

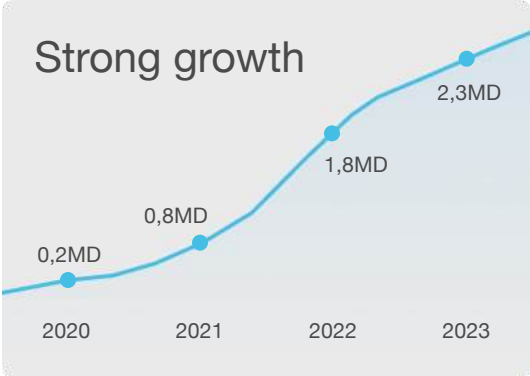


SWEDENCARE

Your pet's health - Our priority



Swedencare at a glance



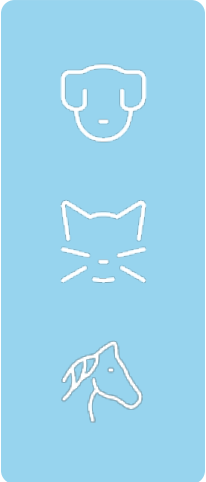
Offices in
9
countries

560
employees

♀ 52%

♂ 48%

Own production
84% in house



- ProDen** PlaqueOff
- ANIMAL** pharmaceuticals
- nutravet**[®]
- NaturVet**
- NutriScience
- VetWELL**
- RxVitamins**
- Pet MD**
- Stratford Animal Care**
Available in the equine sector
- VETCLASSICS**
- HealthyBreeds
- Innvet**
Veterinary Innovation

Nutraceuticals and Rx

5 GENDER EQUALITY

8 DECENT WORK AND ECONOMIC GROWTH

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

14 LIFE BELOW WATER

+65 countries sold to

12 acquisitions since June 2020



Our story

Swedencare's story began with a groundbreaking discovery in the 1970s by the Swedish dentist Dr. Sune Wikner, who noticed significant improvements in his patients' oral health linked to a specific type of seaweed. This discovery prompted further investigations, resulting in the establishment of Swedencare in 2000, with a focus on developing ProDen PlaqueOff® and its innovative solutions for pet dental health. For many years, the business was built around the ProDen PlaqueOff® product family, leveraging its strong brand and long market presence to establish a global distribution network across all continents in a fragmented and locally-based market.



Since its early days, Swedencare has experienced continued growth and profitability year after year. In 2014, new ownership and a revised business plan set the stage for more rapid expansion, with increasing marketing and sales and a stronger, wider global presence. This momentum led to acquisitions that extended our distribution network and diversified our product offerings.

During 2020-2022, several key acquisitions were made to broaden exposure in the veterinary and digital channels, particularly in the North American market — the largest pet market in the world. In addition, several investments and acquisitions have been made in recent years to expand and enhance our capabilities in product development and production. Today, Swedencare has positioned itself as an innovative and trusted leader in pet health across all major markets.





M&A Timeline

2020



Stratford



Animal Pharm



Nutravet

2022



InnoVet



Vetio UK (CVP)



NaturVet

2021



Vetio US & Canada



RX Vitamins



Pet MD

2023



Vet Buyers Direct



Riley's



MedVant

2024

Our strong brands

Swedencare and its subsidiaries are strong in most therapeutic areas. Our customers all over the world find health-promoting and recognised products for most of what their pets need for their well-being. From the external to the internal, from fur, eyes and ears to oral health, gastrointestinal, joints and mobility and much more. Here are some examples of reputable products and brands from our companies.



NaturVet®

Leading brand with high-quality pet supplements –
Top rated as the most trusted brand*

** According to the GLG Strategic Projects Pet Supplement Market Study.*



Pet MD®

Effective supplements, vitamins and solutions
for external use for pets, available online.



ProDen PlaqueOff®

Natural, effective and clinically proven
dental product for dogs and cats.
Reduces plaque, fights tartar and
treats bad breath.



Innovet

Innovative, science-based (own
R&D) and patented products for
the veterinary sector in Italy and
several other countries.



nutravet®

Nutravet®

Natural nutritional supplements and dietary supplements to promote daily health and well-being for dogs, cats and horses, available for both veterinary clinics and online.



VetWELL®

VetWELL®

Products formulated by veterinarians for external use in pets.



Rx Vitamins

Rx Vitamins® for Pets

Innovative, safe and well-proven nutraceutical formulations that are specifically tailored to different conditions. Treatment options that complement traditional therapy and improve clinical outcomes for pets and their families, to the veterinary sector.



Stratford Animal Health

Animal health products for the veterinary sector sold exclusively to MWI, one of the leading distribution companies in the animal health market.



