

Pet Pharmaceuticals

Providing relief naturally



Pet
Pharmaceuticals
Limited

What we do and looking to raise

Developing veterinary
medicine using plant
molecules NOT chemicals



efficacious solutions
without harmful
side effects.

Seeking
funding of
£1.7 million



About Us

At Pet Pharmaceuticals Ltd, we are passionate about improving the lives of companion animals through phyto derived regulator approved medicines. Our company is formulating safer plant based medicines that provide a credible alternative and allow Veterinary Medical Directorate authorisation to prescribe.

Our flagship product is designed to address inflammatory pain, covering a wide range of potential ailments. In anticipation of the growing demand in the Veterinary Medicines, Inflammatory Pain market, projected to reach £3 billion by 2030, we aim to carve a distinctive niche. Our strategic approach involves addressing the concerns of pet parents by providing a natural alternative to conventional pharmaceutical solutions.

Pet Pharmaceuticals Ltd envisions its product lines revolutionising the veterinary medicine industry, thereby significantly enhancing the lives of countless companion animals. We eagerly anticipate the opportunity to collaborate with you to turn this vision into a reality.

Behind our vision is a team of seasoned veterinary and business professionals. This dedicated team is poised to bring our innovative solutions to market, with additional products treating the symptoms associated with anxiety.



The Problem

The problem for our companion pets

Chronic pain ubiquitous in companion animals, most commonly as the result OA, whose reported prevalence appears to be close to 40% in dogs and >50% in cats.

Source: AAHA.ORG



Poor quality of life

Chronic disease is generally not curable and so our task as a leading R&D group, is to provide Veterinary Professionals with a solution to alleviate the symptoms as best we can and make patients feel better by improving their QOL naturally.



Severe Side Effects

As a group, NSAIDs may affect the kidneys, liver, and gastrointestinal tract. Reported side effects in dogs and cats include vomiting, diarrhea, loss of appetite, depression and lethargy.



Little Research Few Alternatives

Pet Pharma aims to change this using phyto molecules and cannabinoids to develop safer solutions.

The Solution

Plant derived compound products for pets

Emerging research indicates that cannabinoids* exhibit effectiveness in pain relief, offering a promising alternative to conventional treatments. What sets cannabinoids and other phyto molecules apart is their potential to provide relief without the undesirable side effects associated with traditional pharmaceuticals.

Notably, pet owners, have harnessed more knowledge than 5 years ago on the options for their companions and are increasingly inclined towards alternatives that don't necessitate chronic use of pharmaceuticals. This shift in preference reflects a growing awareness and desire among pet owners to enhance the overall quality of life for their beloved animals.

Veterinarians are expressing a keen interest in exploring plant-derived compound medicinal options for pets. However, their consideration involves a thorough review of regional-based approvals and a demand for additional clinical evidence before incorporating these options into their prescribing cascade.**

* Frontiers in Veterinary Science/Pharmacokinetics, Safety and clinical efficacy of cannabinoid treatment in OA dogs.

** PP research / Veterinary media



Cost Favourable

No observable side effects*

Significant pain relief and increase in activity*

The Product

Ready for clinical trials...

