

# About EquiVet Care

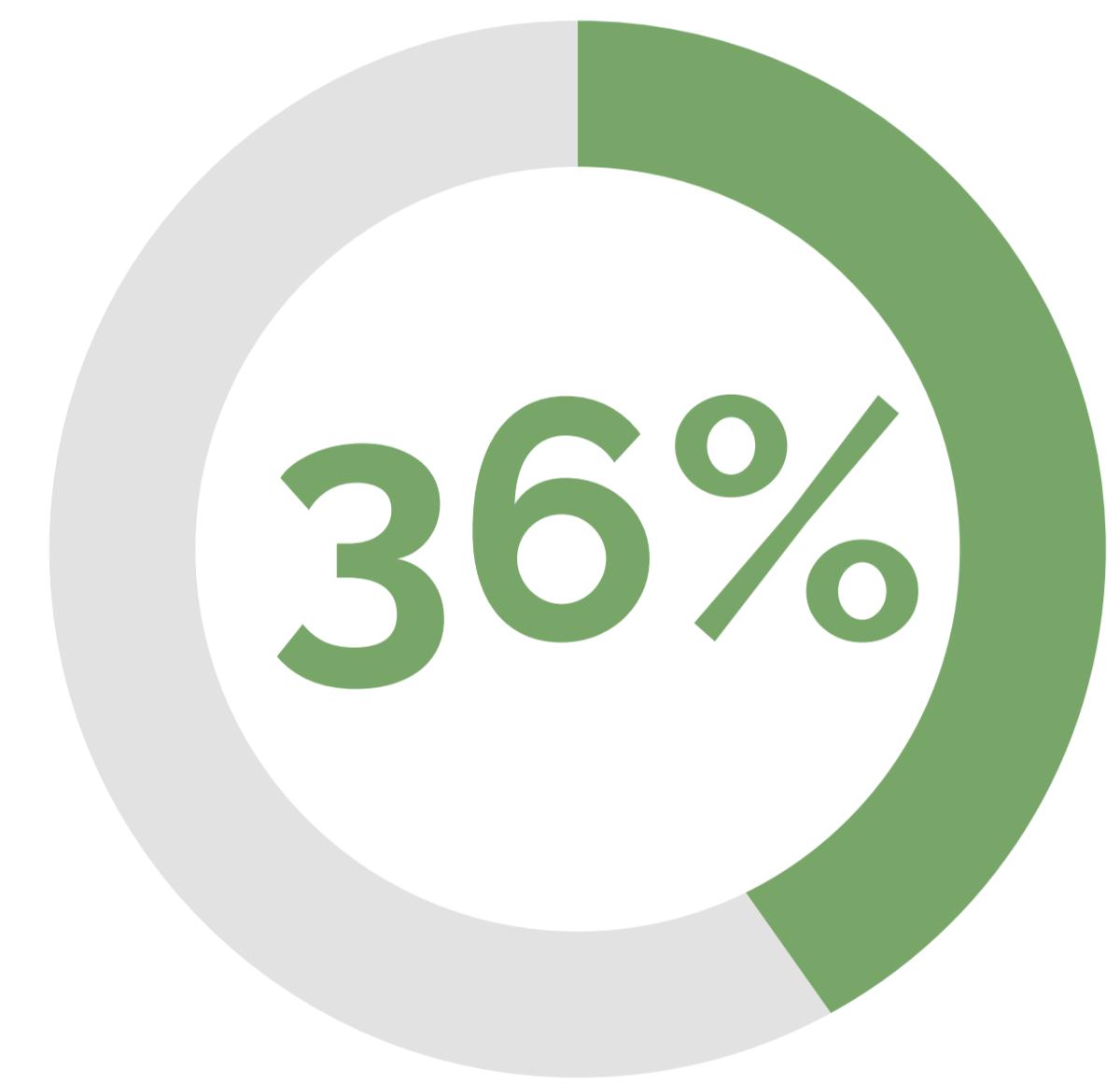
EquiVet Care is a pioneer in connecting and empowering pet owners and veterinarians through a suite of proprietary digital solutions. Founded by passionate pet owners, veterinarians and technologists, EquiVet addresses some of the deepest issues plaguing pet healthcare while connecting its stakeholders using a real-time health data platform.



Initially serving horses, dogs, and cats, pet owners can now monitor their pet's health at their fingertips and have access to all medical records, veterinary relationships, and appointments. It starts with EquiVet's innovative Virtual Examination - an online pet quiz that provides owners with the top five suspected ailments, their corresponding scores of applicability, and the severity rankings for a better understanding of the pet's present health and care needs.

Having a more informed perspective and with virtual exam results automatically saved to the user's pet profile, pet owners have the ability to access high-quality veterinary care on the platform through a chat, virtual appointment, or by finding a clinic near them. After the appointment, EquiVet Care archives all veterinary notes and directives into the pet's profile and reminds the pet owner to complete any follow-up care.

