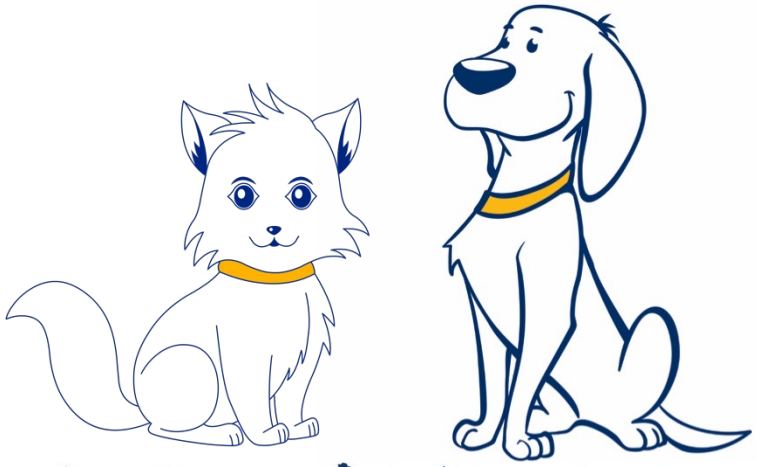
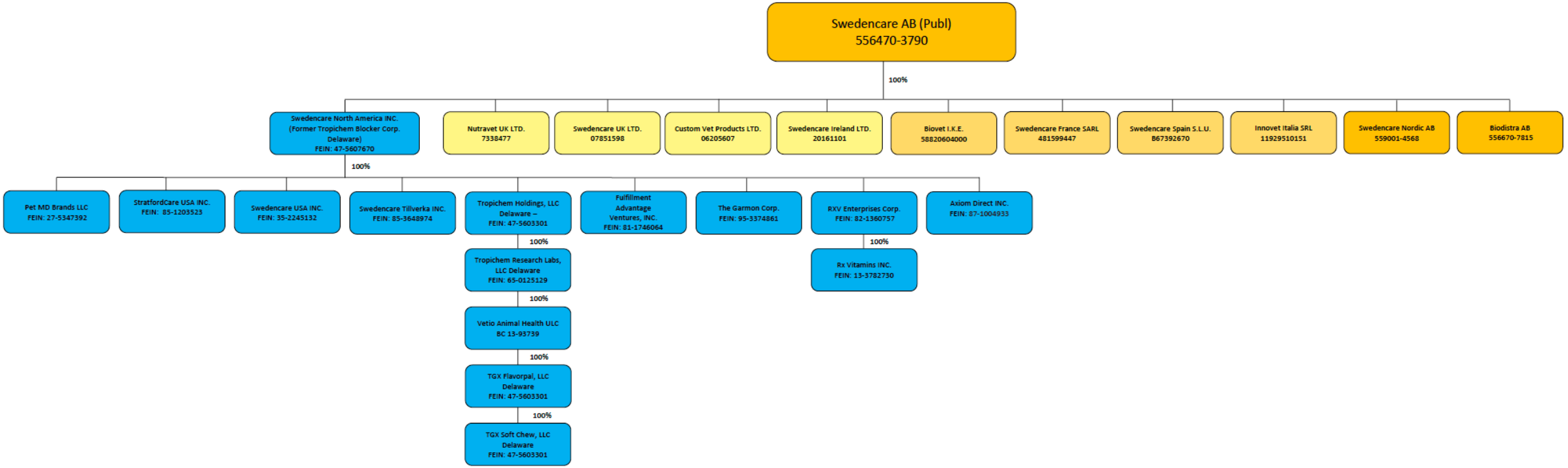
SWEDENCARE

Presentation of Swedencare Group



Swedencare Legal Organizational Chart



Swedencare AB (publ) – Parent Company

Swedencare is a fast-growing global animal health group that develops, manufactures, markets and sells premium products to a growing global pet market. The Group has a number of strong brands and products in most therapeutic areas. Operations are managed from the headquarters in Malmö, Sweden, with subsidiaries in nine countries. The products are sold in 55 markets and in all sales channels.

