

Passion.

Tradition.

Innovation.



MORANDO HOLDING

An all-Italian success story started more than **70 years ago** and which has grown steadily, thanks to the passion and commitment of the **Morando** family which has known how to respond to the needs of the domestic and European markets, with **precise quality, technology** and **production choices**.



First company to produce and sell pet food in Italy



A leading Piedmont wine making company



Diversification of investment assets in the real estate sector

100% MORANDO FAMILY OWNED



Miscane Mivgatto



THE HISTORY OF PET FOOD IN ITALY



Pet food in Italy was born from the intuition of **Enrico Morando** who was the **pioneer of this market** in the early 50s. A journey, an idea, the will to realize it first of all, the **success**.



Today, **Morando** is a **modern, dynamic company**, equipped with state of the art **technology** and evolving all the time. Our daily commitment consists of transforming the **experience** accumulated over the years, with **professional expertise** and enthusiasm, into innovative products of **outstanding quality**.



ONGOING EVOLUTION

Never Give Up...

The Mangimi Morando & C Sas begins the wet pet food production in the «Cuneese» territory with Vitto Dog e Vitto Cat brands.

Inauguration of the new plant in Andezeno (TO) for the dry pet food production.

The new brands «Migliorcane» and «Migliorgatto» were born.

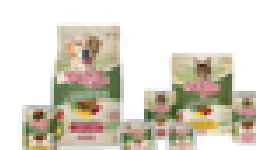
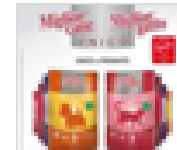
Molfetta plant: the new production line for single-serve items.

Andezeno plant: Automatic warehouse and new machinery. Molfetta plant: new pouches production line

Launch of the new brand «Unico»: monoprotein products for cats and medium/small size dogs

Launch of the new cross-channel range Migliorcane and Migliorgatto Le Specialità Italiane

The new «Superpetfood» range, dedicated to the specialized channel: Morando SuperPetFood.



1960

1981

1997

2009

2015

2017

2023

2025

1980

1994

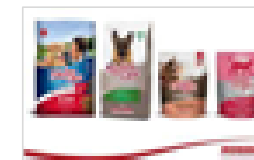
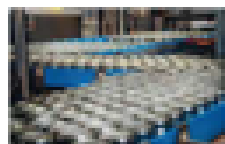
2007

2014

2016

2019

2024



The Mangimi Morando & C Sas evolved in S.p.A. It begins to export in foreign countries. The new brands «MioCane» and «MioGatto» were launched.

Acquisition of Molfetta plant for the wet pet food production in tins.

Andezeno: the plant has been doubled in size

Restyling of MioCane and MioGatto lines, a super premium product for the specialized channels and pharmacies

Migliorcane e Migliorgatto line: Packaging Restyling and new formulas

More attractive and cleaner Packaging for all Morando lines and new products for premium range.

Launch of the new range Morando Le Tradizioni Italiane

MioCane MioGatto

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La storia del pet food in Italia

MADE IN ITALY

Without compromises...



INNOVATION & SAFETY

Our R&D Team, day by day studies solutions to improve products, making innovative formulas to improve our pets wellness;



QUALITY CERTIFICATES

Our production plants have recognized quality certificates, updated and confirmed every year



RESPECT FOR THE ENVIRONMENT

We contribute to protect the Planet using recyclable materials for our packaging, reducing CO2 emissions in the atmosphere and polluting agents, improving energetic efficiency;



NO ANIMAL TESTED

We conduct palatability tests made by European specialized centres using «sommeliers» cats and dogs, free chosen between meals;



OGM-FREE

We only use OGM-free products;



PRESERVATIVES-FREE

Our products don't contain artificial preservatives.



PRODUCT INNOVATION AND CONTROL

We conduct surveys in order to precisely understand the needs of pet owners, of their animals and of shoppers and to develop **targeted nutritional solutions**.