NutriScience

NutriScience

Science-based dietary supplement for horses, dogs and cats. Performance enhancing, preventive, protective.



ANIMAL

pharmaceuticals

Animal Pharmaceuticals

Dermatological, dental, and nutritional products for the US veterinary sector sold exclusively to Patterson Veterinary, one of the leading distribution companies in the veterinary industry globally.



Healthy Breeds

Healthy Breeds

Effective dietary supplements and products for external use adapted to the breed of dog.



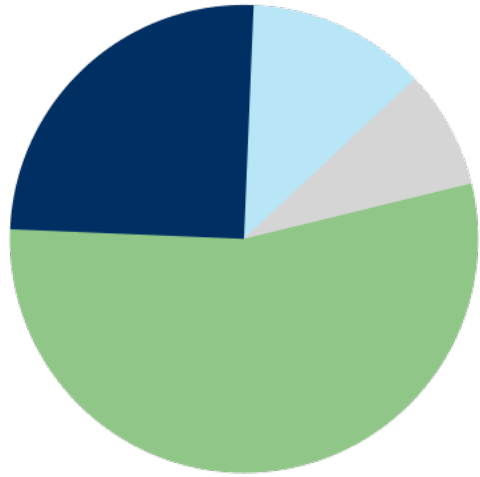
VETCLASSICS

VetClassics

Dietary supplement for dogs, cats and horses formulated and recommended by veterinarians.

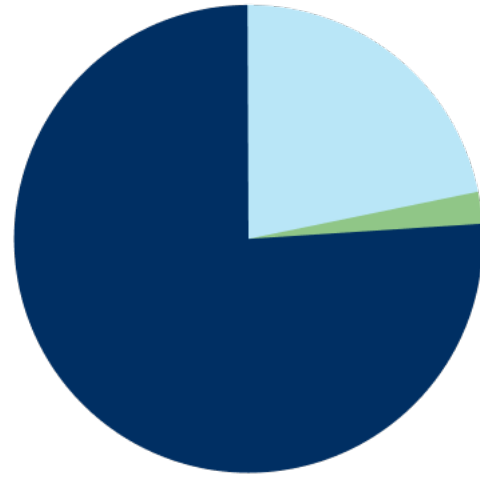


Wide product range



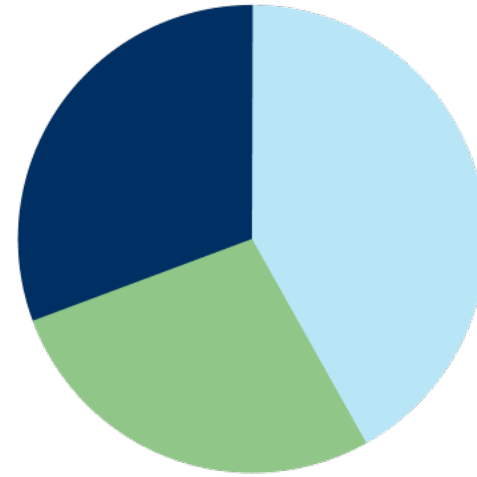
- Topicals /dermatology
- ProDen PlaqueOff®
- Nutraceuticals
- Other

Wide geographical range



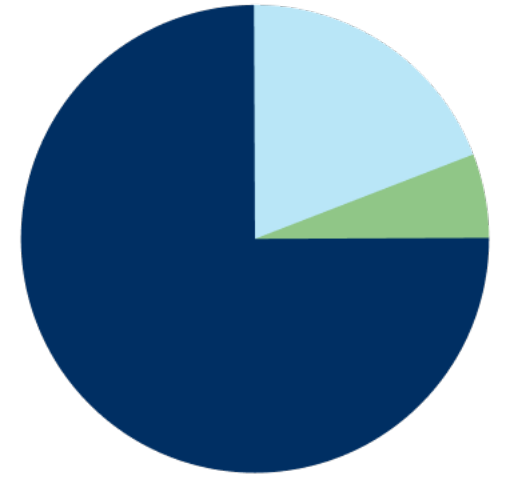
- North America
- Europe
- Rest of the World