## Vet Spending Among Pet Expenditure

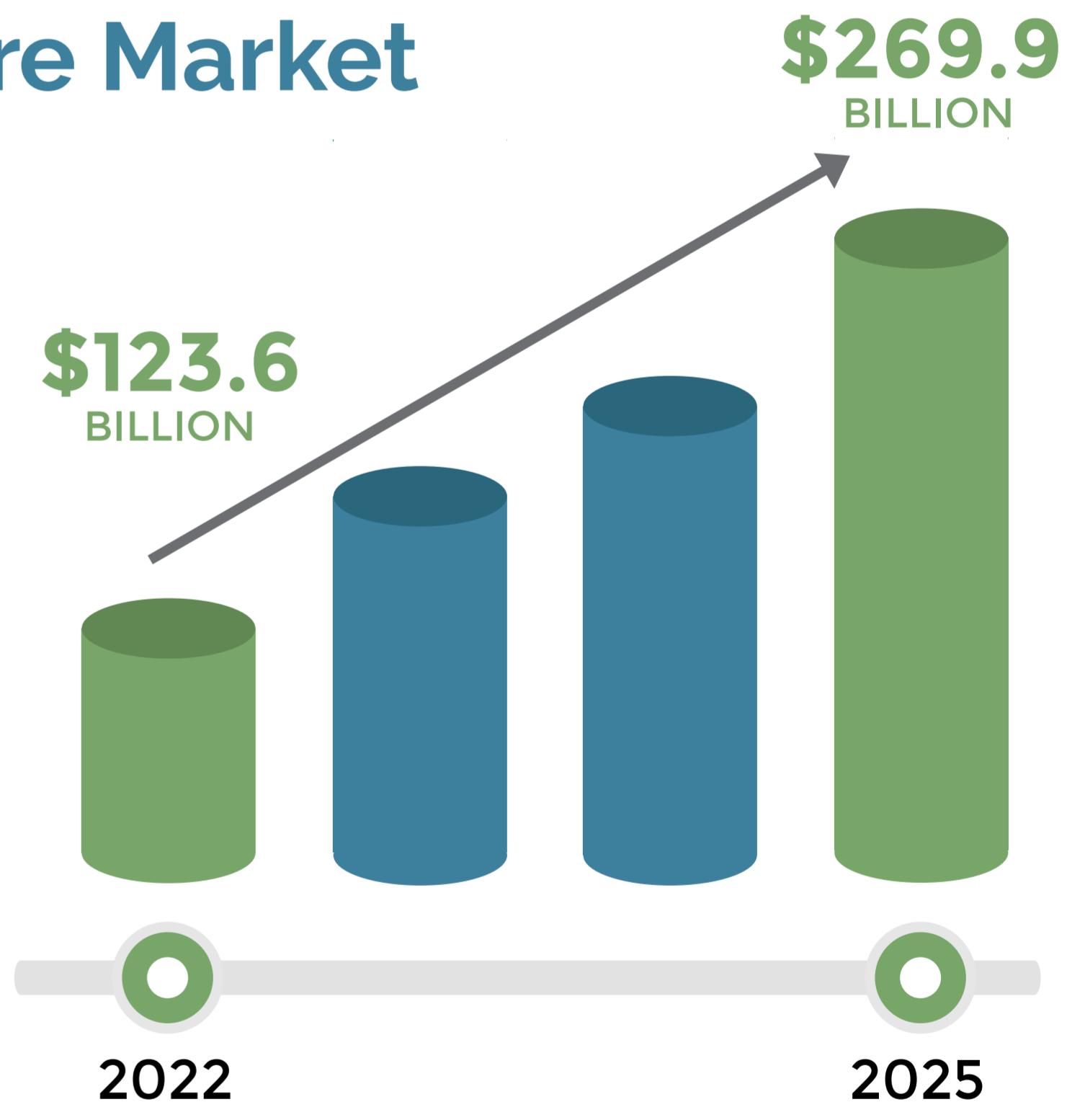


EquiVet Care enables companion and equine veterinarians to provide the industry's most secure virtual care and real-time patient health data while automating care management workflows and client acquisition. The platform is ISO 27001 compliant, compatible with Practice Information Management Systems (PIMS), and extends cutting-edge resources to veterinarians through our partnership program. These technologies increase care continuity, clinic revenue, efficiency, staff retention, and client loyalty, while diversifying revenue streams and monetizing time.

Despite not having any launched services, within the first two months of our website the New Users metric increased 1,768% month-over-month from 66 to 1,233 users, and free user registration experienced a 2% conversion rate while spending minimally on ads.

The first target markets are the U.S. and Canada, followed by China due to the significant resources and opportunities that lend adoption and scalability advantages within those markets. In China, the projected revenue of the pet care market is 14% CAGR from 2019 to 2025.

## Global Pet Care Market



## Pet Ownership Among U.S Population



Current competitors have not created any significant barriers to entry, captured significant market share, gained veterinarians' trust, or developed any thoughtful infrastructure to foster the future of accessible pet health care.

An investment of \$2 million will enable EquiVet Care to complete development, leverage marketing for customer acquisition, and scale effectively to revolutionize how pet owners and veterinarians manage pet health.