Our working group is constantly engaged in the search for **new solutions** and **technologies** to improve our products and **develop innovative formulas** with the objective of improving **pet health** and **well-being**.

We validate product performance with **technical palatability surveys** to measure the taste preferences of pets (every year we perform at least 200 tests).





RESPECT OF ENVIRONMENT AND ROOTS

The constantly attention of **Morando S.p.A.** for the environment is justified by different activities carried out in both plants

ANDEZENO PLANT

The **environmental integrated authorization (AIA)**, thanks to the **Best Available Techniques (BAT)**, was obtained in 2007 and constantly renewed.

Success in obtaining white certificates for **energy savings** thanks to a constant commitment in the **renewable energetic sources optimizing process**; relevant plants improvements



MOLFETTA PLANT

CO2 emissions in atmosphere and polluting agents' **reduction**:

- ✓ Gradual shift from the traditional illumination system to a **LED system**
- ✓ Shift from oil to methane gas for the **steam production**;
- ✓ Realization of a **co-generating plant** (for 1200 kWe) with an endothermic methane gas alimented motor to produce energy.

All the water generated as a result of the entire production process, after a controlled treatment, is re-used for the labouring cycles **colding process**.



QUALITY CERTIFICATIONS

The Morando S.p.A. plant in Molfetta has two quality certifications



ISO 9001:2008 QUALITY SYSTEM CERTIFICATION

Imposes strict and methodical controls:

- Document control
- Quality records control
- Management control of non-compliant products
- Internal audits
- Corrective actions
- Preventive actions



IFS (INTERNATIONAL FOOD STANDARD) CERTIFICATION

- Adoption of benchmark best practices
- Adoption of a HACCP system
- Adoption of a documented quality management system
- Workplace, product, process and personnel standards control

The in-house laboratory has **modern equipment** for chemical, instrumental and microbiological analyses for the **quality control** of raw materials and finished products. To ensure the quality of our products we carry **out more than 7,500 tests** per year.

- Microbial load and search for micro-organism indicators
- Mycotoxin search
- Label nutritional values
- Fat quality analysis
- Bromatological requirements of raw materials



PRODUCTION PLANTS

Exploitation of Italian territory

Andezeno (TO) dry pet food production
Production Capacity: **100.000 Tons/year**

Molfetta (BA) wet pet food production
Production Capacity: **140.000 Tons/year**



QUALITY SYSTEM
CERTIFICATE : **ISO 9001 and IFS**



✓ PRODUCTION

ANDEZENO PLANT:

Surface: 41.000 mq
(11.200 mq indoor)

Volumes produced
52.000 tons

New
line 2Kg CAT
With 35 hits/minute
(vs 18 of previous one)

New
**Pallettization
machinary** line 4Kg

+7.500
Pallet spaces thanks to new automatic
warehouse and new shelves



✓ PRODUCTION

PLANT MOLFETTA:

Surface 40.000 mq
(22.000 mq indoor)

Volumes produced:

