

# Delivering the ultimate pet care experience

## Specialist capabilities

### Passionate and expert colleagues

As pet owners too, our store, vet and grooming colleagues can understand and help support our customers through all the moments they share. An industry leading training programme ensures we can share our knowledge, as well as our passion.



92%

of store colleagues own a pet

### Great value private brands

Our private label food and accessories brands deliver high quality, at value prices and are only available at Pets at Home. Exclusive product launches ensure we deliver something new and different to our customers.



41%

of Merchandise revenues are private label

### Leading loyalty club

The VIP club is the UK's largest pet loyalty scheme and contains information for over 15m pets. This gives us a leading advantage in tailoring products and services for our customers and understanding their shopping habits.



68%

of store revenues are generated by VIP members

### Responsibility at the heart of our business

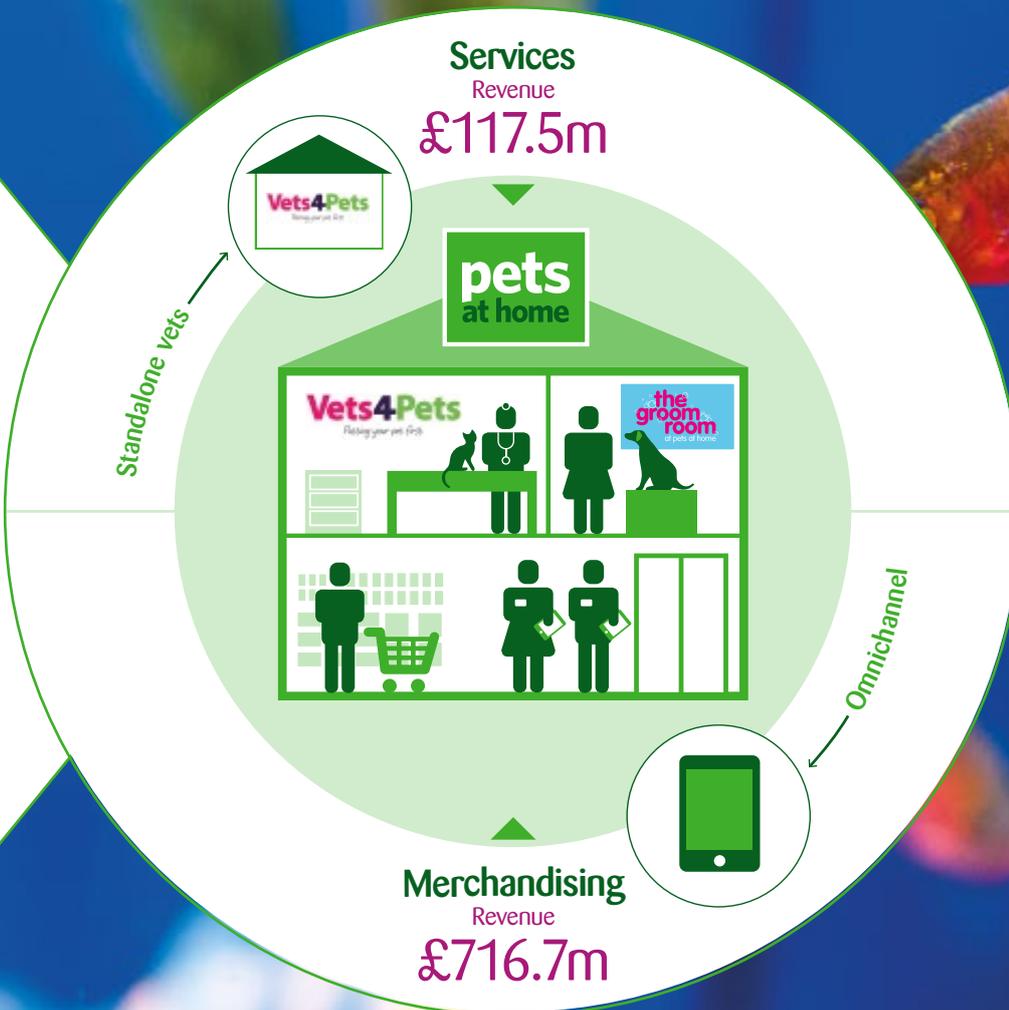
Behaving responsibly is integral to how our business operates and encompasses our engagement with colleagues, impact on the environment, sourcing procedures and interaction with local communities.

Our Green PawPrint highlights the pillars of our responsible retailing strategy.



Revenue generating activities

Value creation



**For pets**

- Everything a pet needs to keep them happy and healthy
- Supported by our welfare and care standards

**For customers**

- The ultimate specialist 'pet care' experience
- Value for money, new & different products, pet services

**For colleagues**

- Sector leading retention rates
- Externally accredited training schemes

**For the Group**

- Top line and profit growth
- Returns to shareholders