- Founded - 1993
- Location - Malmö, Sweden
- CEO - Håkan Lagerberg
- Number of employees - 11
- #1 Trademark - ProDen PlaqueOff®
- Manages all export markets where we don´t have subsidiaries
- Responsible for the Group management, finance and marketing
- Controls the Group's trademarks, patents, sales rights, collaboration agreements and sales companies

2022	
Net Sales:	48,8 MSEK
EBITDA:	0,1 MSEK

Swedencare Nordic AB

Marketing and sales of the Group's Pet Health Care products in the Nordic region

- Founded - 2015
- Location - Malmö, Sweden
- Nordic Manager - Sabine Uhde
- Number of Employees - 2
- #1 Trademark - ProDen PlaqueOff®

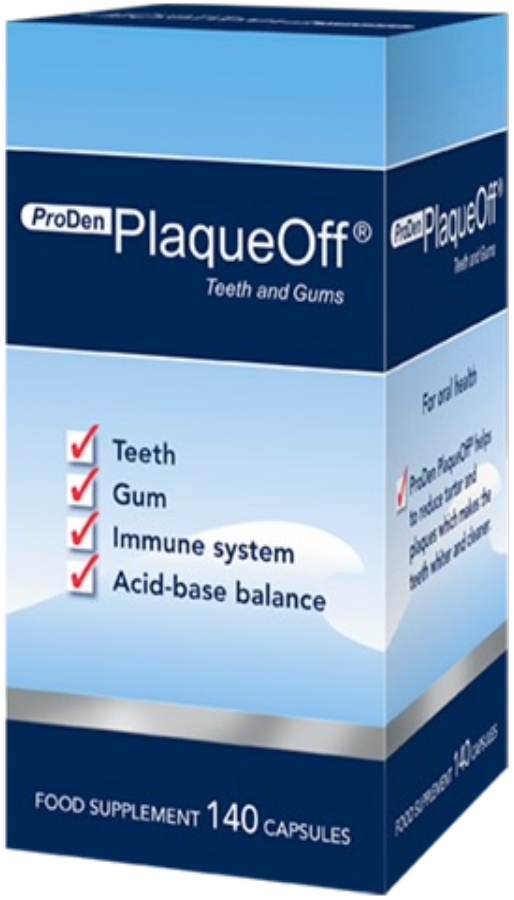
2022	
Net Sales:	8,3 MSEK
EBITDA:	2,5 MSEK

Biodistra AB

Marketing and sales of the Group's human product, ProDen PlaqueOff® Teeth and Gums.

- Founded - 2004
- Location - Malmö, Sweden
- Number of employees - 0
- #1 Trademark - ProDen PlaqueOff®

2022	
Net Sales:	0,7 MSEK
EBITDA:	0,3 MSEK



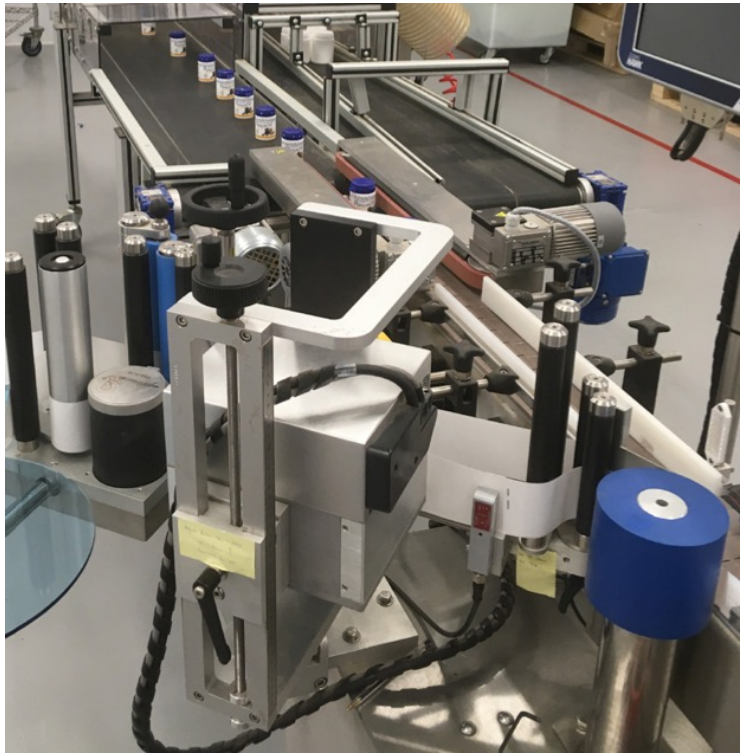
Swedencare Ireland LTD

Production- and logistic center for non-US markets for the Group's Pet Health Care products and sales of NutriScience Pet Health Care products.

