

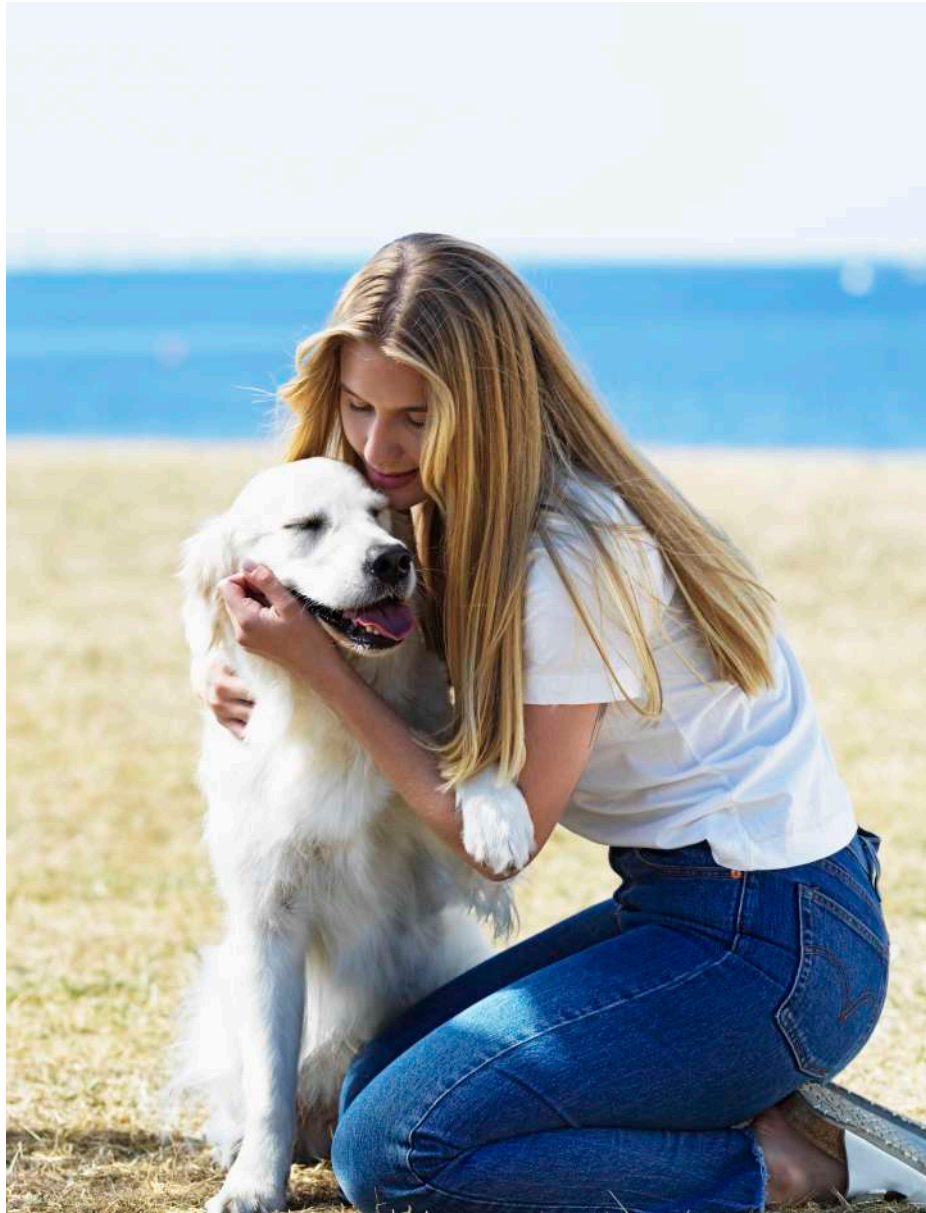


**SWEDENCARE**

Presentation

CEO Håkan Lagerberg

CFO Jenny Graflind



## Q1 2021 Highlights

Acquisitions and strong organic growth resulted in new records

Strong Growth +255% & organic growth +25%, despite some delivery & production challenges

