

# petMaxi<sup>®</sup>

FEEDING HAPPINESS

petMaxi

happyOne  
Pet  
SUPER PREMIUM PET FOOD

happyOne  
Premium  
pet food

happyOne

Domus

CAMPEÃO  
A sua ração!

OS ANIMAIS COM  
RUFIA  
PARADISIAIS

ENERGYPET

JACKPET

“

**At PetMaxi, we take pride  
in our extensive international presence,**

exporting to over 40 countries across 4 continents. This achievement reflects our production capacity, export capability, and our commitment to providing quality products on a global scale. We always prioritize the selection of high-quality raw materials and sustainability.

Luis Guilherme, CEO

”

# ABOUT PETMAXI

Our products reflect the best of our country. An innovative project aimed at creating high-quality products to accompany the growth of the global pet food market.

The logo for petMaxi is displayed in a bright green, sans-serif font on the side of a modern, multi-story building. The building has a light-colored facade and several windows. In the background, there is a dense forest and a clear blue sky.

**IFS Food** certification  
since 2017 at the  
**Higher Level**



**Continuous growth**  
in our production  
and sales



We export to over  
**40 countries** across  
**4 continents**



## **Feeding Happiness**

FEEDING HAPPINESS,  
NURTURING WELL-BEING,  
ONE PET AT A TIME.

# MISSION AND VISION

petMaxi's mission is to take care of the health, well-being, and longevity of dogs and cats by providing them with meticulously formulated nutrition to meet their specific needs.

Since the beginning of our journey, we have made a solid commitment to solidarity, with a special focus on supporting animal welfare associations.

We strive relentlessly to create value for all stakeholders in the community in which we operate, including our employees and partners.

In the environmental context, we are committed to constantly implementing actions to reduce our productive carbon footprint, aiming to achieve carbon neutrality.



# WHY WE ARE DIFFERENT

The values we share are the foundation of success. People, technology, and dedication are essential.



## INNOVATION

We work daily to find new and better ways to operate; we never stagnate.



## AMBITION

We aim to bring happiness and well-being to more and more dogs and cats, growing in a sustainable and responsible way.



## PASSION

Our love for animals and what we do gives greater meaning to every product we create. Our commitment goes beyond business – it is a mission.



## TEAM SPIRIT

Our strength comes from unity and mutual support. We believe that together we are stronger, we enhance talents, and we build solidés.