Wide channel range



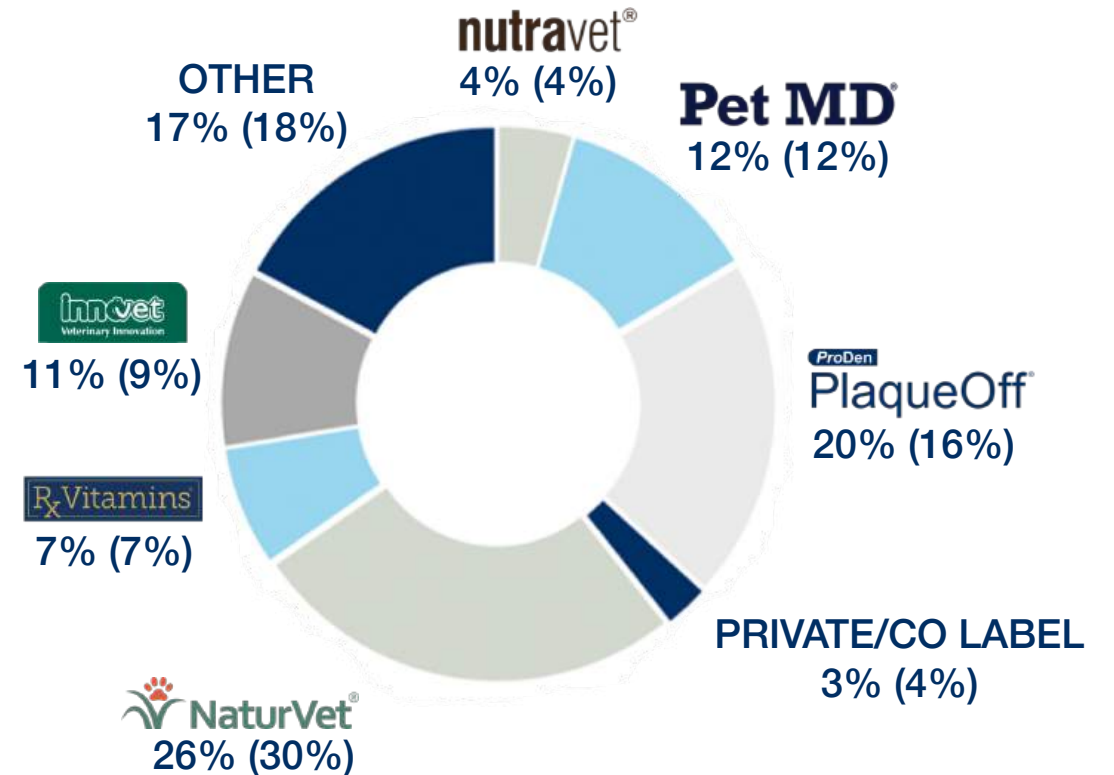
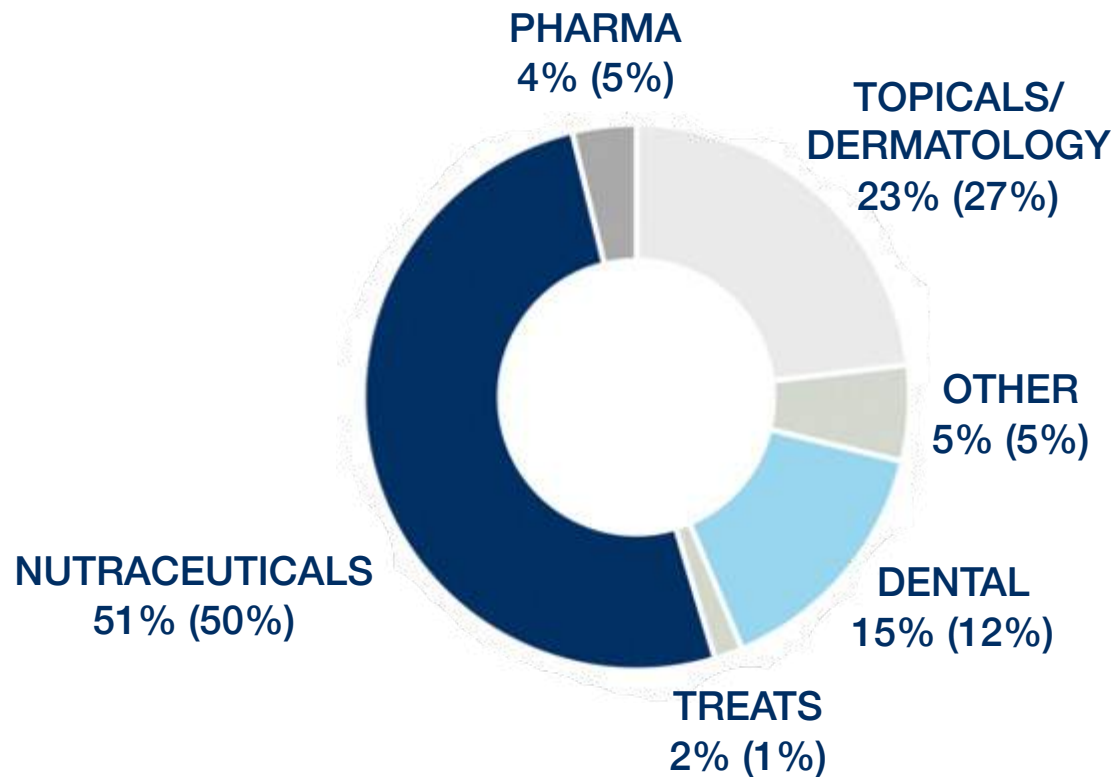
- Pet
- Online
- Vet

