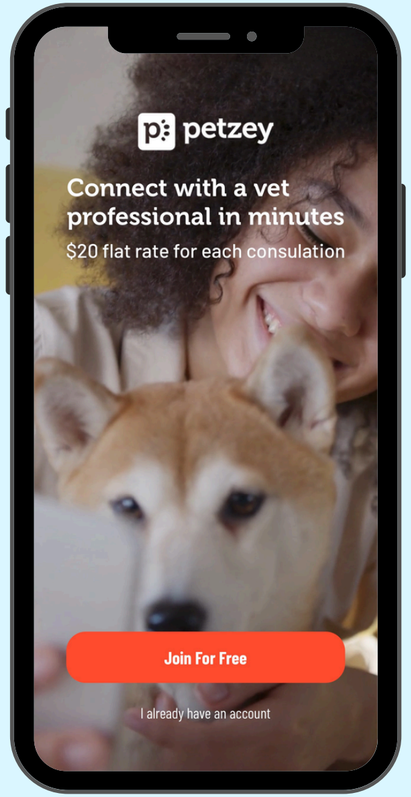


- **Accessibility**
- **Affordability**
- **Convenience**
- **Peace of Mind**
- **Preventative Care**
- **Immediate Access**
- **Quality Professional Advice**

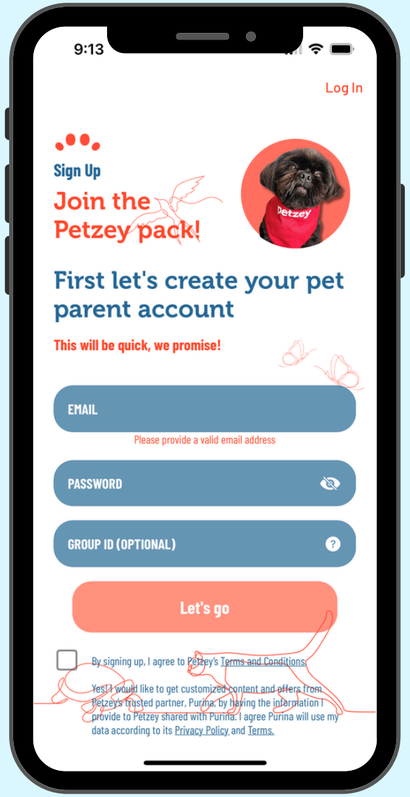
Petzey sits in the middle of the Pet Care industry's trajectory being shaped by demographic trends, consumer behaviors, and technology advances.

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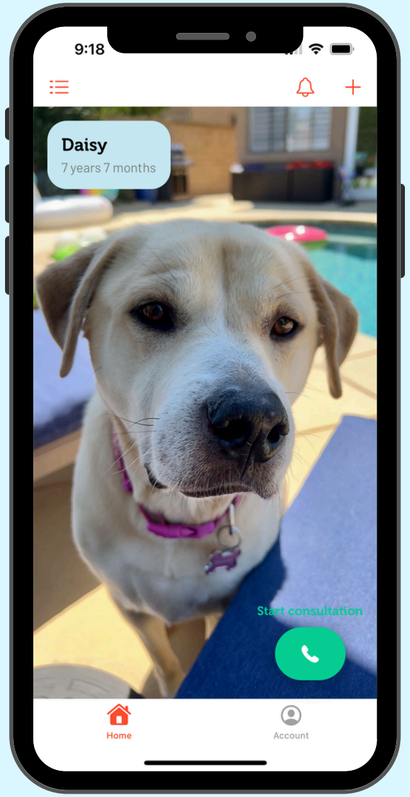
THE PETZEY ADVANTAGE IS UNMATCHED IN THE MARKET



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.