## PROXIMITY

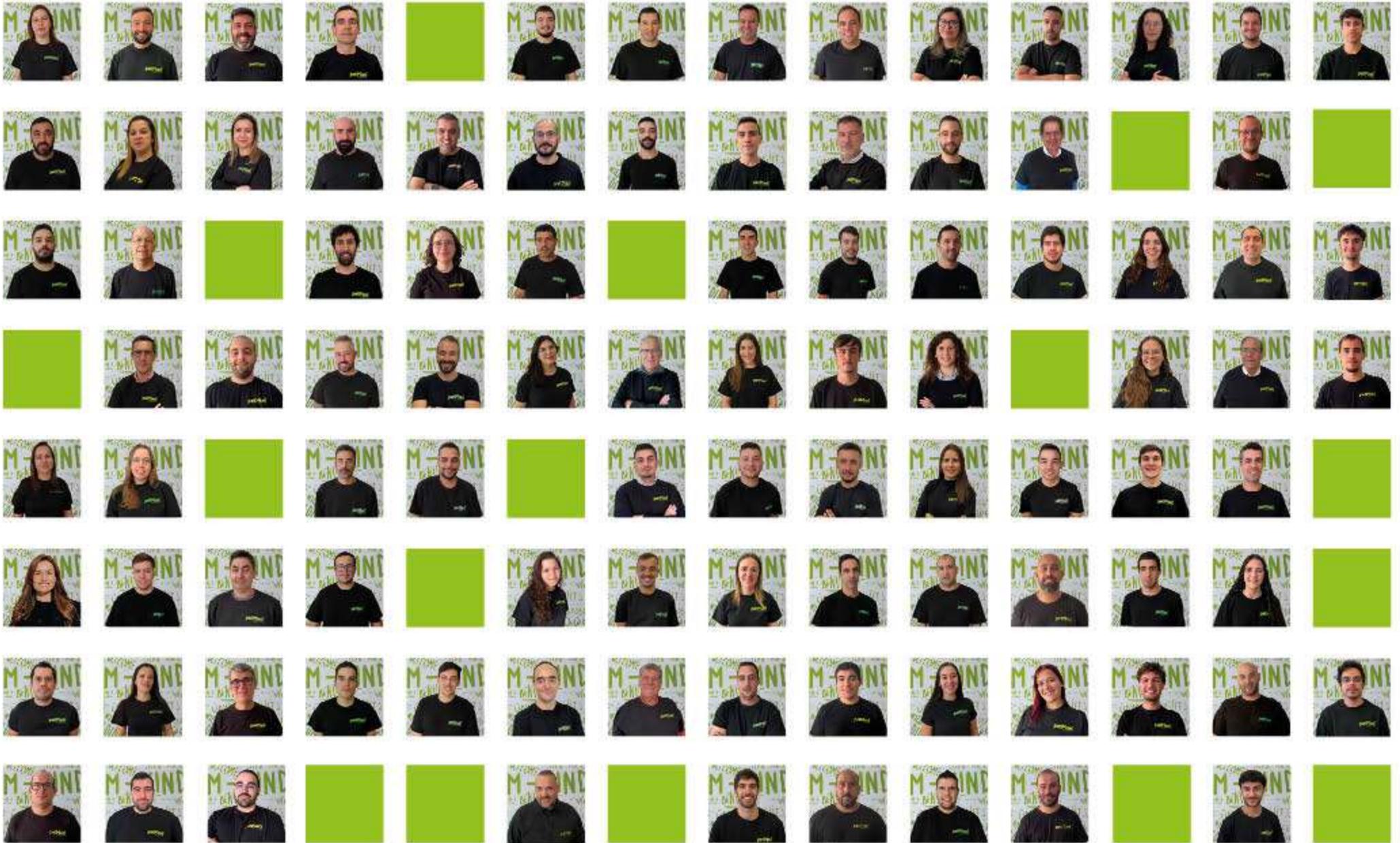
We value close and genuine relationships, walking side by side with our partners, clients, and community, fostering mutual growth.



## INTEGRITY

We act with honesty, loyalty, and fairness, placing our principles above any interest or ambition.

# OUR DIFFERENCE IS THE PEOPLE



Together, we work to maintain excellence, drive growth, and make a difference because we believe that it is through our unity and commitment that we achieve success.

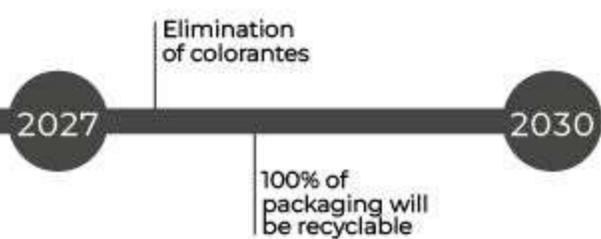
# TEAM BUILDING AND ACTIVITIES

At petMaxi, we recognize the importance of relationships among our employees. We believe that a positive and collaborative work environment is crucial for the success of the company. Therefore, we dedicate time and resources to promote team building activities and integration among our staff.

From outdoor events to personal development workshops, we seek to create opportunities to strengthen the bonds among our team members. These initiatives not only foster camaraderie and teamwork but also contribute to a more productive and motivating work environment.



# DEVELOPMENT



## INCREASE IN PRODUCTION CAPACITY



# Sustainability and Solidarity

FUNDAMENTAL PILLARS THAT  
GUIDE OUR ACTIONS, INSPIRING  
US TO MAKE A DIFFERENCE  
EVERY DAY



# TRANSFORMING THE FUTURE

## ENVIRONMENTAL CONCERNS AND MATERIAL CHOICE:

We choose to use monomaterials in our products. These materials are easier to recycle and have a lower impact on the environment. Additionally, our closures are also made from the same recyclable materials, ensuring that the entire packaging can be efficiently recycled.



 Photovoltaic systems on the rooftops for acquiring clean energy;

## IDENTIFICATION AND EFFICIENT RECYCLING:

We use light colors that facilitate the identification and recycling process of packaging in waste treatment centers.

## AWARENESS:

We collaborate with our own brand partners to raise awareness about the importance of sustainability and recycling.



 Certification of the Energy Management System – ISO 50001 – and the Environmental Management Standard – ISO 14001, achieved in 2024.