Wide distribution range

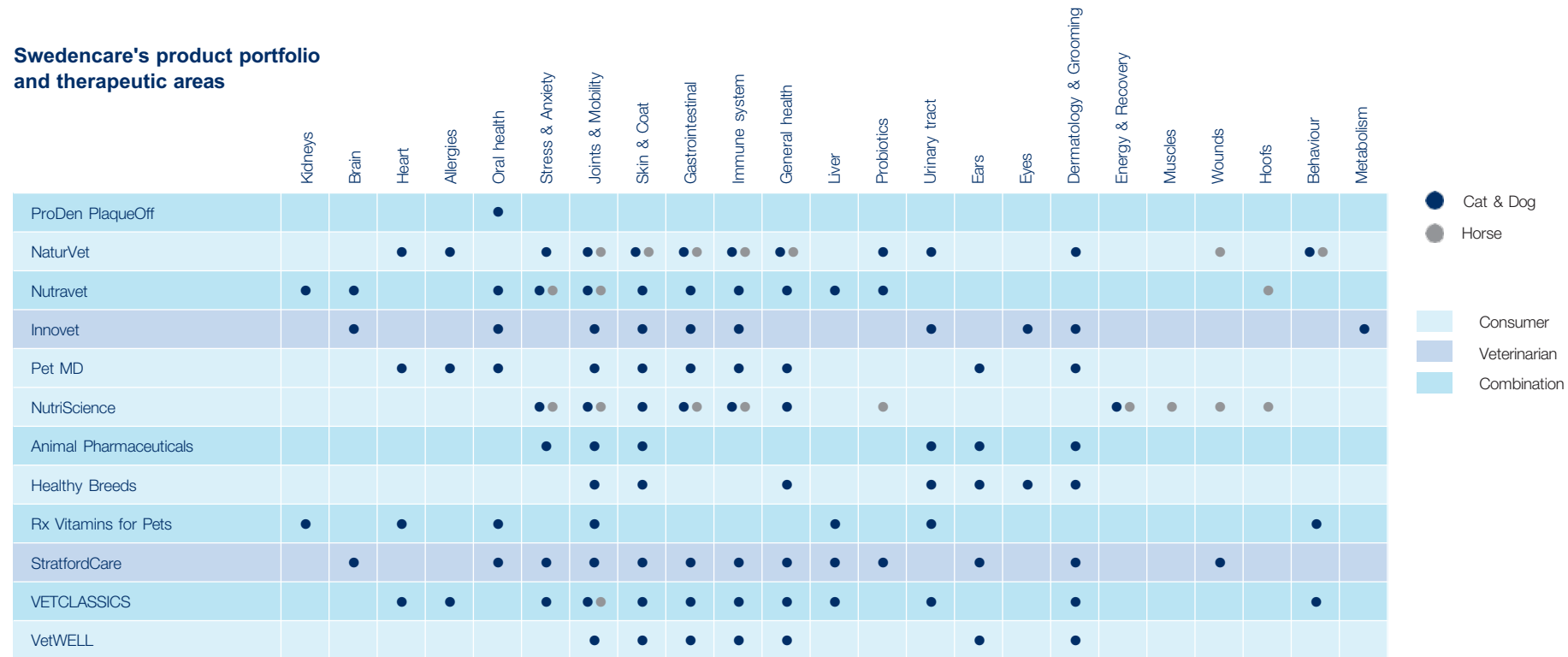


- Own brands
- Contract manufacturing
- Private label

Product- and brandsplit



Wide portfolio for clearer market presence

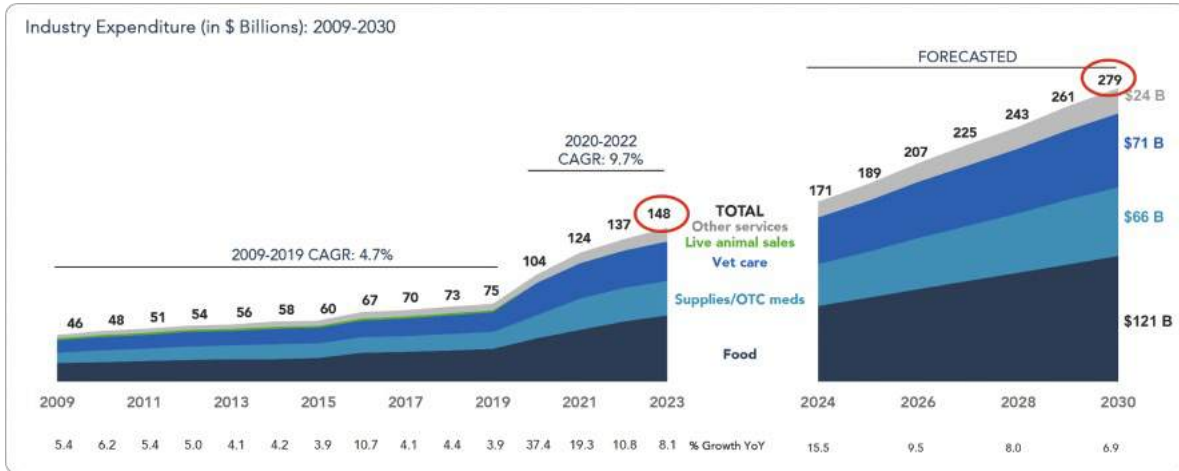


Our brand and product portfolio effectively covers all therapeutic areas and caters to every segment of the customer base.

Swedencare's value chain




Pet industry - a booming market

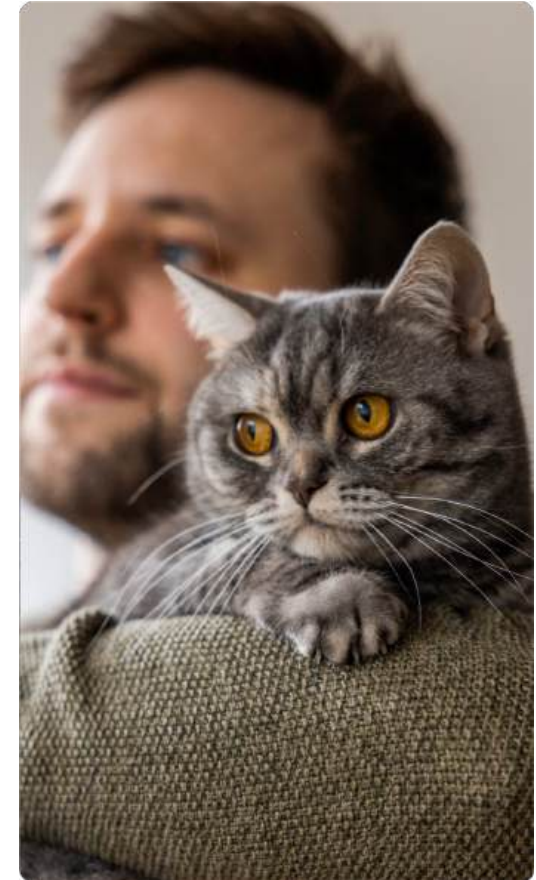


Expected growth from \$320 billion to \$500 billion by 2030*

The US pet industry is resilient, and it's been strong over time: through the recession of 2007, after this recession, into economic recovery, during a global pandemic, and post-pandemic to where we are today.

Key drivers:

-  New owners
-  Increased pet spending
-  Favorable demographics



*Source: Bloomberg intelligence

Pet industry - a booming market



12-14%

increased lifespan of cats &
dogs between 2010-2022*



12.3 YEARS
2010

14 YEARS
2022



11.6 YEARS
2010

12.9 YEARS
2022

12.5%

Estimated growth
of the ecommerce
market by 2027

Key drivers:



Convenience



Accessibility



Wide product range

Spending on
their pets
→

Owners up to
25 years old

\$2000 /year

5,9% of their disposable
income

Owners **55 years**
and older

\$1000 /year

1,2% of their disposable
income

*Source: Handelsbanken Animal Health presentation

Swedencare's origins are in dental care products for pets. The goal over the years has been for our original premium products to reach a wider international market. At the same time, the ambition has been to broaden the offering to include health products in more therapeutic areas than just dental health. The strategy involves an evolution from a dental health company to a global pet health group.

BUSINESS CONCEPT

Our business concept is to offer the global pet market a broad portfolio of premium pet health products.

MISSION

We care about improving the health and wellbeing of pets, creating reassurance for the pet parent, worldwide and throughout life.

BRAND PROMISE

Through safe, innovative and effective products for most therapy areas we contribute to improved wellbeing and quality of life for pets and pet parents around the world.

VISION

Our vision is to be a leading global companion animal health group with products for dogs, cats and horses within the premium segment.