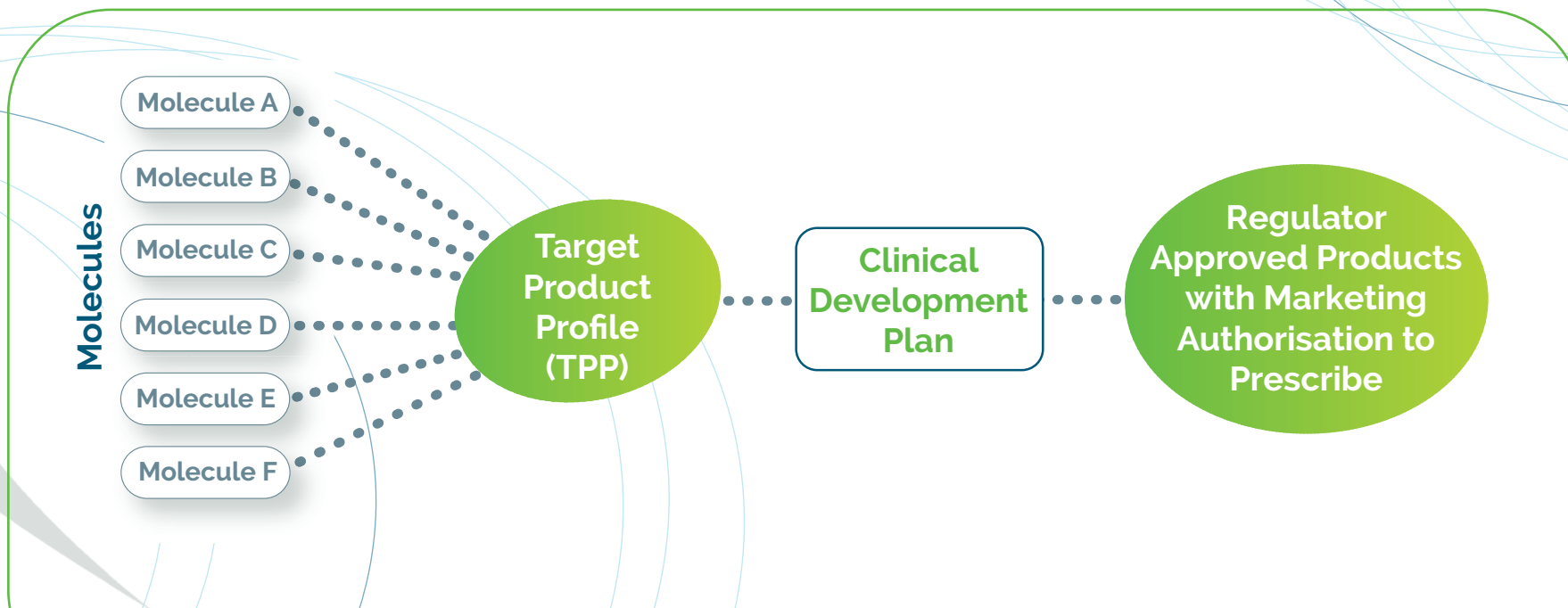
Pet Pharma has successfully developed phytocannabinoid formulations, staying within regulatory allowances. These formulations encompass specific compounds that synergistically deliver a potent anti-inflammatory outcome.

With a foundation laid for conducting clinical trials, Pet Pharma stands poised to validate the efficacy of these formulations. Upon successful clinical trial results, the company anticipates securing a first-mover advantage, presenting a unique 10-year window to capture a substantial market opportunity estimated at greater than £400 million retail value in the UK and EU.

This strategic pathway positions Pet Pharma as a pioneer in the pet pharmaceutical industry, ready to meet the growing demand for innovative and effective solutions for pets well-being.



**First Mover
Advantage**



Target Market

Pet Pharmaceuticals will target veterinary professionals actively seeking approved phytomedicine. The company provides a complementary solution to conventional medicines with regulatory approved formulations for prescribing by veterinary professionals, offering safer and effective options for chronic use and long-term care.

Our research indicates a rising demand for natural and alternative pet medicines. According to Morgan Stanley research, the global spend on pets reached \$100 billion in 2022 and is projected to nearly triple by 2030. With growing awareness of potential side effects associated with traditional medicines, we identify a substantial market opportunity for our products.

Our target market extends globally, as pet owners worldwide seek safe and effective solutions for their pets. However, our initial focus will be on the UK and Euro markets due to the substantial demand for natural and alternative pet medicines in these regions. As we continue to grow and establish our brand, we plan to expand into other markets to meet the broader international demand.

At Pet Pharmaceuticals Ltd, we are confident that our product will meet the needs of our target market and provide the sophisticated pet owner much-needed solution for their pet's quality of life.