## SUSTAINABILITY REPORT 2024

Our commitment goes beyond animal care. This report brings together the main initiatives, goals, and results achieved in 2024 and reflects petMaxi's commitment to responsible and sustainable operations.



 Discover the initiatives and results that mark petMaxi's journey toward more responsible, ethical, and sustainable growth.

# ACTIONS THAT MAKE A DIFFERENCE



## TREE DAY:

We plant trees in our municipality to contribute to environmental preservation, demonstrating that even as a pet food company, we care about nature.



## HOW TO BE A RESPONSIBLE PET OWNER?

We are committed to educating the children in our municipality about the importance of being responsible pet owners.

By visiting schools, we promote care and respect for animals, thus strengthening a healthy relationship between humans and pets.



## WALKING TOGETHER FOR PETS

We have created the "Walk 4 Pets" initiative, where for every kilometer walked by the team, we donate one kilogram of pet food to the animal protection association in our community.

This initiative promotes an active lifestyle for participants while supporting companion animals that have not yet found a home.

# NEWS



# COMING SOON

New products in the happyOne Mediterraneum, happyOne Premium and happyOne ranges.



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**With a modern  
and technologically  
advanced infrastructure,**

coupled with a team of competent professionals, we are committed to achieving the highest standards of operational excellence to effectively and consistently meet the needs of our customers.

Bruno Lucas, *Production Director*

”

# Our Factory

THE HUB OF OUR INNOVATION  
AND PRODUCTION EXCELLENCE



# IN SUMMARY



Monthly  
production capacity:

Approx. **7 thousand ton.**  
bags / month



Monthly  
embasement capacity:

**500 thousand**  
bags / month



Storage capacity:

**7 330** pallets

petMaxi's factory is a modern and efficient production center dedicated to manufacturing pet food.

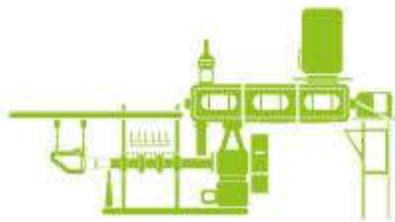
Equipped with state-of-the-art technology and operated by a highly qualified team, our factory ensures efficient and high-performance production.

Our infrastructure enables us to maintain high standards of food safety and operational efficiency, ensuring that our products are competitive worldwide.

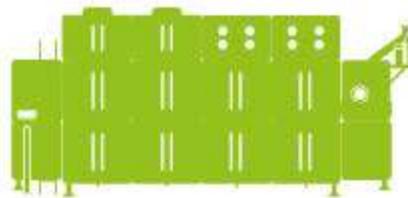
# EXPERTISE AND TECHNOLOGY

petMaxi has a modern manufacturing facility with 18,800m<sup>2</sup> of covered area, equipped with two efficient production lines.

Its advanced manufacturing process involves the use of state-of-the-art equipment.



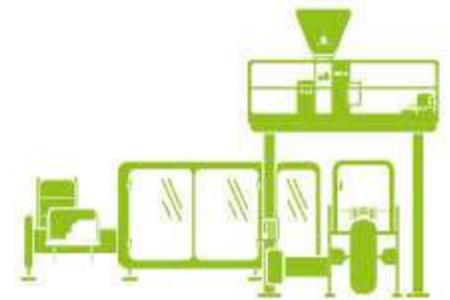
**EXTRUDER**  
Extrusion of Kibbles



**DRYER**  
Drying of Kibbles



**VACUUM COATER**  
Injection of high levels of fat and palatants



**PACKAGING LINE**  
Excellent quality and packaging

“

## **As manufacturers of private label brands,**

we believe that **IFS Food** certification, with a higher level classification, is one of the factors that leads the main players in the Portuguese market to trust us to produce their brands. Currently, private label brands represent approximately 50% of our production, demonstrating our productive excellence and ability to ensure strict standards of safety and food quality.

Eng. Joana Pereira, *Quality and Food Safety Manager*

”

# Quality is the Foundation

COMMITMENT TO SAFETY,  
QUALITY, AND EXCELLENCE  
IN NUTRITION





# CERTIFICATION IFS FOOD

petMaxi has been certified by **IFS Food** since 2017, renewing its certification annually while maintaining the "Higher Level" classification, the highest level of certification. In 2023, petMaxi achieved a **Higher Level rating of 98.83%**, the best national ranking since 2017 and the 2<sup>nd</sup> best European ranking in 2024.

