



## ASX Announcement

### Mad Paws Holdings Limited (ASX:MPA)

7 December 2021

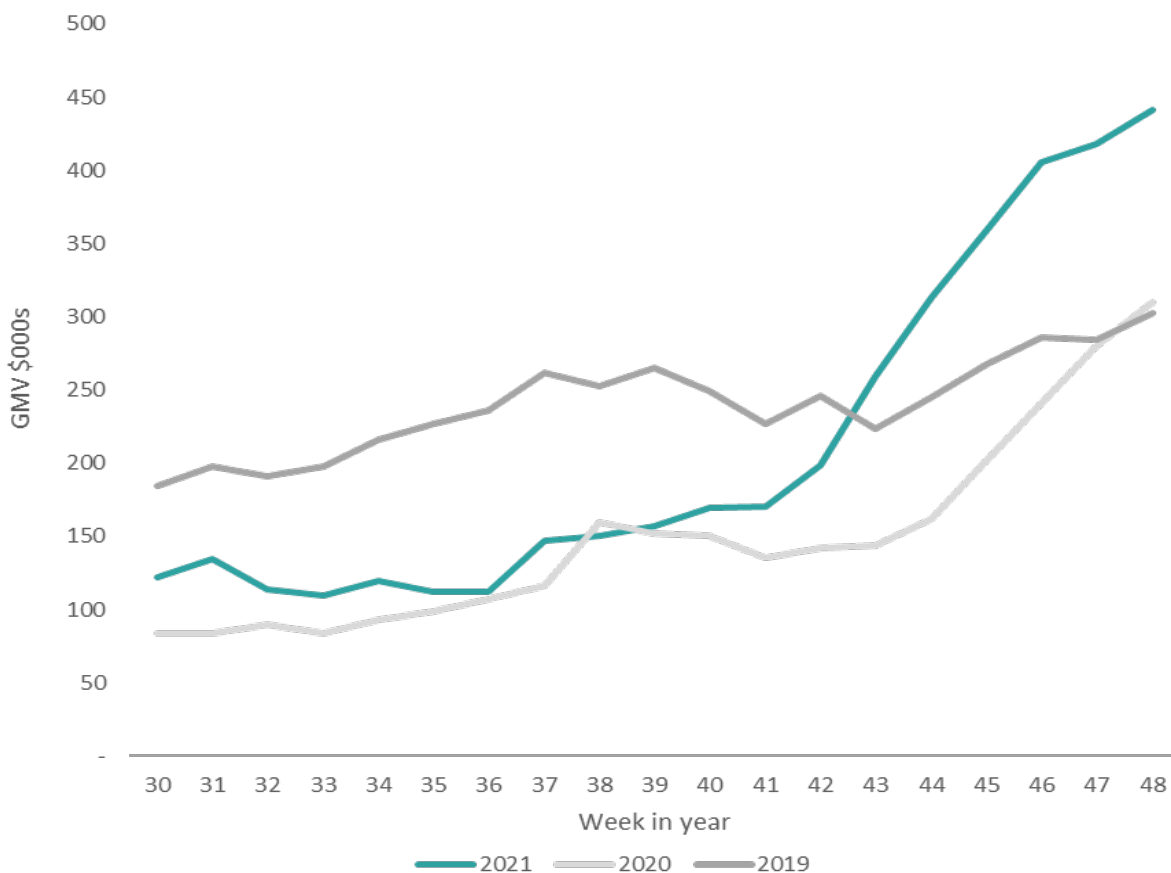
### Q2 FY22 Trading update

Mad Paws Holdings Limited is pleased to provide a trading update for Q2 FY22 quarter to date, reflecting the continued rebound in the marketplace post the easing of restrictions.