Business Model

Options for integrating approved phytomedicinal product: Licensing or sale of approved medicine



Option to License

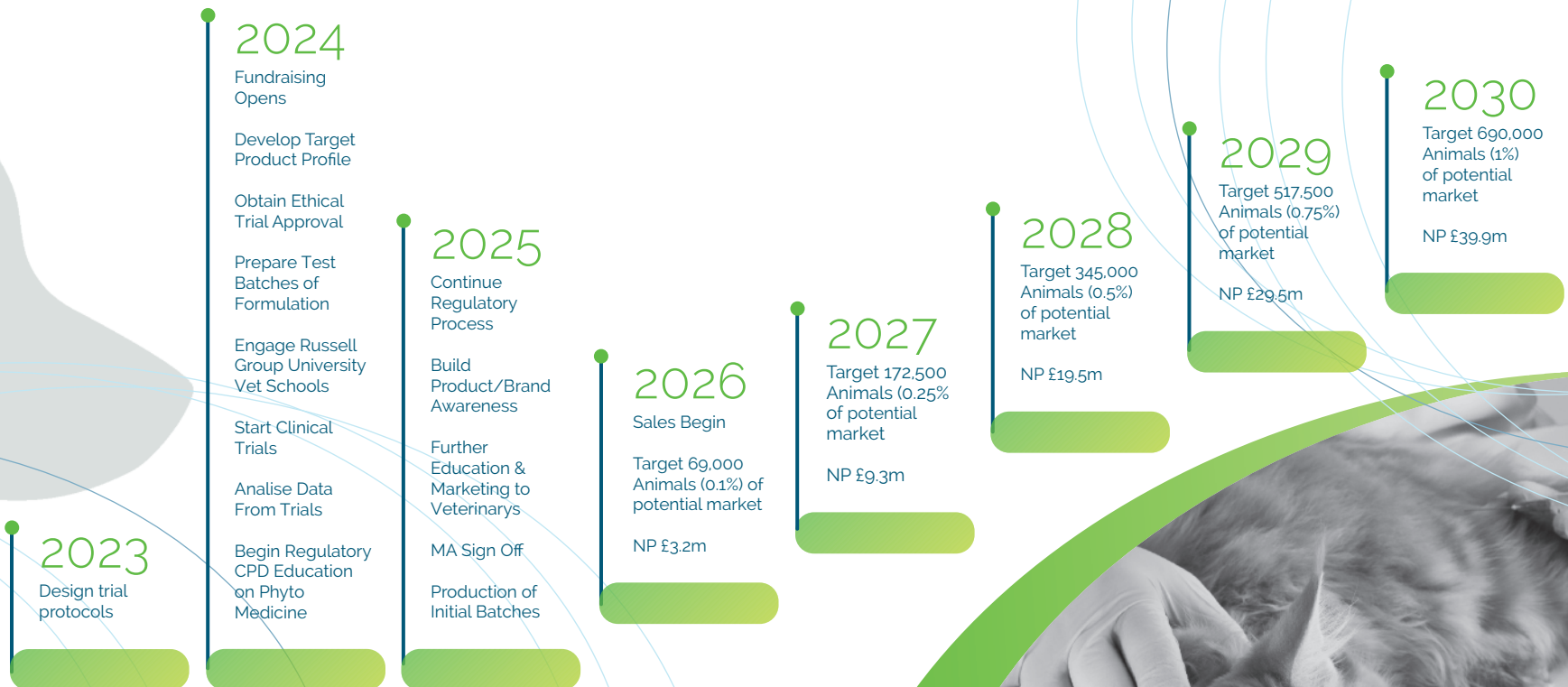
| | 2024 | 2025 | 2026 | 2027 | 2028 | 2029 | 2030 |
|-----------------------|--------------|--------------|-------------|-------------|--------------|--------------|--------------|
| Turnover £m | £0.0 | £0.0 | £4.1 | £10.4 | £20.7 | £31.1 | £41.4 |
| Cost of Sales £m | | | | | | | |
| Overheads £m | £0.6 | £1.1 | £1.0 | £1.1 | £1.2 | £1.5 | £1.5 |
| Net Profits £m | £-0.6 | -£1.1 | £3.2 | £9.3 | £19.5 | £29.5 | £39.9 |