IFS Food certification - International Featured Standards - is a globally recognized benchmark for Quality and Food Safety, auditing food manufacturers worldwide.

Being certified by IFS Food represents the certification of product safety and quality and demonstrates a commitment to quality throughout the production process.

## ADVANTAGES OF CERTIFICATION:



International recognition;



Increased consumer confidence;



New market opportunities;



Organization and systematization of the company;



Reduction in the need for repeat audits;



Standards of uniformity and transparency throughout the supply chain.



# CERTIFICATE

Quality Austria Certification GmbH awards this **qualityaustria** certificate to the following organisation:

This **qualityaustria** certificate confirms the compliance of the requirements set out in the

## PetMaxi S.A.

Portugal/ 2240-037 Ferreira do Zêzere,  
R. General Humberto Delgado nº 470 Gravulha Águas Belas  
COID: 59275, GLN: 5600047600352  
Legal Authorisation Number: PT5AA07921

### Audit scope:

Production (mixing, extrusion, drying and coating) of pet food for cats and dogs, packed in plastic and paper bags.

Produção (mistura, extrusão, secagem e revestimento) de rações para cães e gatos, embalados em sacos de plástico e de papel.

Product scope: 11. Pet food

Technology scopes: C, D, E, F

Last Assessment conducted unannounced: 05.-06.07.2023  
The validity of the **qualityaustria** certificate will be maintained according to the current IFS-requirements regarding evaluation frequency.

## IFS Food

**Version 8, April 2023**  
and other associated normative documents  
**at Higher Level**  
with a score of 98,83%.

Registration No.: HQ-00313/0

Valid until: 13 November 2026

Audit date: 02 September 2025 until 03 September 2025

Re-audit due date: 25 July 2026 to 03 October 2026

or unannounced: 30 May 2026 to 03 October 2026

Vienna, 14 October 2025

Quality Austria Certification GmbH,  
AT-1010 Vienna, Zelinkagasse 10/3

Mag. Christoph Mondl  
CEO

Mag. Dr. Werner Paar  
CEO

Ing. Christoph Baumgartner, MSc, MBA  
Authorised representative,  
management Customer Service Center



 **qualityaustria**

Quality Austria Certification GmbH is accredited according to the Austrian Accreditation Act by the BMLFUW (Federal Ministry of Science, Research and Economy).

Quality Austria is accredited as an organisation for environmental verification by the BMLFUW (Federal Ministry of Agriculture, Forestry, Environment and Water Management).

Quality Austria is authorized by the VCA (Association of the Automotive Industry).

For accreditation registration details please refer to the applicable decisions or recognition documents.

Quality Austria is the Austrian member of IQNet (International Certification Network).

Doc. No. FO\_24\_028

660a8b1d-69cb-4f63-a779-ed35b6a7a255

The current validity of the certificate is documented exclusively on the Internet under <http://www.qualityaustria.com/en/cert>

# RAW MATERIALS

## CHOOSING THE BEST INGREDIENTS

We carefully select our ingredients, giving preference to local suppliers. At petMaxi, we do not use genetically modified products (GMOs).

All raw materials are meticulously inspected upon arrival in modern chemistry and microbiology laboratories, equipped with the most advanced laboratory equipment, ensuring the quality of all products.

We provide close monitoring, with constant supervision and control by operators throughout the manufacturing process. All product batches are analyzed, ensuring safety for consumers.





## SUPPLIERS

At petMaxi, we place great importance on selecting our suppliers. We seek to establish partnerships with companies that share our values and commitments to quality, ethics, and animal welfare.

Each supplier is carefully evaluated regarding the origin of ingredients, production practices, and food safety standards. We ensure that the raw materials we use meet the highest quality standards.

In addition to concern for food safety, we prioritize partners who are on a path to more responsible production practices and environmentally conscious behaviors.

### CERTIFICATIONS FROM SOME OF OUR SUPPLIERS:



“

**As an exporting company, we tackle logistical challenges with determination,**

creating value through sustainable supply chain management. We provide customized and competitive solutions while committing to environmental protection. Together, we build a greener and more efficient logistics system, contributing to a sustainable future.

Mónica Bernardo, *Logistics Director*

”



## LOGISTICS

At petMaxi, we are committed to creating value through sustainable supply chain management. We aim to provide our customers with personalized service based on proximity and a relentless drive to innovate and leverage technology for supply chain management.