- Founded - 1998
- Acquired - 2018
- Location - Waterford, Ireland
- Managing Director - John Leonard
- Operations Manager - Brian O'Shea
- Number of employees - 13
- #1 Trademark - NutriScience
- Produces ProDen PlaqueOff® Powder for non-US markets
- Responsible for Online Europe

2022

Net Sales:	47,2 MSEK (4,4 MEURO)
EBITDA:	13,8 MSEK (1,3 MEURO)



Swedencare UK LTD

Marketing and sales of the Group's Pet Health Care products within the UK.

- Founded - 2011
- Acquired - 2015
- Location - Leeds, UK
- Managing Director - John Leonard
- Number of employees - 5
- #1 Trademark - ProDen PlaqueOff®

2022
Net Sales: 40,2 MSEK (3,2 MGBP)
EBITDA: 8,8 MSEK (0,7 MGBP)

Nutravet UK LTD

Marketing and sales of the company's proprietary dietary supplements in the premium segment for dogs, cats and horses sold exclusively through veterinary clinics and pet hospitals in the UK.

- Founded - 2008
- Acquired - 2020
- Location - Bolton, UK
- Managing Director - Chris Jones
- Number of Employees - 21
- #1 Trademark - Nutravet®

2022

Net Sales:	81,1 MSEK (6,5 MGBP)
EBITDA:	36,7 MSEK (2,9 MGBP)

Custom Vet Products LTD

Design and manufacturing of pet soft chew products primarily sold in the UK and some European countries.

- Founded - 2013
- Acquired - 2022
- Location – Shepshed Loughborough, UK
- Managing Director – David Ryder
- Number of Employees - 5
- No trademarks, CDMO

2022
Net Sales: 1,3 MSEK (0,1 MGBP)
EBITDA: -0,3 MSEK (0,03 MGBP)

Biovet I.K.E

Marketing and sales of the Group´s and other Pet Health Care products as well as veterinary equipment in Greece, Cyprus and Balkan.

- Founded - 2005
- Acquired - 2019
- Location - Thessaloniki Greece
- Managing Director - Ioanna Psychogiou
- Number of Employees - 10
- #1 Trademark - ProDen PlaqueOff®

2022	
Net Sales:	9,3 MSEK (0,9 MEURO)
EBITDA:	0,9 MSEK (0,08 MEURO)

Swedencare France SARL

Marketing and sales of the Group's Pet Health Care products in France.

- Founded - 2005
- Acquired - 2015
- Location - Puget-sur-Argens, France
- Country Manager - Loïc Dufour
- Number of Employees - 2
- #1 Trademark - ProDen PlaqueOff®

2022
Net Sales: 9,3 MSEK (0,9 MEURO)
EBITDA: 0,6 MSEK (0,05 MEURO)

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Swedencare Spain SLU

Marketing and sales of the Group's Pet Health Care products in Spain.

- Founded - 2019
- Location - Mataró, Spain
- Country Manager - Raquel Tosca
- Number of Employees - 2
- #1 Trademark - ProDen PlaqueOff®

2022
Net Sales: 5,3 MSEK (0,5 MEURO)
EBITDA: -1,3 MSEK (-0,1 MEURO)

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Innovet Italia SRL

Marketing and sales of their own developed and patent protected portfolio of scientific products, based on scientific studies on the replication of the body´s natural defence mechanisms within several categories in the Italian pet market.

- Founded - 1996
- Acquired - 2022
- Location - Saccolongo, Italy
- CEO - Renato della Valle
- Number of Employees - 16
- #1 Trademark - Redonyl®

2022
Net Sales: 125,3 MSEK (11,8 MEURO)
EBITDA: 21,9 MSEK (2,1 MEURO)

Pet MD Brands LLC

Marketing and sales of high-quality Pet Health Care products via online channels.