Online, 50% of sales

ProDen PlaqueOff® No 1 product on Amazon in Pet Dental Category x 2

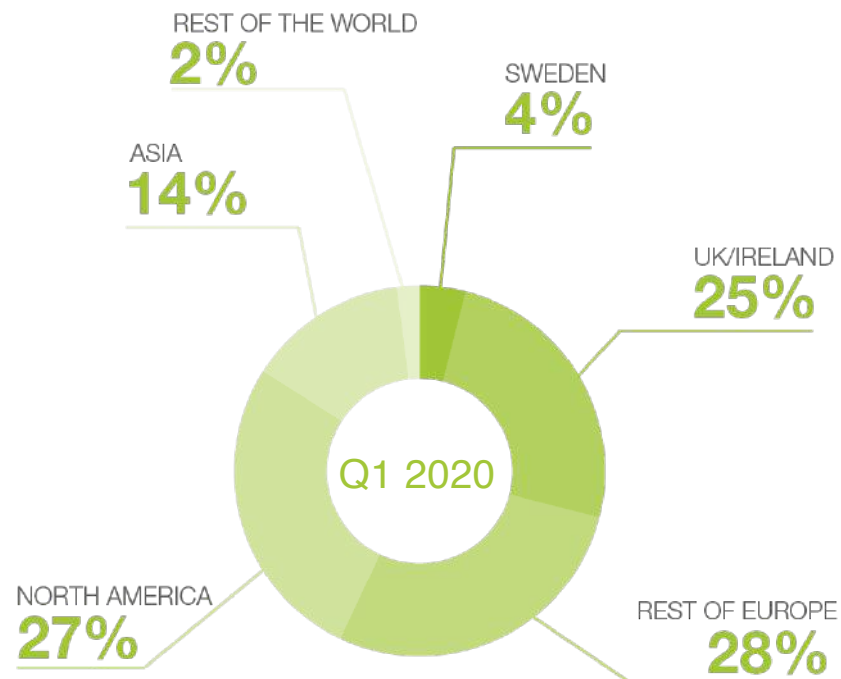
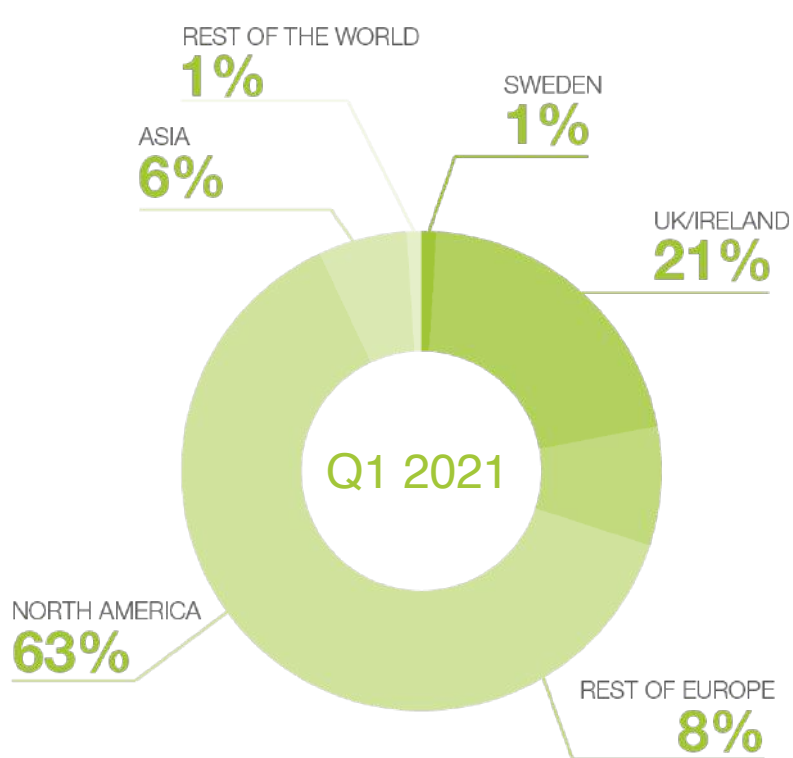
Many sales and co-op discussions with major players in the market, both US and EU