VALUES

- Professional
- Agile
- Caring

FINANCIAL TARGETS 2026

4 BSEK in revenue with an operating profit before depreciation and amortization (EBITDA) of at least 30%.

Our values

At Swedencare, our values of Agility, Professionalism, and Caring are the cornerstones that guide our conduct and decisions. These principles are crucial, providing a unified direction for our team and ensuring our commitment to pet health is evident in our actions. They compel us to adapt swiftly, uphold the highest standards, and care deeply for our global pet community. By living these values, every Swedencare member acts as a custodian of our ethos, fostering a future where pets and their families thrive.

Agile

Agility at Swedencare means being adaptive, responsive, and innovative. We stay nimble by quickly embracing change, eagerly seeking opportunities for improvement, and fostering a culture of flexibility. Our agility enables us to meet the evolving needs of pets and their parents with promptness and creativity, ensuring we lead the way in companion animal health.

Professional

Professionalism is the backbone of our brand. It stands for the exceptional standards we uphold in our work, the expertise we bring to the pet health industry, and the respect we show to all our stakeholders. This value compels us to consistently deliver quality, exhibit ethical conduct, and maintain a high level of competence, ensuring trust and reliability in every interaction.

Caring

Caring is at the heart of what we do. This value is reflected in our dedication to improving the health and well-being of pets, the empathetic approach we take in customer service, and our commitment to the global pet community. By genuinely investing in the lives of pets and their families, we create reassuring, nurturing experiences that underscore every product and service we offer.



Priorities 2024

Growth and profitability and lowering debt level

Closing right partners for NaturVet in Big box retail retail for 2025 and onwards

Evaluating move from external to internal concerning manufacturing and online sales