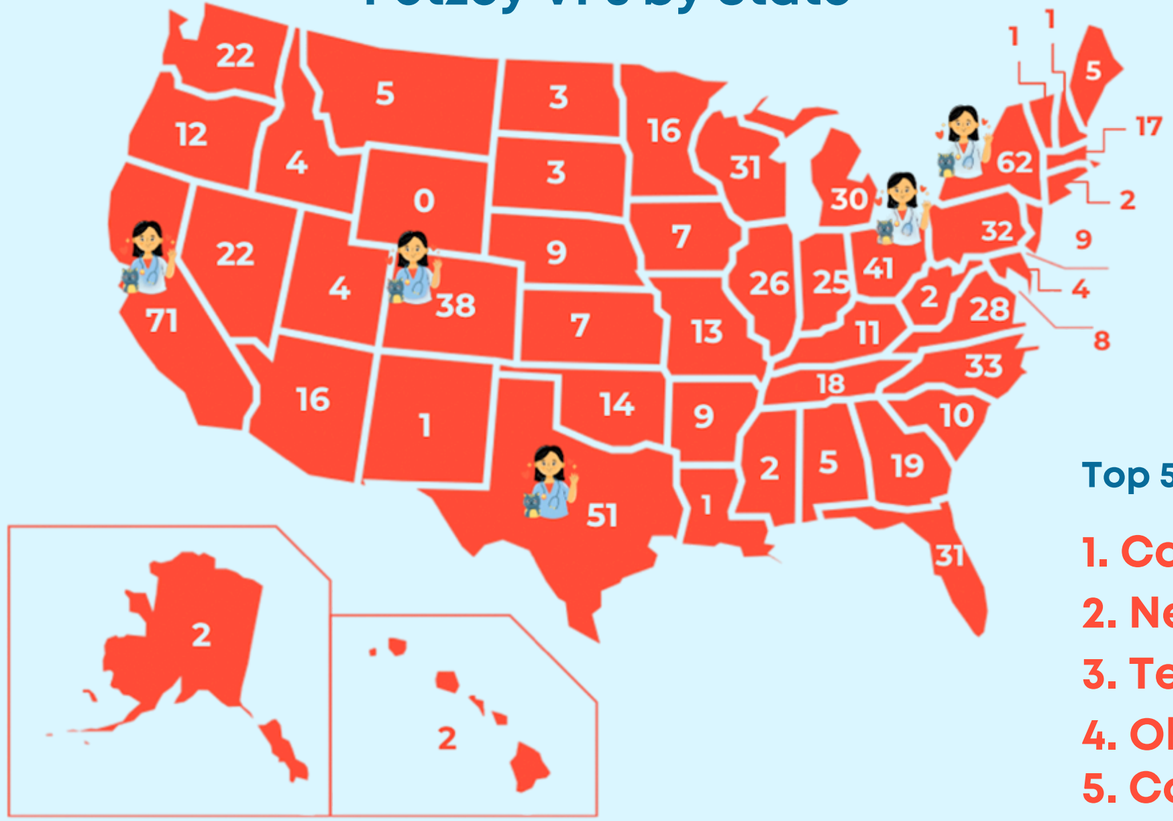
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NETWORK OF VET PROFESSIONALS

- Source Vet Professionals from multiple areas – we review credentials, license information, and interview every single one – approved then onboarded on platform
- Current call Capacity is 7M Calls per month.



Petzey VPs by State



Top 5 States:

1. California
2. New York
3. Texas
4. Ohio
5. Colorado

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PETZEY-PURINA PARTNER & CO-MARKETING

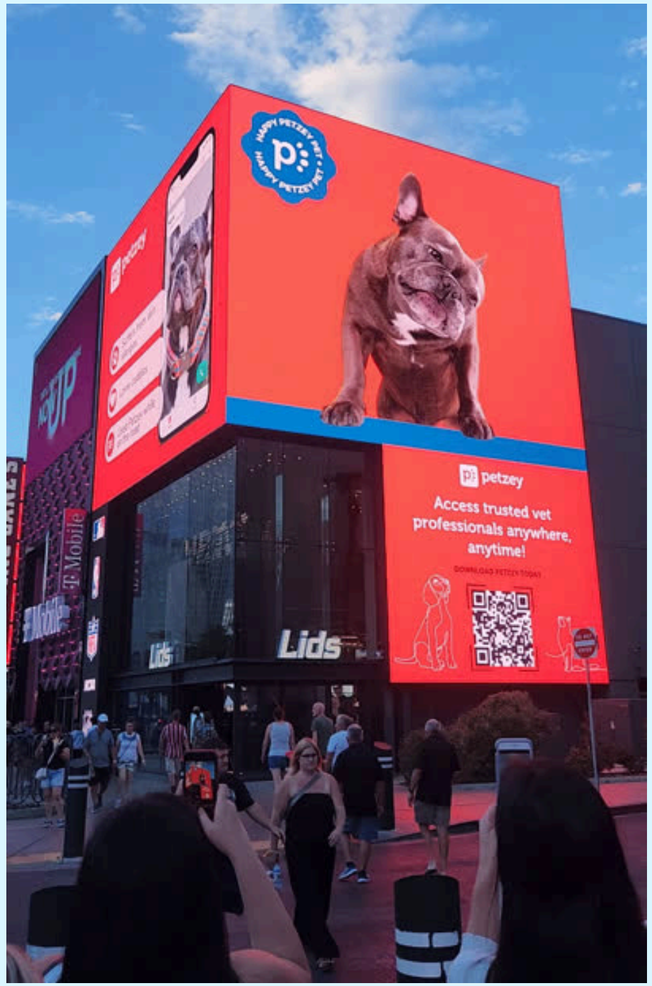
- **Nestle Purina** selects Petzey in Partner and Co-Marketing Agreement:
  i. For Telehealth and Wellness Partner across Brands.
  ii. Technology platform for Data acquisition, and Customer direct inception.
  iii. Integration to all Purina Apps and IoT products.