- Founded - 2002
- Acquired - 2021
- Location - Odessa Florida, USA
- CEO - Ed Holden
- Number of Employees - 21
- #1 Trademark - Pet MD®

2022
Net Sales: 261,7 MSEK (25,9 MUSD)
EBITDA: 26,4 MSEK (2,6 MUSD)

Stratford Care USA, INC.

Marketing and sales of the company's proprietary products in a number of therapy areas for dogs and cats to the veterinary channel in North America.

- Founded - 2011
- Acquired - 2020
- Location - Odessa Florida
- CEO - Brian Nugent
- Number of Employees - 29
- #1 Trademark - Stratford
- Has a unique Private label program

2022	
Net Sales:	160,3 MSEK (15,9 MUSD)
EBITDA:	23,0 MSEK (2,3 MUSD)

Fulfillment Advantage Ventures INC. (FAV)

Logistics company for e-commerce of Pet Health Care products.

- Founded - 2016
- Acquired - 2021
- Location - Odessa, Florida
- CEO - Tim Ackerman
- Number of Employees - 11
- #1 Trademark - Healthy Breeds

2022
Net Sales: 50,7 MSEK (5 MUSD)
EBITDA: 3,3 MSEK (0,3 MUSD)

Swedencare USA INC.

Marketing and sales of the Group's ProDen PlaqueOff® Pet Health Care products in North America to the Pet Retail channel.

- Founded - 2005
- Acquired - 2015
- Location - Rosenberg, Texas
- CEO - Martin Shimko
- Number of Employees - 8
- #1 Trademark - ProDen PlaqueOff®

2022

Net Sales:	60,1 MSEK (5,9 MUSD)
EBITDA:	9,6 MSEK (1,0 MUSD)

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Swedencare Tillverka INC.

Production center of ProDen PlaqueOff® powder in North America.

- Founded - 2021
- Location - Rosenberg, Texas
- CEO - Martin Shimko
- Number of Employees - 3
- #1 Trademark - ProDen PlaqueOff®

2022
Net Sales: 4,9 MSEK (0,5 MUSD)
EBITDA: 1,4 MSEK (0,1 MUSD)

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RX Vitamins INC.

Marketing and sales of high-quality Pet Health Care products to the veterinary channel.

- Founded - 1999
- Acquired - 2021
- Location - Elmsford, New York
- CEO - Craig Kisciras
- Number of Employees - 8
- #1 Trademark - RX Vitamins

2022
Net Sales: 81,8 MSEK (8,1 MUSD)
EBITDA: 18,8 MSEK (1,9 MUSD)

Vetio South

Contract development and manufacturing model in pharmaceuticals and OTC products, especially dermatology and dietary supplements in the Pet Health Care sector.

- Founded - 2018
- Acquired - 2021
- Location - Jupiter, Florida (main office)
- CEO - John Kane
- Number of Employees - 107
- No trademarks, CDMO

2022
Net Sales: 263,5 MSEK (26,1 MUSD)
EBITDA: 13,0 MSEK (1,3 MUSD)

Vetio North

FDA-certified manufacturing facility in Montreal and leader in drug development and production for the veterinary market.

- Founded - 2018
- Acquired - 2021
- Location - Montreal, Canada
- CEO - John Kane
- Number of Employees - 45
- No trademarks, CDMO

2022

Net Sales:	91,9 MSEK (9,1 MUSD)
EBITDA:	28,0 MSEK (2,8 MUSD)

NaturVet

NaturVet has a proprietary portfolio of premium products in 20 categories manufactured in the company's own production facility in California. It can be considered a leader in soft chews. The products are primarily marketed at the consumer level in approximately15,000 pet stores and on major online platforms such as Chewy.com and Amazon.com.

- Founded - 1994
- Acquired - 2022
- Location - Temecula, USA
- CEO - Garmon Scott
- Number of Employees - 203
- #1 Trademark - NaturVet®

2022

Net Sales:	642,6 MSEK (63,6 MUSD)
EBITDA:	198,1 MSEK (19,6 MUSD)