#### Highlights

- November LTM GMV of **\$15.7 million** an increase of **92%** from November 20
- Q2 FY22 quarter to date (Oct - Nov 21) GMV of **\$3.5 million** up **92%** on prior corresponding period in 2020
- YTD November 21 Unaudited Operating Revenue of **\$2.4 million** up **215%** on the prior corresponding period
- Mad Paws Dinner Bowl wins Australia's **Dog Food of the Year Award** – from independent, customer review network ProductReview.com
- Mad Paws Home category launched with acquisition of Sash Beds

#### Weekly Marketplace GMV in \$000s week 30 to 48 2021 vs PCP





Justus Hammer, Co-Founder & CEO highlighted, “We are excited about our performance since restrictions have eased, with Q2 FY22 quarter to date performing strongly compared to the prior corresponding period in 2020 with GMV +92% at \$3.5 million. We are exiting November 21 with LTM GMV of \$15.7 million despite the challenges faced in the last years from COVID-19. We continue to make good progress in executing on our growth strategy to broaden our product offering and build complementary subscription revenues. Growth in subscription revenues and the rebound in the marketplace revenues have delivered unaudited operating revenues of \$1.1 million quarter to date which is an increase of 151%.

### **Mad Paws Dinner Bowl wins Australia’s Dog Food of the Year Award – from independent customer review network ProductReview.com**

During FY21 we launched our pet food subscription product, Dinner Bowl offering the full suite of options with raw, kibble and adding lightly cooked in Q2 FY22. Our vision is to provide a broad range of pet services and products to make pet owners’ lives and, more importantly, their pets lives’ more enjoyable. This philosophy has undoubtedly been behind the accelerated growth we have experienced since launch and we have received further recognition achieving 1st prize in the 2022 ProductReview.com.au Awards in the dog food category. ProductReview.com.au is Australia's first and most comprehensive consumer opinion site, that runs yearly awards purely determined by customers reviews.

This shows our teams passion to not only deliver great convenience to our pets and pet owners but also unrivalled, premium product quality our customers love.

### **Mad Paws launches its first product in the Mad Paws Home category**

As foreshadowed at the beginning of the year, Mad Paws launched its Home category with the acquisition of Sash Beds (sashbeds.com), a profitable brand in the premium pet bed space.

The acquisition accelerated our curated ecommerce strategy not only with a great brand and ready to be sold products but also with a team that will be driving the success of this vertical for Mad Paws. The acquisition was finalised with a consideration of \$275,000 of which \$125,000 was paid in cash and \$150,000 was paid in shares with the shares being issued at \$0.25 (a 16 % premium to the share price at the time of the acquisition).

The vendor is also eligible for a bonus when the vertical reaches a revenue run rate (3 months average) of \$2m and a second bonus for achieving a revenue run rate (3 months average) of \$4m, within a 24 months timeframe.

-ENDS-

For further information, please contact:

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**This announcement was approved for release by the Board of Directors of Mad Paws Holdings Limited**



## Glossary

Term	Definition	Calculation/Comment
GMV	Gross Merchandise Value	GMV is a non-IFRS measure, it represents the total value of transactions processed by Mad Paws, on a cash basis, before deducting pet service provider payments, cancellations and refunds, chargebacks, discounts and GST.
LTM	Last Twelve Months	Refers to the trailing 12 month period ending on the reporting date, or as otherwise indicated
Operating Revenue	Non GAAP measure of revenue	Operating revenue is revenue recognised in accordance with IFRS before the deduction of promotional voucher cost for subscription customers
ARR	Annual Recurring Revenue	Annual recurring revenue (ARR) = Closing subscribers at the end of period X Subscription price X 12 months
Operational EBITDA	Management's core earnings metric	Operational EBITDA (earnings before interest, tax, depreciation, amortisation and non-operating, non-recurring income and costs) is a financial measure which is not prescribed by Australian Accounting Standards ('AAS') and represents the profit under AAS adjusted for non-specific non-cash and significant items. The directors consider operational EBITDA to reflect the core earnings of the consolidated entity
FCF	Free cash flow before strategic investments	FCF = Free cash flow less maintenance capex excludes strategic marketing and technology investments and sitter liability working capital movements