Option to Manufacture

| | 2024 | 2025 | 2026 | 2027 | 2028 | 2029 | 2030 |
|-----------------------|--------------|--------------|-------------|-------------|--------------|--------------|--------------|
| Turnover £m | £0.0 | £0.0 | £12.4 | £31.1 | £62.1 | £93.2 | £124.2 |
| Cost of Sales £m | £0.0 | £0.0 | £8.3 | £20.7 | £41.4 | £62.1 | £82.8 |
| Overheads £m | £0.6 | £1.1 | £1.7 | £3.0 | £4.5 | £6.1 | £7.4 |
| Net Profits £m | -£0.6 | -£1.1 | £2.4 | £7.4 | £16.2 | £24.9 | £34.0 |

Business Model

Timeline and milestones



Market Size

The market opportunity



Companion Animal Drug Market Size

2023 - \$21.33 bln

2030 - \$41.8 bln

Source: Grand View Research

Pet Calming Products Market Size

2022 - \$15.5 bln

2030 - \$24.4 bln

Source: Grand View Research

Pet Pain Market

2021 - \$1.45 bln

2030 - \$2.92 bln

Source: Strategic Market Research



Market Size

Strong demand drivers all around...

Pet ownership accelerated from 40% to 60% during COVID. Source: Morgan Stanley Research

Morgan Stanley predicts the companion pet market to triple by 2030, from today at \$100 bln. Global Veterinary Pain management market is estimated to be £3 bln by 2027. Supplement market £2.5 bln by 2030.

Global CBD market (CAGR 16%) vs only 6% growth of Pharma market, will generate exit opportunities. Source: Grand View Research 2019



Meet the Team



Dr. Gary Richter
Veterinarian & Founder

Multi award-winning Holistic
Veterinary Practitioner in the US

Co-founder of The Veterinary
Cannabis Society

Author & lecturer

Has numerous research
publications on Cannabinoids in
Companion animals



Simon Hill
Chairman & Founder

Is responsible for building Pet
Pharma to its current position

30+ years of business success
in board-level experience
in supply chain management
& logistics

Non-Exec experience in IT and
Pension Management



Heidi Whitman
Commercial Director

Serial entrepreneur focusing
on optimising lives with
plant-based alternatives

Has a history of working in the
animal & human health
wellness sectors

Skilled technician in
Veterinary medicine



Isaac Odeyemi PhD
**Chief Scientific Officer
(CSO)**

Experienced Senior Manager
in pharmaceutical research

Former Head of Outcome
Research (Zoetis)

Former Senior Director
(Astellas Pharma)

Former Senior Manager
(Allergan)



Dr. Janita Good
Advisor Legal/IP

Partner Head of Life
Sciences (Fieldfisher)

Former Head of Life Sciences
(Osborne Clarke)

Doctor of Bio-Chemistry
(University of Oxford)