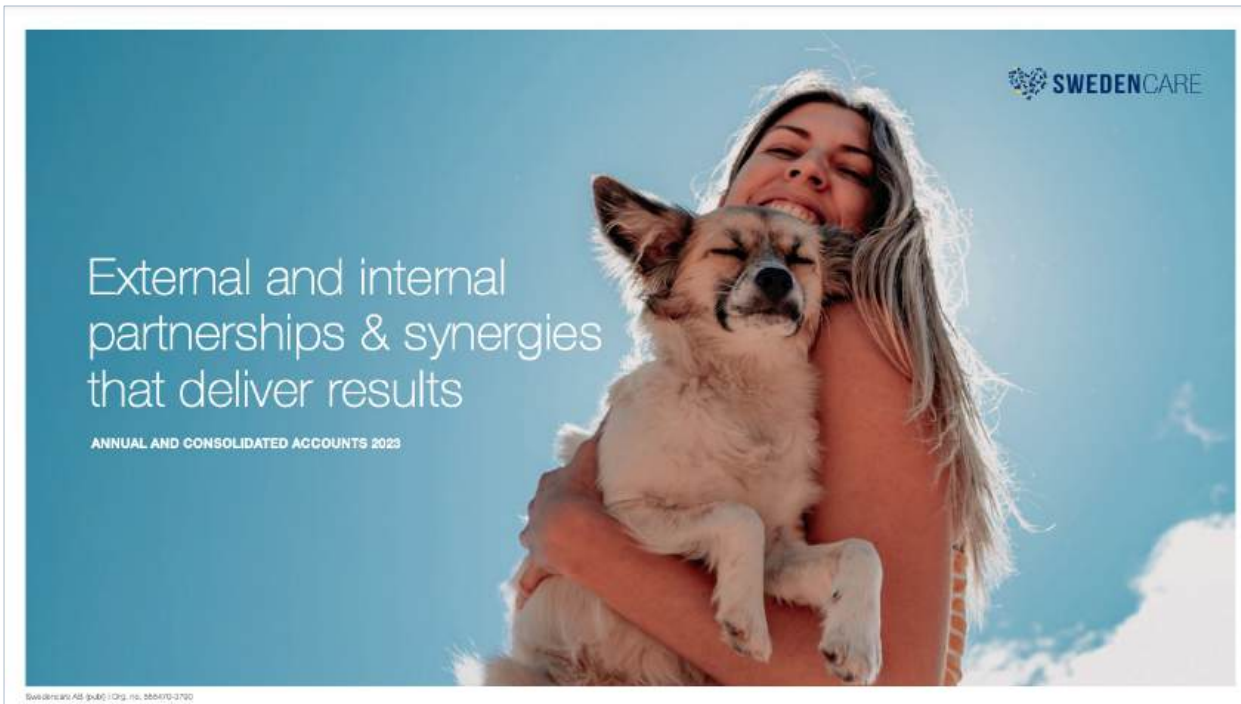
Product launches and development

Focus on strategic partnerships and integration with major customers

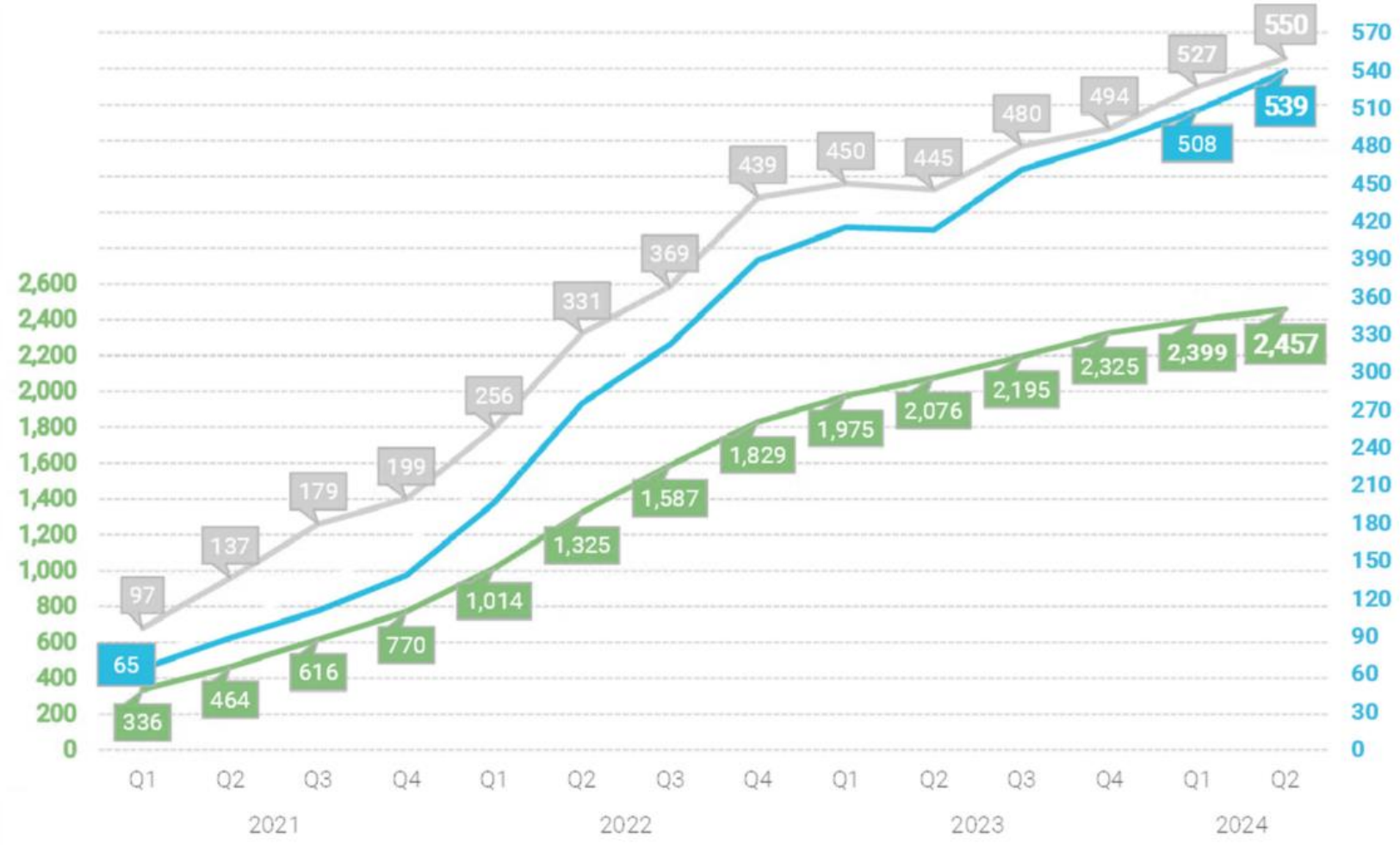
Evaluating & potentially closing on M&A opportunities

Financial information

For detailed financial information, including the latest quarterly figures, reports, key performance indicators, and more, please visit [our website](#).



Rolling 4 quarters



Shares



Sek share price 1/1 2023

30.75 SEK

Sek share price 31/12 2023

60.96 SEK

Price increase 2023

98%

Shareholder	Ownership
Symrise AG	41,1%
Håkan Svanberg & Co Health Care AB	14,5%
JCC Group Invest Sweden AB (Johan Bergdahl)	4,7%
First Swedish National Pension Fund	3,8%
Mastan AB (Håkan Lagerberg)	3,6%
AMF Pension & Funds	3,3%
SEB Funds	1,8%
Grandeur Peak Global Advisors, LLC	1,7%
Moneta Asset Management	1,5%
Deka Investments	1,4%

Updated September 2024

Representative of the Board of Directors and management hold the capital and shares

59.7%

Dividend 2023

0.23 SEK/SHARE

Subscription rate

2.80 SEK*

*Adjusted for the number of shares and the share price after the 5:1 stock split

Sustainability

For Swedencare, sustainability means that we take long-term responsibility for the environmental, social, and financial impact that our operations have on our planet. We are working to implement a structure that ensures that we reduce our impact as far as possible. Swedencare closely follows the development of sustainability related issues and risks. The risks are identified, managed, and analyzed systematically by management. Our sustainability work is clearly anchored in the global development goals adopted by the UN General Assembly with the aim of achieving a better and more sustainable future for everyone.