With careful selection of our partners, we offer our customers a wide range of solutions via road, rail, air, or sea transportation. We have a specialized team that will always find the most competitive solution to boost your business, quickly and efficiently.

### FOCUS ON ENVIRONMENTAL IMPACT OF ACTIVITY:

- 🐾 We have entered into various agreements with our logistics partners for the use of less polluting alternative fuels (ships and trucks);
- 🐾 Use of electric "last mile" vehicles;
- 🐾 All shipping boxes used are made from recycled and recyclable material;
- 🐾 Support for carbon offset projects.

# Our Products

MAKING A DIFFERENCE IN THE  
LIVES OF COMPANION ANIMALS,  
ONE MEAL AT A TIME



## SOLUTIONS FOR EVERY NEED

At petMaxi, we take pride in offering a wide range of brands that cater to the individual needs of each customer. From functional feeding options to super-premium choices, we also introduce innovative products that stand out in the European market, such as the introduction of fresh egg in pet food, unique at the European level. Our brands cover everything from essential to most demanding needs, ensuring a personalized offering for all preferences and requirements of our customers. We prioritize balanced and flavorful nutrition, providing food that promotes the health and well-being of companion animals.



# happyOne

Mediterraneum

SUPER PREMIUM PET FOOD



## The Mediterranean Journey of happyOne Where Nutrition Meets Flavor

Inspired by the Mediterranean lifestyle, we created an exclusive grain-free formula, reflecting the authenticity of Portuguese flavors. Each package is a guarantee of quality, with fresh protein as the 1st ingredient.

The happyOne Mediterranean range contains the introduction of local fresh egg, providing a unique experience.

### The Essence of Happiness in the Bowl

Each package is more than a meal; it's an expression of care and dedication.

### Where Nutrition Meets Flavor and Well-Being

happyOne Mediterranean, where quality meets variety, and each reference is a celebration of animal diversity.

### New Look with the Same Quality

The look of our packaging is gradually changing. This process will be implemented over time, maintaining consistent quality of our products. We appreciate your understanding and cooperation during this transition, aimed at enhancing the presentation of our products and providing the market with more sustainable products.

**GRAIN FREE**  
**WITH FRESH EGG**  
European Innovation



# happyOne Premium pet food



## happyOne Premium High-Quality Nutrition for Successful Businesses

### From Portugal to Your Business

Originating from the heart of Portugal, happyOne Premium is more than just a brand; it's a commitment to excellence.

A range with foods for every stage of dogs' and cats' lives, tailored to the specific needs of each stage. From puppies to older animals, happyOne Premium is your partner every step of the way, ensuring a healthy journey for your customers' companion animals.

### High-Quality Ingredients for Satisfied Customers

The focus of this range is on ingredients: a variety of flavors; natural ingredients and noble ingredients, mostly fresh, ensuring the well-being of companion animals.

### New Look with the Same Quality

The look of our packaging is gradually changing. This process will be implemented over time, maintaining consistent quality of our products. We appreciate your understanding and cooperation during this transition, aimed at enhancing the presentation of our products and providing the market with more sustainable products.

# happyOne®



happyOne,

## Affordable Nutrition, Guaranteed Well-Being

Introducing happyOne, the low-premium range that elevates your dog's and cat's nutrition to a new level. With complete foods enriched with Biocomplex, a vitamin complex aimed at promoting the health and well-being of your companion animals.

### Diversity In the Range - Foods and More!

happyOne goes beyond complete foods, offering a diverse range that includes complementary products such as semi-moist snacks and silica, providing a complete experience for your customers. A selection that not only nourishes but also delights companion animals.

### Nutritional Innovations - More Protein, More Health

We are committed to constant improvement. Now, happyOne products are even better than their first version.

### happyOne - Where Value and Well-Being Meet

By choosing happyOne, customers are not only taking home quality products at affordable prices but also investing in the daily well-being of their furry friends. We are committed to offering a complete and affordable experience that makes happyOne the perfect choice for all pet lovers.

### Improved formulas and environmentally friendly packaging

With formula enhancements and the transition to eco-friendly packaging, we reinforce our commitment to quality and environmental sustainability.

ENHANCED FORMULAS

Rich in Chicken



With Rice and Peas

# BRANDS OF EXCELLENCE



At petMaxi, the pursuit of excellence is so deeply ingrained in our modus operandi that the production of high-quality products becomes an inevitability. Every aspect of our manufacturing process is meticulously planned and executed, reflecting an unwavering commitment to the highest standards of quality.