- 25.000.000 pouches
- 112.000.000 alutrays
- 200.000.000 tins

New
line ALUTRAYS
in function from June, 2021



New
**WMS system
and forecast**

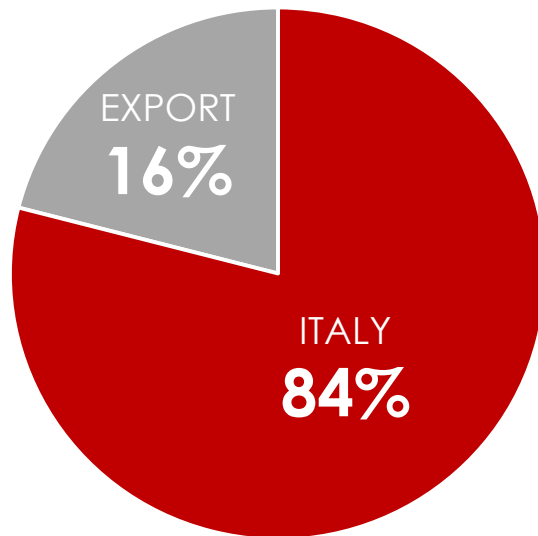
New
**Finished products
warehouse**



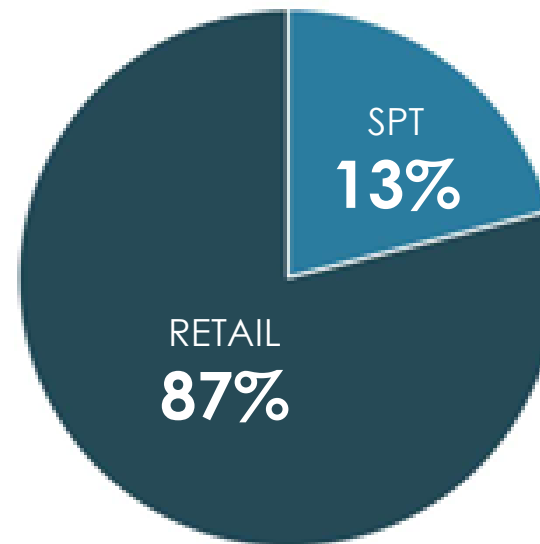
2025 REVENUE

A constant grow in domestic and international market

TOTAL TURNOVER = 215 € Mio
TOTAL VOLUME = 155 k tons



ITALY TURNOVER



Source: Internal 2025

Mio cane Mio gatto

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La storia del pet food in Italia

DOMESTIC AND INTERNATIONAL POSITIONING

Morando is ranked among the **top 50 pet food** producers in the world in 2023*

Morando is the **4° player for value** market share in Italy

Morando is present in more than **60 countries** around the world

Source: Petfood Industry classifica 2023
Source: Nielsen data total Italy week 43

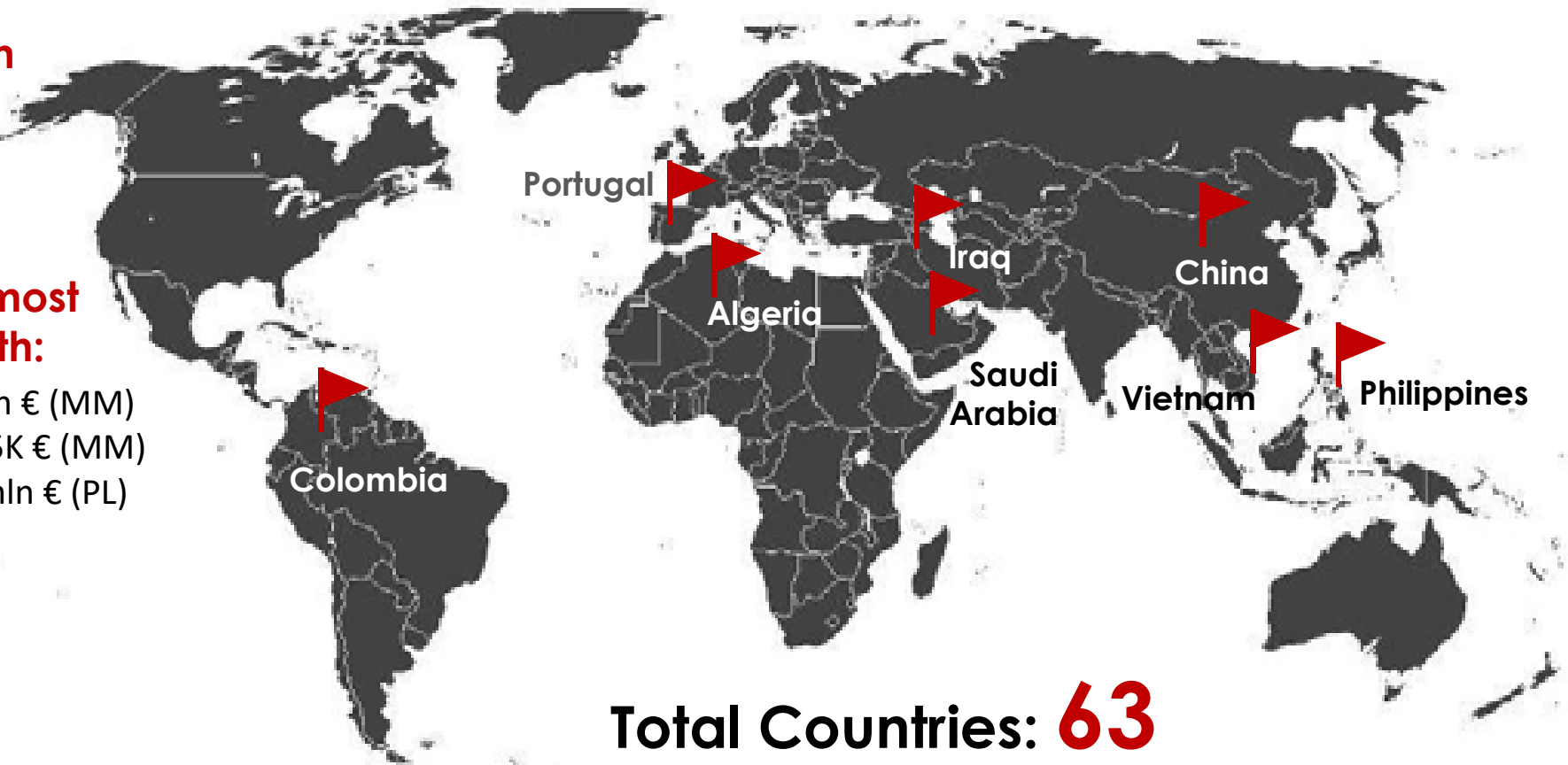
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EXPORT SUCCESS