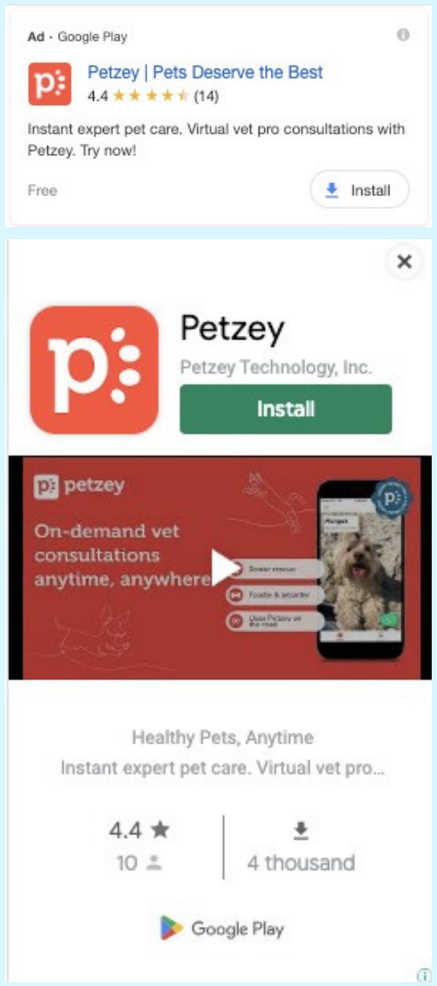
- The **Nestle Purina** relationship has Market impact:
  - Nestle acquired Purina in 2001 for $10.3B
  - Purina is the Largest Pet Food Company in the World
  - 2023 generated $11.3B with 15,000 Employees.
  - Purina has 28 Pet Brands with the largest market reach to Veterinary Clinics.

PURINA

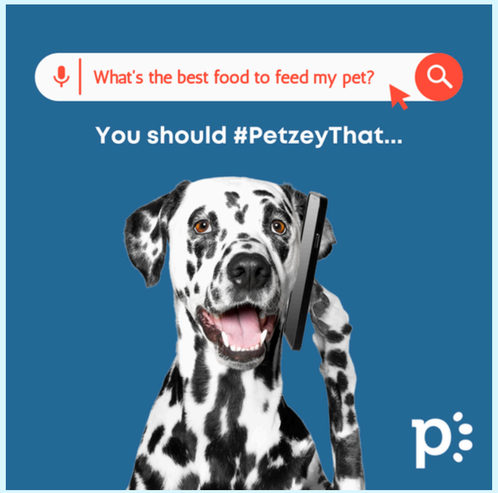
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MARKETING STRATEGY