#### **Intrinsic to Quality Production:**

The quality of our products is not just a goal; it is an intrinsic characteristic of how we operate.

#### **Advanced Production Methods:**

Our factory is equipped with state-of-the-art technologies and advanced production methods. This combination of human expertise and cutting-edge technology ensures that every product

manufactured meets the highest standards of quality and safety.

#### **High Quality Control:**

The implementation of rigorous quality controls is a fundamental priority. Each batch of products undergoes thorough evaluation to ensure it meets and exceeds established standards.

#### **Commitment to Customer Satisfaction:**

Customer satisfaction is our ultimate measure of success. We are committed to offering not only products but exceptional experiences to our customers. This dedication to excellence is reflected in every product that leaves our factory.

#### **Environmental Sustainability:**

In addition to our commitment to quality, we take environmental responsibility seriously. We are committed to reducing the environmental footprint of our products. One notable initiative is the progressive elimination of dyes in our products. Even in our more economical lines, environmental concern is a constant, and each product reflects our effort to balance quality and sustainability, including recyclable packaging.

Complementary Products to Feeding

## BECAUSE PAMPERING IS ALSO IMPORTANT

Complementary foods are a valuable addition for dogs and cats, and therefore, they are part of our offer.

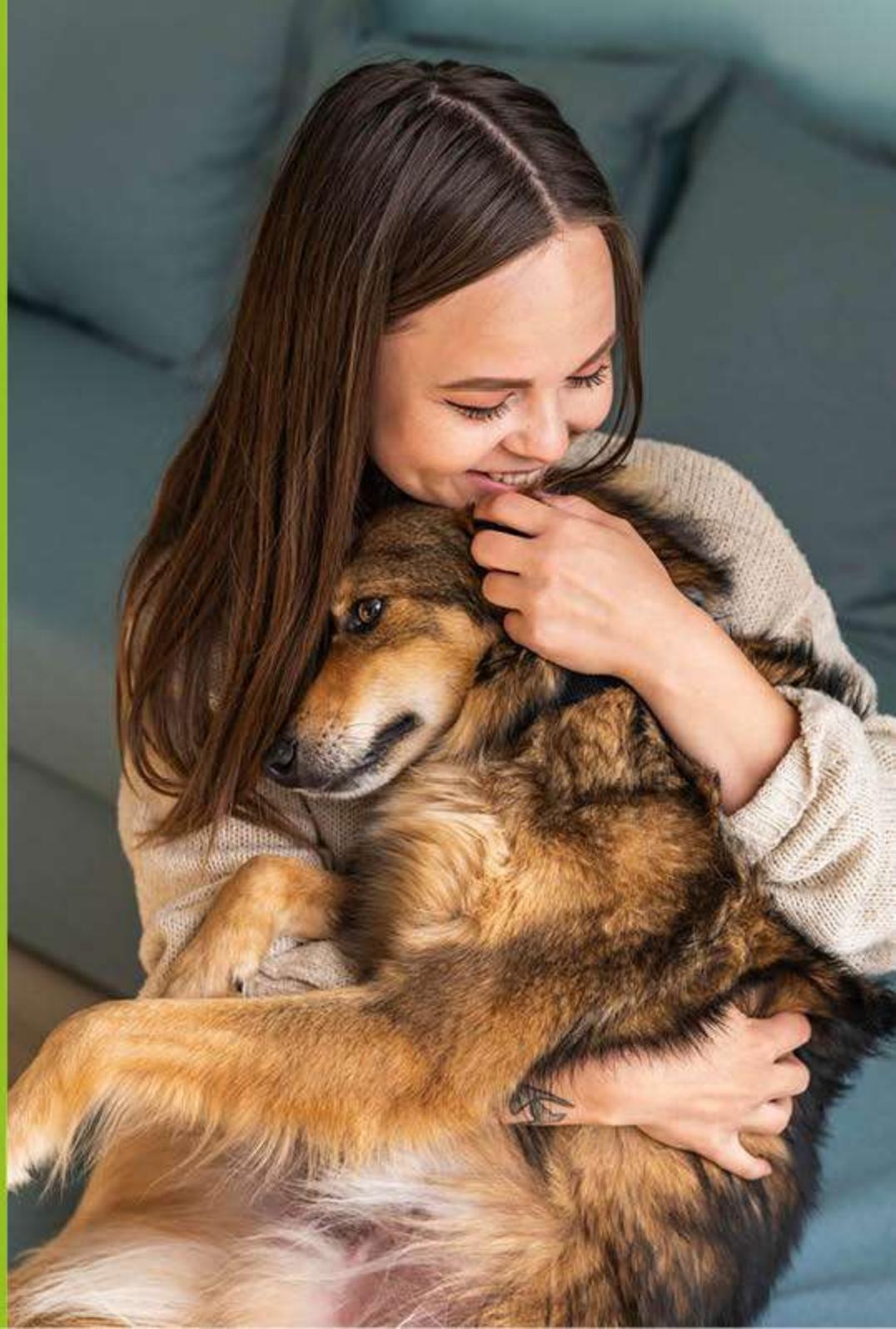
### **Snacks and Treats**

These snacks enrich the daily diet of animals, providing a variety of flavors and textures, as well as contributing to their overall health and well-being.

We ensure the quality and safety of the products, offering healthy and tasty options to satisfy the palate of our four-legged friends, promoting balanced nutrition and moments of happiness.

### **Silica for Cats**

Silica plays an important role in maintaining the hygiene and comfort of their environment, helping to control unpleasant odors and prevent the proliferation of bacteria.



happyOne  
Mediterranean  
SUPER PREMIUM



PREMIUM  
happyOne  
SNACK



snacks  
happyOne



Premium Silica Gel Litter  
happyOne



“

**We are committed  
to establishing solid and  
mutually beneficial partnerships**

that promote the growth and excellence of our business partners. We believe that by working together, we can not only strengthen our brands but also drive mutual success and achieve new heights of excellence in the pet food industry. Together, we are ready to build a future of success and prosperity.

Márcia Ferreira, *Commercial Director*

”

# Partnerships with Purpose

TOWARDS A PROMISING FUTURE