Strategic entry in
new markets
2019-2024

Markets with most relevant growth:

- China: +1,3 mln € (MM)
- Morocco: +775K € (MM)
- Greece: +1,4 mln € (PL)



Total Countries: **63**

Miscare  Mivgatto

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La storia del pet food in Italia

OUR RANGE OF PRODUCTS

CROSS-CHANNEL RANGE ARCHITECTURE



Miglior cane Miglior gatto

GAMME CROSS-CHANNEL: DOG PRODUCTS



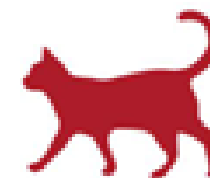
SUPER PREMIUM
 PREMIUM
 AFFORDABLE PREMIUM
 MAINSTREAM



	Umido SS buste	Umido SS vaschetta	Umido MS lattina	Secco
SUPER PREMIUM	80g-mousse/100g - patè 300g - patè 4x100g patè 	300g 	400g 	NEW 800g/2,5 kg
PREMIUM	4x100g 300g 	150g 300g 		1,5kg/2kg/2,5kg/3kg/7,5kg/10kg
AFFORDABLE PREMIUM		150g 300g 	405g/1250g 	800 g/2,5kg/7kg
MAINSTREAM		150g 300g 	400g/405g/1250g 	1,5kg/4kg/10kg

NEW

GAMME CROSS-CHANNEL: CAT PRODUCTS



	Umido SS buste	Umido SS vaschetta	Umido MS lattina	Secco
SUPER PREMIUM	<p>85g - mousse 4x100g patè</p>	<p>100g - patè</p>		<p>400g</p>
PREMIUM	<p>85g - bocconcini</p>	<p>100g - patè</p> <p>85g - mousse</p>		<p>400g/800g/1,5 kg</p>
AFFORDABLE PREMIUM	<p>85g - straccetti NEW</p>	<p>100g - patè</p>	<p>405g - bocconcini</p>	<p>400g/1,5 kg</p> <p>NEW</p>
MAINSTREAM	<p>85g - straccetti</p>	<p>100g - patè</p>	<p>400g/405g</p>	<p>400g/800g/2 kg/4 kg</p>



One Protein. Thousand qualities.