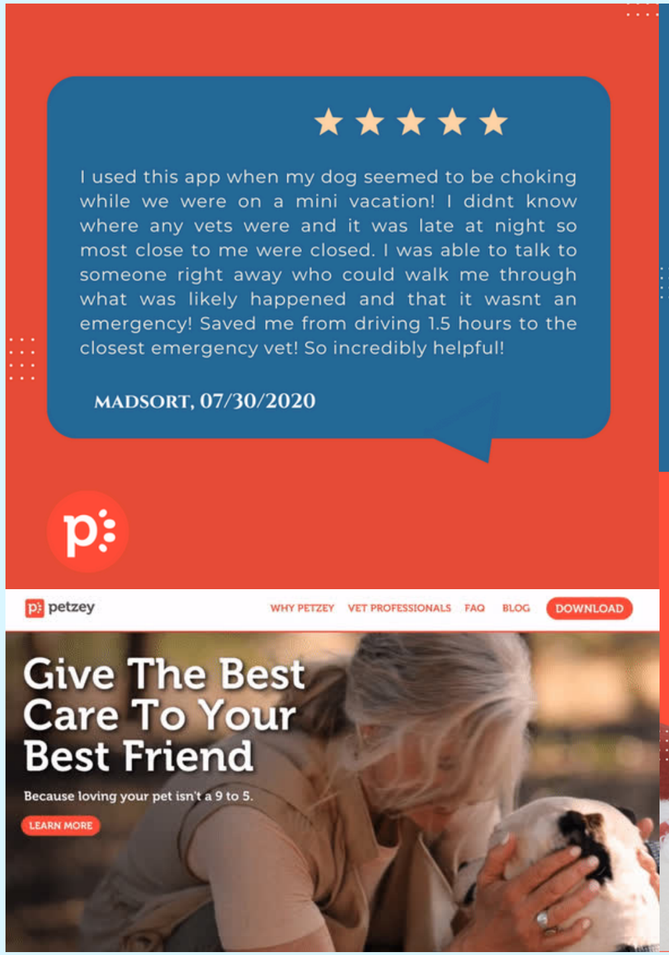




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MARKETING STRATEGY

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







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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 June 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.

Anthem

DELTA DENTAL®

Humana

PURINA

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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.

CEO COACHING® international

PLANAR®

Tektronix®

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.

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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



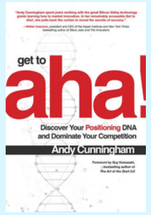
Director MIT Initiative on the Digital Economy and co-author *Platform Revolution*.



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.

Staples

Kroger

WELLS FARGO

Dr. George Robinson



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

AVMA
American Veterinary Medical Association

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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.

THE HUMANE SOCIETY OF THE UNITED STATES

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*.

HK Holland & Knight





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.

Mercer

Anthem

AssuredPartners

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.

Anthem

VOYA FINANCIAL

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.

BAIN & COMPANY

accenture

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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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Email
mike.ortega@petzey.com
for more info



PETZEY P/L PRO FORMA

Petzey Technology Inc
Pro Forma Profit and Loss
For the year ended December 31

	2025	2026	2027	2028	2029
Income	324,000.00	4,882,119.00	18,323,240.00	54,214,720.00	122,172,204.00
Cost of Goods Sold					
Vet Partner Cost	4,050.00	724,350.00	2,613,000.00	7,839,000.00	17,592,300.00
Revenue Share	0.00	300,000.00	800,000.00	800,000.00	800,000.00
Cost of Goods Sold	4,050.00	1,024,350.00	3,413,000.00	8,639,000.00	18,392,300.00
Gross Profit	319,950.00	3,857,769.00	14,910,240.00	45,575,720.00	103,779,904.00
Operating Expenses					
Total Personnel Expenses	590,337.51	1,824,511.59	5,595,550.00	12,014,700.00	20,575,200.00
Total Office Expenses	209,102.27	311,000.00	536,000.00	800,000.00	1,175,000.00
Total Outside Services Expenses	305,168.50	677,672.00	1,191,000.00	1,860,000.00	2,385,000.00
Total Marketing Expenses	96,917.00	125,000.00	250,000.00	1,250,000.00	1,950,000.00
Operating Expenses	1,335,988.95	3,113,183.59	7,772,550.00	16,224,700.00	26,535,200.00
Net Operating Income	(1,016,038.95)	744,585.41	7,137,690.00	29,351,020.00	77,244,704.00
Other Expenses					
Interest Expense	125,000.00	625,000.00	0.00	0.00	0.00
Royalties	22,680.00	341,748.33	1,282,626.80	3,217,373.20	0.00
Total Other Expenses	147,680.00	966,748.33	1,282,626.80	3,217,373.20	0.00
Net Income	**(1,163,718.95)**	**(222,162.92)**	**5,855,063.20**	**26,133,646.80**	**77,244,704.00**
EBITDA	**(723,718.95)**	**717,837.08**	**6,170,063.20**	**26,448,646.80**	**77,559,704.00**