We have chosen to focus on the five goals where we, as a producer of health care products for pets, have a direct or indirect impact and which can affect sustainability throughout the entire value chain:



Management

Responsible to provide a business plan in line with the BoDs strategic and financial targets. Responsible for financial planning, questions and communication with the stock exchange. The CEO of the Company, together with the managing directors of the subsidiaries, are responsible for product development, sales and marketing.



Håkan Lagerberg
CEO



Jenny Grafvind
CFO



John Kane
Production Director



Brian Nugent
CCO North America
Vet & Online



Laszlo Varga
CCO Europe

Board of Directors

Responsible for the Company's strategic, financial targets and, together with the management, for the strategic planning. Extensive experience of international sales, marketing as well as a wide international network.



Håkan Svanberg*
President since 2022



Johan Bergdahl*
Member since 2014



Heinz-Jürgen Bertram
Member since 2023



Thomas Eklund*
Member since 2016



Sara Brandt
Member since 2019



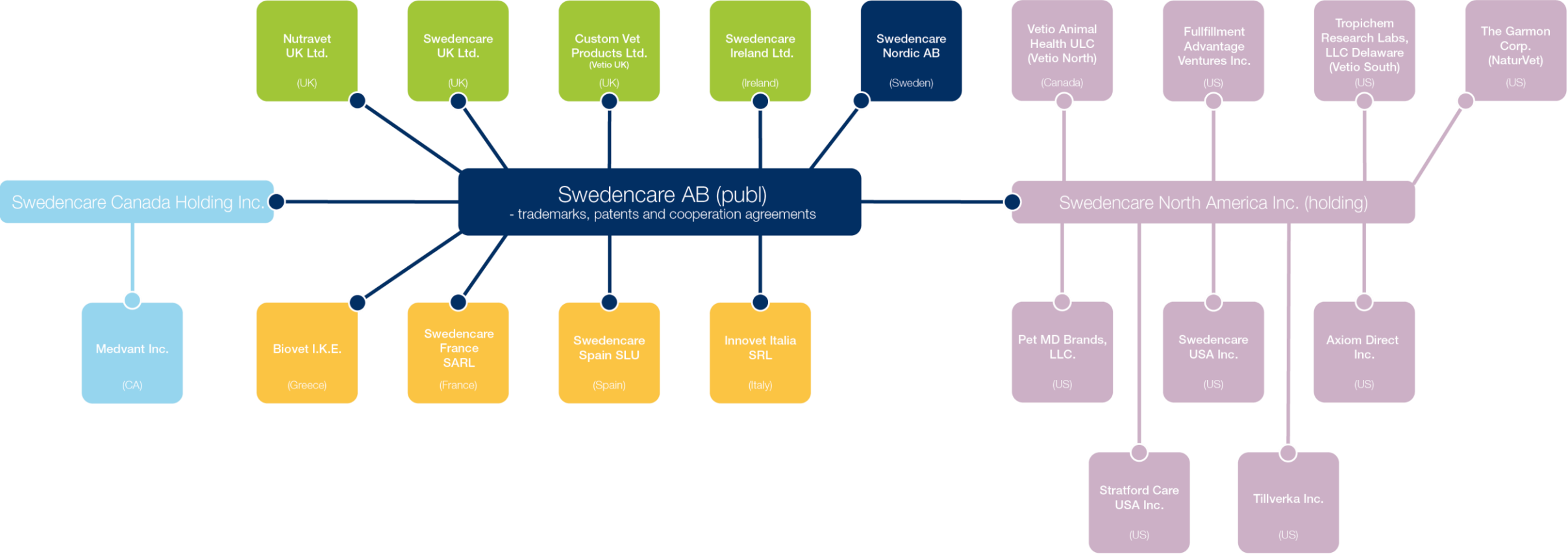
Jean-Yves Parisot
Member since 2022



Ulrika Valassi*
Member since 2022

*Shareholders of Swedencare shares

Swedencares legal organisation





4 BSEK

EBITDA 30% by 2026

Vision

Our vision is to establish ourselves as one of the leading company within Pet Health Care on all larger markets.

Mission

We care about improving the health and wellbeing of pets, creating reassurance for the pet parents, worldwide and throughout life.

SWEDENCARE



Your pet's health - Our priority