Launched in 2017, a dedicated line able to satisfy the most specific needs of **cats and dogs of all sizes** with prefer **SINGLE type of animal protein meals and grain free.**

2025

- New design
- Extension range + Product innovation
- New adv



PLUS and Advantages

- ✓ Animal origin **Monoprotein**
- ✓ **Complete meal**
- ✓ **Grain free**
- ✓ **Natural ingredients**, without preservatives and colourants adding
- ✓ Specific recipe and formulation for **Toy Dogs**

1 Protein <small>animal origin</small>	0 Cereals <small>added</small>	0 Colourants <small>and preservatives</small>
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Miglior cane Miglior gatto



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Miglior cane
I Preferiti

The preferred pet food of your dog

Launched in 2011 as a new **premium line** of dry and wet pet food studied for **dogs of all sizes**.

2019

- New design
- New recipes
- New formats



PLUS and Advantages

WET PET FOOD:

- ✓ Royal jelly enriched, a relevant natural antioxydant, source of vitamins and mineral salts
- ✓ A wide offer of wet pet food in alutrays monoportion format or in useful single-serve pouches

DRY PET FOOD:

- ✓ The «Wellness Formula», studied for kibbles, contributes to improve the digestion process and to efficient maintain and in health the intestinal tract (FOS e MOS).
- ✓ Small sizes dogs' dedicated products studied to satisfy their nutritional and chewing needs

Miscane Mivgatto

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The prestigious menu for the most refined palates

Migliorcane Prestige born in 2016 year; a **small sizes dogs** dedicated **wet line**

2019

- New design



PLUS and Advantages

- ✓ Taste, refinement and practicality, together: a delicacy able to **stimulate the appetite** of more demanding dogs
- ✓ A selected ingredients' mix which helps **the assimilation** in to the digestive system
- ✓ An ideal dimension **to facilitate the chewing**

Miglior cane Miglior gatto

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Tastier. Fitter. Happier.

Developed in 2014 year, as the **first completed tailor-made recipes line** to encounter the specific nutritional needs of sterilized cats without renounce to the taste.

2019

- New design
- New recipe
- New adv



PLUS and Advantages

- ✓ **Tailor-made** recipes for the specific nutritional needs after the sterilization process
- ✓ A **complete** Wet and Dry Pet Food range (the wet products add the amount of water already contained in the meal in order to reduce the solutes' concentration which could provoke the formation of calculus and crystals)
- ✓ High **digestibility** and **appetibility**
- ✓ Delicious tastes in 5 appetizing textures: Patè, Mousse, Sauce Chunks or jelly and Kibbles.

Miglior cane® Miglior gatto®

The Best Way to Love them

This line born in 1997 year and represents the **history** of Morando brand as a **mainstream** range of products able to serve the Large-Scale retail channel. In 2016 the line re-born thanks to a **complete restyling** related to new formulas and new design.



PLUS and Advantages

- ✓ A **complete range** of products for all nutritional needs of dogs and cats
- ✓ Innovative system “**Wellness System**” which combines selected raw materials able to guarantee the correct vitaminic, fibres and fats supply for:
 - ✓ Hard teeth and bones
 - ✓ Healthy skin and shiny coats
 - ✓ More toned muscle mass
- ✓ Specific formulations based on the **age** and the **way of life** of the pet (in dry products)

OUR RANGE OF PRODUCTS

SPT EXCLUSIVE RANGE ARCHITECTURE





Miocane Miogatto

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La storia del pet food in Italia

EXCLUSIVE RANGE SPECIALIZED: DOG PRODUCTS



	Umido SS buste	Umido SS vaschetta	Umido MS lattina	Dry
SUPERPREMIUM		150g/300g 		2,5kg / 10kg 
Miocane		150g/300g 		1,5 kg / 3 kg / 10 kg 
PREMIUM		150g/300g 	405g 	1,5 kg / 2,5 kg / 12 kg 
MAINSTREAM		150g/300g 	400g/405g/1250g 	1,5 kg/ 2,5 kg/4kg 12,5kg/15 kg 