Intense quarter ended with acquisition of Rx Vitamins

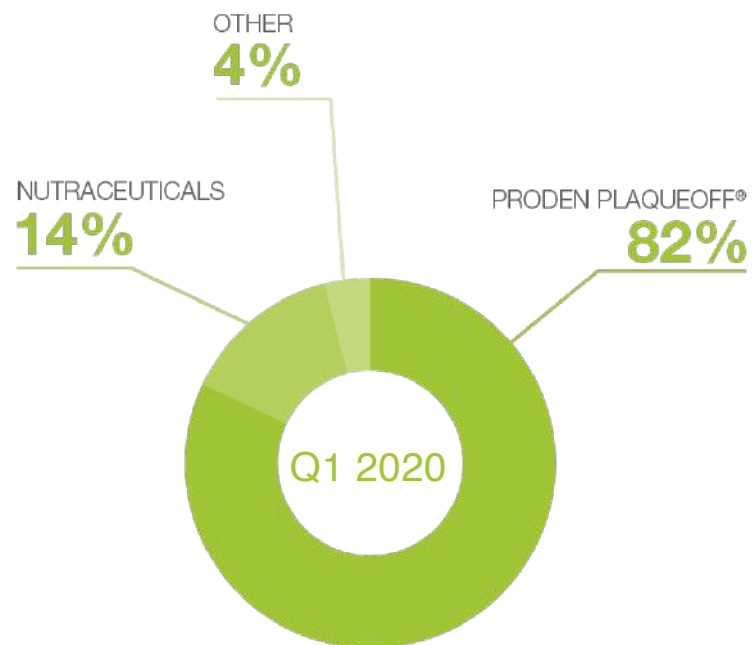
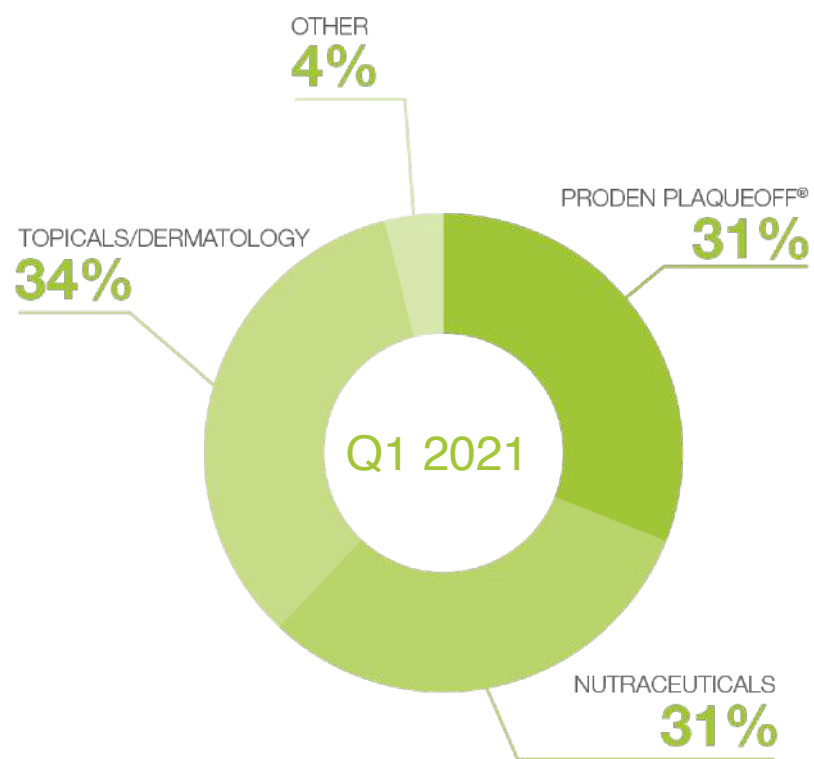
# Integration and other Projects

- Production start of ProDen PlaqueOff® in own US facility (Tillverka)
- Full integration of Animal Pharm & Stratford (finance, warehouse and logistic)
- Soft Chew, Pet MD® PlaqueOff®, Nutraplaque and many more new products
- Nutravet launched in Greece
- Production of new products in Ireland
- Animal Pharm to Amazon and Chewy through Holden2
- New sales oriented Web solution B2C
- Online projects in Europe and RoW