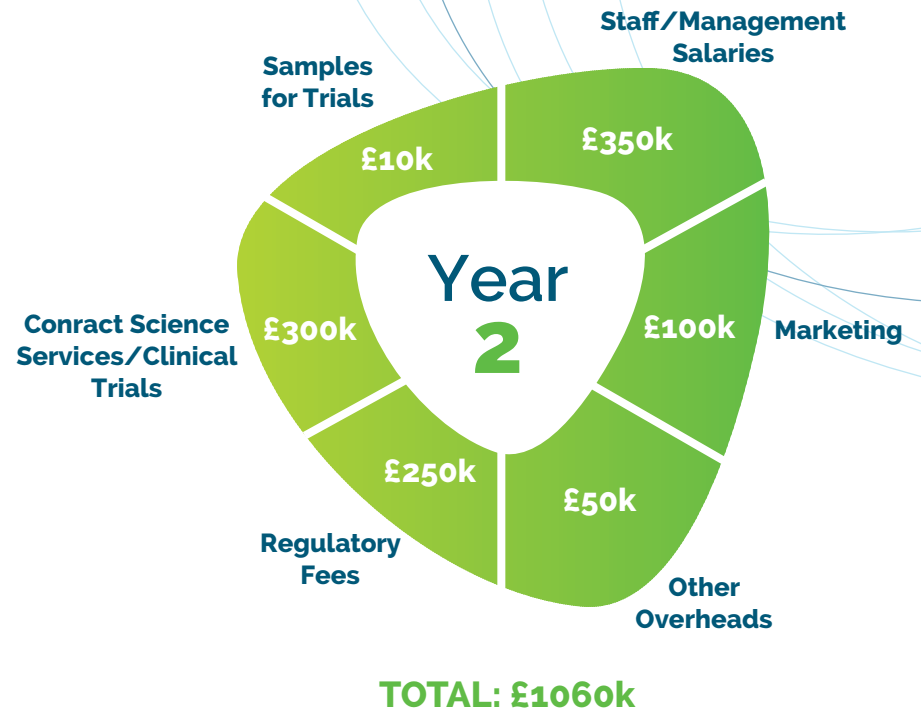
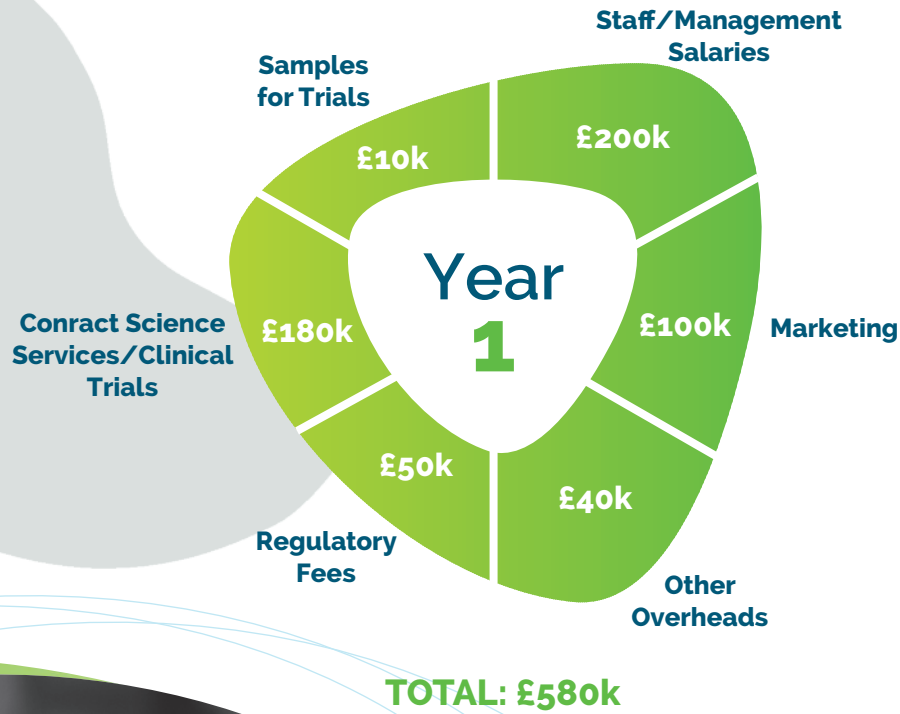
Financials



| Category | Year 1 2024 | Year 2 2025 | Year 3 2026 | Year 4 2027 | Year 5 2028 | Year 6 2029 | Year 7 2030 |
|---|----------------|----------------|--------------------|---------------------|---------------------|---------------------|---------------------|
| Number of Dogs and Cats (UK & Euro) | - | - | 230m | 230m | 230m | 230m | 230m |
| Number of Dogs and Cats with Inflammatory Pain issues - average 30% | - | - | 69m | 69m | 69m | 69m | 69m |
| Market Penetration % Pets with DJD | - | - | 0.10% | 0.25% | 0.50% | 0.75% | 1.0% |
| Equating to Number of Animals | - | - | 69,000 | 172,500 | 345,000 | 517,500 | 690,000 |
| Spend per Animal - £50 per monthly prescription (Annual £600) | | | | | | | |
| Sales Value to Retailers | - | - | £41,400,000 | £103,500,000 | £207,000,000 | £310,500,000 | £414,000,000 |



Use of Funds





Thank you.

We look forward
to speaking with
you further.

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