Miocane Miogatto

EXCLUSIVE RANGE SPECIALIZED :CAT PRODUCTS



	Umido SS buste	Umido SS vaschetta	Umido MS lattina	Dry
SUPERPREMIUM	85g 	100g 		400g / 1.5kg
Miogatto	85g 	100g 		400g/1.5 kg
PREMIUM	85g 	100g 	405g 	400g/1.5kg / 7kg
MAINSTREAM		85g/100g 	400g/405g 	1,5kg/2kg/7kg/15kg

Micane Miogatto

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MORANDO
Miocane

MORANDO
Mio-gatto

Their wellness in our hearth

Launched in 2014 year as an exclusive **super premium** line for the **specialized** channel and **pharmacies**



PLUS and Advantages

- ✓ Innovative Formula **My Nat-Pro**
- ✓ **Hearth shape** kibbles
- ✓ Special Products: **dry sensitive and indoor light wet** (for sedentary cats)
- ✓ Innovative Ingredients:
 - Krills
 - Nucleotides
 - Vitamin D3
 - Glucosamine and Chondroitin sulphate
 - FOS e MOS
 - L-Carnitine
 - Group B Vitamins

Miocane Mio-gatto

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MORANDO
PROFESSIONAL

Experts' choice

Migliorcane Professional and Migliorgatto Professional, the **first line** of Morando products for the **specialized channel**, changes the name and became Morando Professional.

2019

- New brand
- New design
- New selection



PLUS and Advantages

- ✓ **Italian Fresh Meats**
(chunks min. 60% - patè/mousse min. 65%)
- ✓ **Steam cooked system**
- ✓ Natural Ingredients
- ✓ Preservatives and colourants free
- ✓ Balanced and Complete Nutritional supply
- ✓ **Premium** sterilized dogs and cats dedicated **recipes**

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La storia del pet food in Italia

MORANDO
PROFESSIONAL

NEW in 2023



MONOPROTEIN FORMULA

*Recipe formulated with a single animal protein source and without added grains.

A premium range of dry and wet petfood that Morando Professional has created in order to meet the needs of dogs which favour recipes formulated with a single animal protein source and without added cereals.

Mivane Mivagatto

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Miglior gatto Miglior cane
Le Specialità Italiane

NEW in 2023

Migliorcane and Migliorgatto Le Specialità Italiane is born from historical culinary traditions: aiming to share with the whole family ancient flavours of the past, redefined in tasty recipes designed for the well-being of cats and dogs.



*L'immagine del cane di piccola taglia è in fase di definizione

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NOVITÀ SPT 2024

MADE IN ITALY: a value to preserve.

Sales of petfood products with “Made in Italy” claims increased by +21.5% in value and +9.1% in volume.

The use of natural ingredients drove +27% growth in sales and increased volumes sold by +17%.

Strong growth in products with **NATURAL INGREDIENTS**.

Claims featuring “protein”: +15.3% in revenue, +5.1% in volume sales, +5.8% in supply, and +9.5% in demand.

HIGH PROTEIN VALUE: high sales value.



*Fonte: Osservatorio Immagino GS1 Italy 2023.
**Le ricette umide contengono fagiolini, carote, pomodoro e patate provenienti direttamente dalla filiera umana.



2025

Innovation of the year for the specialized channel



The new Morando SuperPetFood line's recipes are formulated with high quality ingredients and enriched by superfoods, natural ingredients rich of antioxydants, vitamins, fibres, minerals and essential acid fats.