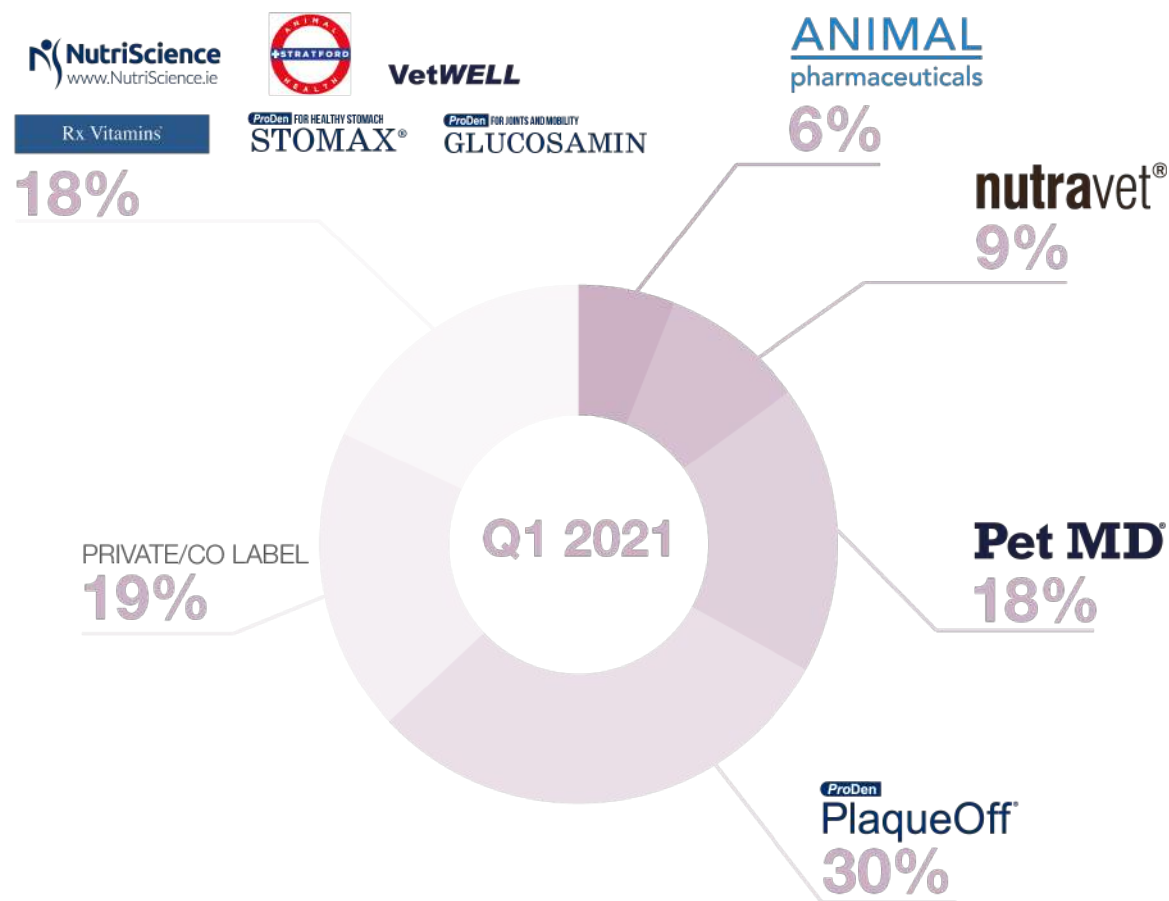
# Sales per region



# Sales per product category

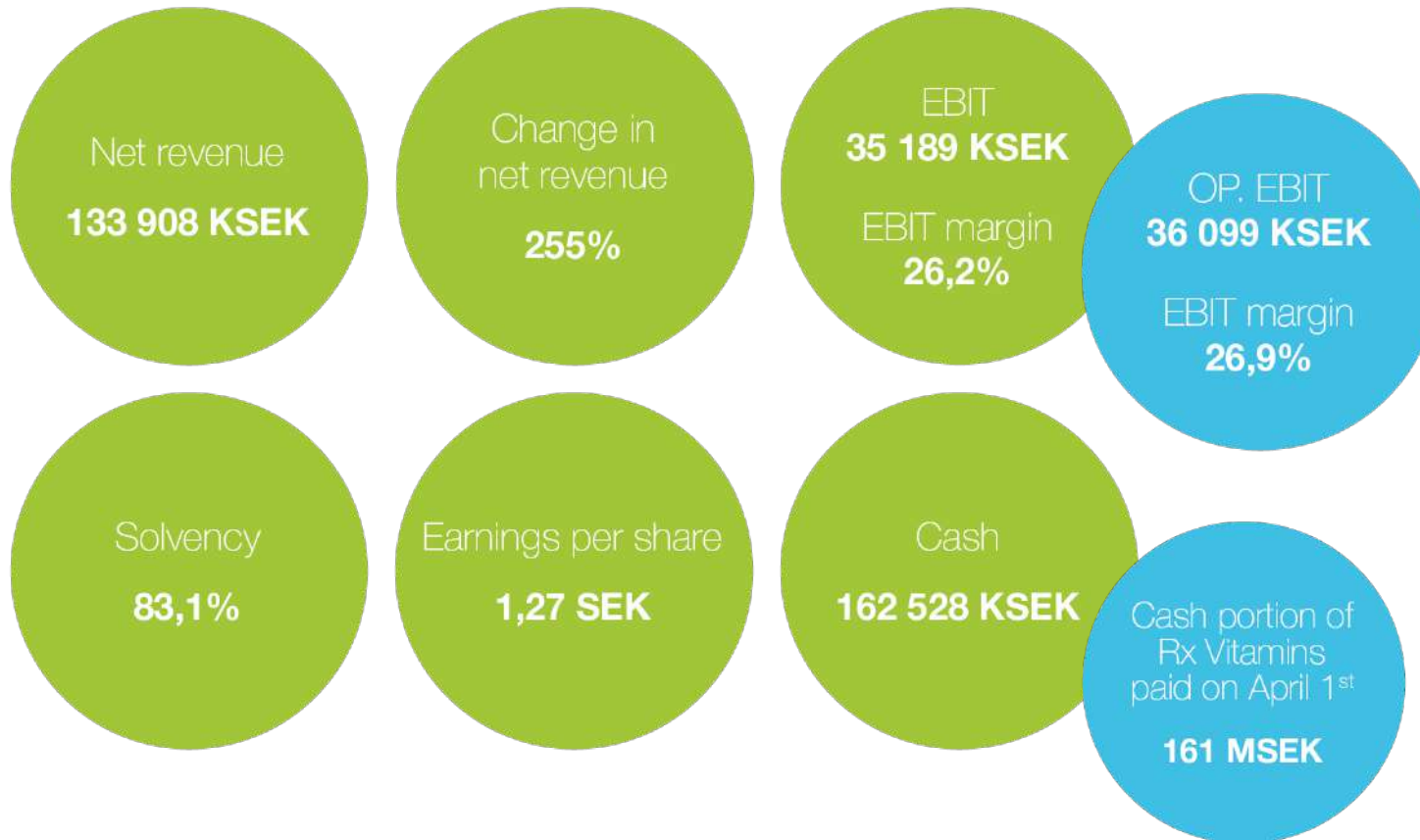


# Sales per brand

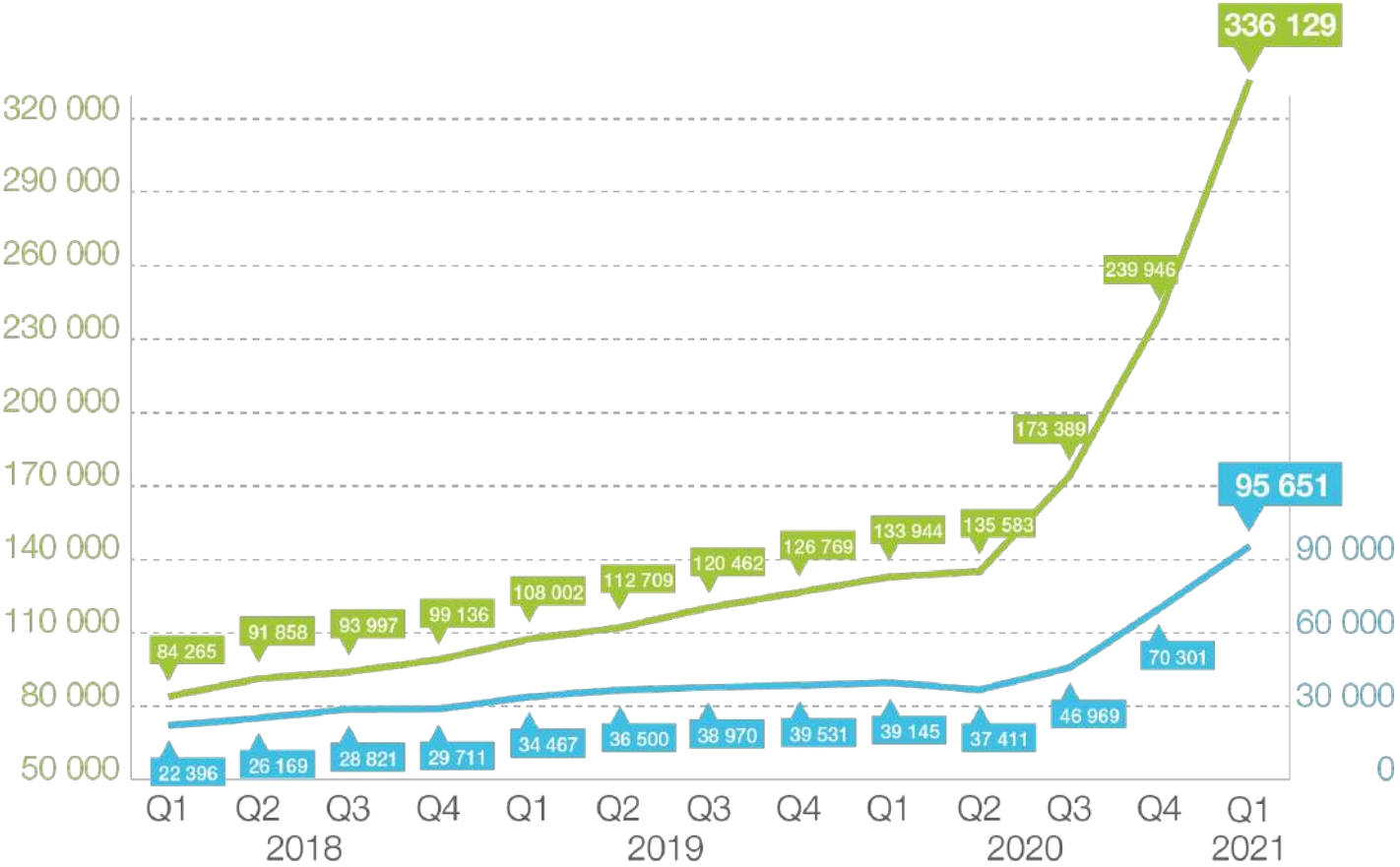


# Key Performance Indicators

Q1 2021



# Rolling 4 Quarters





# Acquisition of Rx Vitamins April 1<sup>st</sup> 2021

- One of the first nutraceutical pet product brands in the US
- Rx Vitamins has set standard in development of formulas to veterinarians
- CEO Craig Kisciras and Rx Vitamins are Founding member of NASC (National Animal Supplement Council)
- Products formulated by Veterinary Dr. Robert J. Silver and CK
- Strong foothold within the progressive and innovative veterinarian community
- 2020 sales 8,5 MUSD

# Rx Vitamins – synergies and opportunities

- Speed up and increase the online Rx Vitamins launch on Amazon and Chewy
- Launch product line/products with group companies and untapped international markets
- Offer larger partners co- and private label solutions
- Launch group products under the Rx brand to get a wider reach and increased sales to Rx unique customer group



## Priorities 2021

Integration of acquired companies

Increased Marketing

Brand and Product development

Distribution of full product range

Handle all opportunities in various Markets  
and Channels

# Q&A