## PROXIMITY AND PERSONALIZATION

At petMaxi, we are committed to providing high-quality products that promote the health and well-being of our four-legged friends. We ensure food safety through careful formulation and testing of each product, always in compliance with the strictest quality standards. Additionally, we constantly invest in innovation, using advanced technologies to maintain competitive prices without compromising quality.

Our approach is based on a passion for companion animals and an unwavering pursuit of excellence. From developing new products to maintaining strong partnerships, our dedicated team works tirelessly to ensure that every aspect of our business reflects the values of quality, innovation, and commitment. By collaborating with us, you join a passionate team that not only shares your dedication to animals but also strives for exceptional results in everything we do.



## PARTICIPATION IN MAJOR NATIONAL AND INTERNATIONAL TRADE SHOWS

At petMaxi, we value participation in international trade fairs such as Interzoo and Zoomark, as well as major national fairs. These presences not only showcase our brands and products but also strengthen ties with our distributors.

By participating, our partners have the opportunity to showcase the brands they distribute, the latest innovations, and business opportunities in the market. This approach reinforces our commitment to supporting distributors in building strong relationships and mutual growth while promoting an environment conducive to networking and expanding business networks.



## ADVANTAGES OF BEING A PETMAXI PARTNER

### **INNOVATION AND BOLDNESS**

We introduce cutting-edge technologies in Portugal that allow us to produce excellent products at affordable prices.

We stay updated by participating in international fairs and events, constantly seeking the best solutions for our customers.

### **QUALITY, FLAVOR, AND COMPETITIVENESS**

We offer high-quality, delicious, and competitive products in the market.

We prioritize the quality of life and well-being of animals, providing healthy and balanced nutrition.

We ensure food safety in all our solutions, ensuring to offer appetizing foods for both dogs and cats.

### **DEDICATION AND PRIDE**

We are passionate about what we do and wear the PetMaxi jersey with great pride.

As a Portuguese company, we have a deep commitment to quality and excellence, reflecting the best of our country in every product we offer.

### **PASSION FOR DOGS AND CATS AND FOCUS ON RESULTS**

We have a specialized pet food team committed to achieving the best results.

We are truly committed to finding solutions that benefit all involved parties.



Get to know us through  
a virtual tour  
[vr.petMaxi.pt](http://vr.petMaxi.pt)

# petMaxi®

FEEDING HAPPINESS

THANK YOU FOR YOUR ATTENTION



happyOne

Dentils

CAMPEÃO



ENERGYPET



 [www.petMaxi.pt](http://www.petMaxi.pt)