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STATEMENT OF CASH FLOWS

Statement of Cash Flows					
Petzey Technology Inc					
For the Period Ending December 31,					
	2025	2026	2027	2028	2029
OPERATING ACTIVITIES					
Operating Income	-1,016,038.95	744,585.41	7,137,690.00	29,351,020.00	77,244,704.00
Net cash provided by operating activities	**-$1,016,038.95**	**$744,585.41**	**$7,137,690.00**	**$29,351,020.00**	**$77,244,704.00**
INVESTING & FINANCING ACTIVITIES					
Interest Expense	125,000.00	625,000.00	0.00	0.00	0.00
Royalties	22,680.00	341,748.33	1,282,626.80	3,217,373.20	0.00
Series A	0.00	3,000,000.00	0.00	0.00	0.00
IPO	0.00	0.00	0.00	100,000,000.00	0.00
Net cash provided by investing & financing activities	**$147,680.00**	**$3,966,748.33**	**$1,282,626.80**	**$103,217,373.20**	**$0.00**
NET CASH INCREASE FOR PERIOD	**-$868,358.95**	**$4,711,333.74**	**$8,420,316.80**	**$132,568,393.20**	**$77,244,704.00**
Cash at beginning of period	**$567,489.83**	**-$300,869.12**	**$4,410,464.62**	**$12,830,781.42**	**$145,399,174.62**
CASH AT END OF PERIOD	**-$300,869.12**	**$4,410,464.62**	**$12,830,781.42**	**$145,399,174.62**	**$222,643,878.62**

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BUSINESS METRICS - PROFITS & MITIGATION OF RISK

Enterprise Driven Distribution Model for a Two-Sided Consumer Network.

1. REVENUE – Market Acquisition – ARR – Sustainable Growth – Embedded PEPM Strategy – Reduced CAC – Increased LTV

2. PLATFORM EFFICIENCY – Matching Efficiency – Average Call Answer – Average Call Length – Call Completion – Utilization

3. GROWTH & ENGAGEMENT – Embedded Billing – Revenue & Profits – Monthly Active Users (MAU) – Platform Growth

4. OPERATIONAL QUALITY – Scale – OPS Efficiency – Capacity – Call Quality – User Experience Excellence – Quality – 911 Pet Care

5. RETENION & LOYALTY – Repeat Usage – # Multiple Consultations – Loyalty Program with myPurina – No Churn

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ENTERPRISE CAC WATERFALL

Petzey Enterprise Customer Acquisition Cost shows efficiency in Enterprise Distribution Model of Platform

- **ENTERPRISE CAC –** per embedded Member shows real efficient cost of getting customer.
- Each new **ENTERPRISE** embedded deal translates to very low and competitive CAC per-user that is very efficient compared to D2C CACs.
- Petzey Example of CAC Waterfall for Delta Dental Kentucky. Contract value is 3 Year Term with Petzey embedded in Premium for $1.00 PEPM. **PLATFORM UTILIZATION** – OPS Efficiency – Availability – Performance – Quality

Delta Dental CAC per contract (fully loaded)**:**	**$1,249.99**
Member Acquisition:	**70,000**
Efficient CAC per Member:	**$0.017**

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FINANCING ROADMAP



MILESTONES

- Revenue Acceleration
- Resources
- Product Development
- Marketing
- Expand Partnerships
- International Expansion
- New Product Development
- Acquisitions

OPERATIONAL MODEL

- Model scales to Profitability by Q2 2026
- Series A funds Acceleration and Services
- IPO funds Petzey into International markets with Strategic Partner
- Positions possible Acquisitions in US and Int'l expansion

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BUSINESS METRICS - PROFITS & MITIGATION OF RISK

Enterprise Driven Distribution Model for a Two-Sided Consumer Network.

1. REVENUE

- Market Acquisition – Committed Contracts – Subsidized Revenue
- ARR – Predictable Income – Accurate – Operational efficient – Sustainable Growth
- Embedded Revenue PEPM Acquisition Strategy
- Efficient – Reduced CAC toward increased LTV with (i) Upsell (ii) Cross sell (iii) Price Increases (iv) Expanded Market Reach (v) new Features and Products

2. PLATFORM EFFICIENCY

- Matching Efficiency – Average Call Answer
- Average Call Length – Call Completion
- Utilization – Vet Professional/Pet Owner Call Ration - % Utilization of the Platform - Surge

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BUSINESS METRICS - PROFITS & MITIGATION OF RISK

Enterprise Driven Distribution Model for a Two-Sided Consumer Network.

3. GROWTH & ENGAGEMENT

- Agreements – Embedded Enrollment – Revenue & Profits
- Monthly Active Users (MAU) – Annual Average Usage
- New Account Acquisition – Platform Growth

4. OPERATIONAL QUALITY

- Technology Platform scale – OPS Efficiency – Capacity of total Calls on Network
- Consultation Call Quality – User Experience Excellence – Quality Ratings – Reviews
- Response Time/Call Answer Time – 911 Pet Care
- Support Issue Resolution Time - % Issues Resolved – Customer Service Plan Response – CEO Customer Email on all Issues

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BUSINESS METRICS - PROFITS & MITIGATION OF RISK

Enterprise Driven Distribution Model for a Two-Sided Consumer Network.

