

Pet Society Express MAY 2023

Dear partners,

Pet Society and its brands have a mission to develop innovative and safe products to contribute to the pet market, creating value to everyone involved in our operation.

Our vision is to be a reference for quality and innovation in the countries where we operate, offering innovative products that positively surprise and delight our clients. As a company, Pet Society is not seeking short term results in the pet market. Our proposal is for a much more sustainable and recognizable branding designed to stand the test of time.

We recently invested \$12 million USD and launched our new pharma grade manufacturing facilities with sophisticated industrial technologies, and we are prepared to continue to increase the manufacturing of high-quality products.

Pet Society uses only premium cosmetic grade ingredients and highly purified water to manufacture its products. The company invests a relevant part of its annual turnover in Research & Development. Our innovative team of scientist and our high-tech laboratories, develop these next level products aimed at improving the daily experience and life of groomers.

Our brand Hydra Professional Line speaks to the groomers and THE GROOMERS ONLY and we are very proud of this - we have thousands of passionate and talented groomers globally and they deserve a brand that is 100% dedicated to them. Hydra Professional Line is quickly becoming the global leader of innovations in the pet care category, we credit the ever-evolving success and strength of Hydra Professional Line to its independence. We are legally, financially and managerially autonomous, with a strategy that is directed toward better serving our customers.

Currently, we are importing ingredients and packaging from the best suppliers in 17 different countries globally and export our finished products to 55 countries.

Best regards,

Marly and Luciano Fagliari