5. RETENTION & LOYALTY

- Repeat Usage – Customer Trust - # Multiple Consultations
- Loyalty Program with myPurina
- No Churn – definitive with Petzey

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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.
- 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.

Petzey Per Employee Per Month (PEPM) Pricing Model

$1.00 PEPM	Minimum # Pets	# PEPM/Members	50/50 Split	ARR
# Members	Call Utilization	Top Line Revenue	Revenue per Month	Total Revenue
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

1,000,000 Members at $1.00 PEPM with a 50/50 Split = $6.0M ARR
All Petzey Agreements are 3 or 5 Year Terms - with Minimum Annual Commitments

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PETZEY REVENUE MODEL - PEPM

- Petzey operates in a Membership model where Members pay a small, predictable Monthly Fee, and only a small percentage of the population utilizes the service in any given month.
- This model creates significant operating leverage: revenue is collected across the entire population, Employer paid or Employee payroll deducted, while service costs are incurred only for a small subset of active users.
- As the Member base grows, magins expand because fixed infrastructure and clinical capacity scale far more slowly than revenue, and as Petzey adds new services to each call the Lifetime Value continues to grow.
- The result is a highly scalable, capital-efficient model with predictable recurring revenue, low cost per Member, and expanding contribution margins as Membership increases.

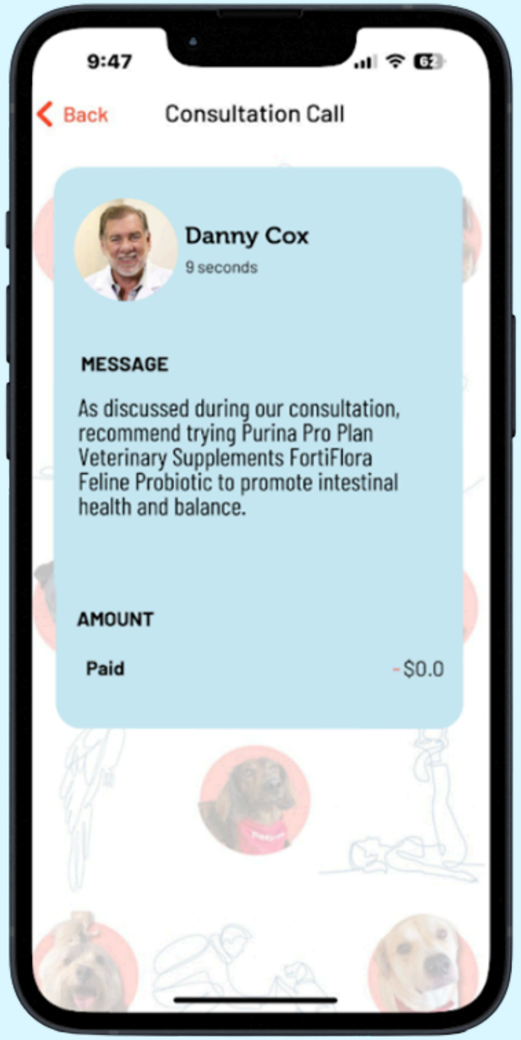
Petzey Per Employee Per Month (PEPM) Pricing Model

$1.00 PEPM	Minimum # Pets	# PEPM/Members	50/50 Split	ARR
# Members	Call Utilization	Top Line Revenue	Revenue per Month	Total Revenue
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

1,000,000 Members at $1.00 PEPM with a 50/50 Split = $6.0M ARR
All Petzey Agreements are 3 or 5 Year Terms - with Minimum Annual Commitments

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RAISING $3M IN A SERIES A



$3M additional Captial drives Petzey to Cash Positive and accelerates acquisition.

- **GROWTH**
  - Target 1M Members on platform by 2025
- **REVENUE**
  - $3.6M in ARR by end of 2025
  - $22M in ARR in the next 18 to 24 months.
- **PRODUCT**
  - Over-the-Counter and Virtual Telemedicine
  - Dog Walking and Boarding
  - AI integration for Community
- **PARTNERSHIPS:**
  - Purina - Private Branded Network
  - Pet Finder Integration

petzey