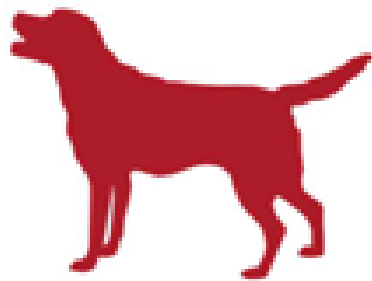


PLUS and Advantages

- ✓ **Superfoods:** natural ingredients, true wellness concentrates (20 different superfoods)
- ✓ Free from: **no grain**, no colourants, no preservatives
- ✓ **High Fresh Meat content:** highly digestible and able to improve the appetibility

OUR FIRST PRICES RANGES

DOG



CAT



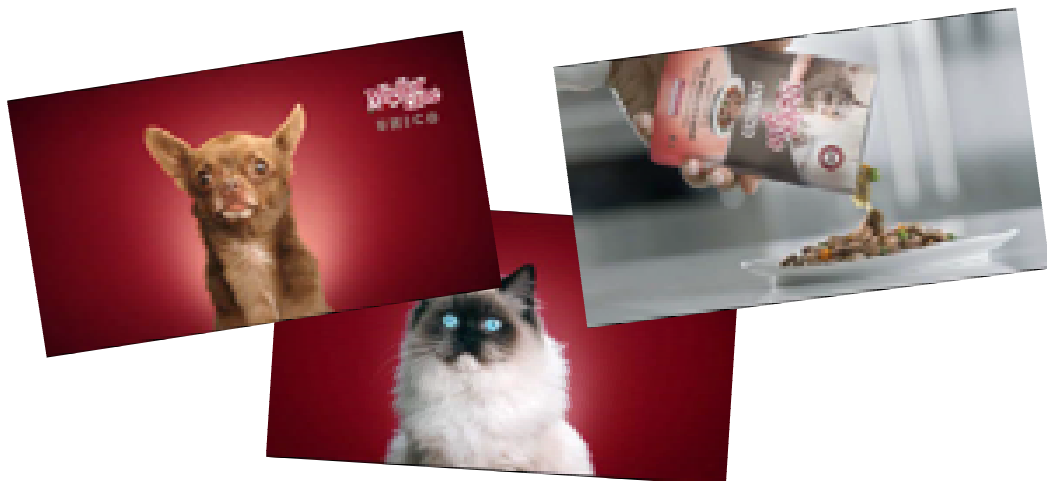
MORANDO

Continues to strongly invest on

- ✓ **INNOVATION**
- ✓ **PRODUCTION**
- ✓ **COMMUNICATION**
- ✓ **PROMOTION**



✓ COMMUNICATION



30 WEEKS OF COMMUNICATION
TV + RADIO per YEAR

84% AVERAGE COVERAGE
ON target RA



MORE THAN 20
MILLIONS OF
CONTACTS

14%

Share of spending



Micare Miegatto

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✓ COMMUNICATION

1.500.000 posts in a year!

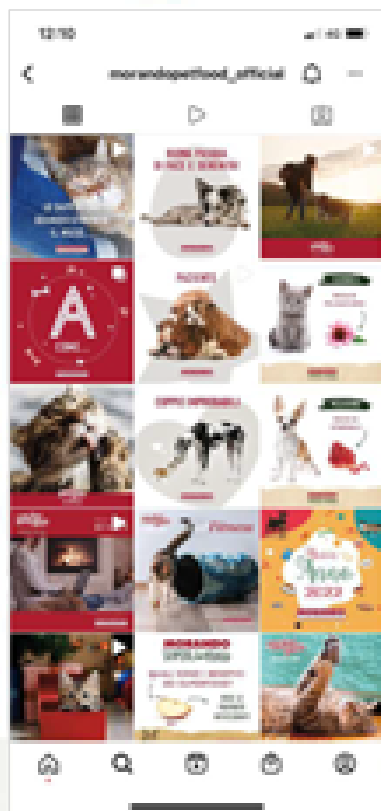


NEW ADV
TO VALORIZE THE
PRODUCTS NEWS

Miocane Miogatto

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✓ COMMUNICATION



24.000.000
Of unique utents

40.000.000
views

300.000
clicks on the page

20%
engagement rate
medio

DIGITAL ALWAYS ON!

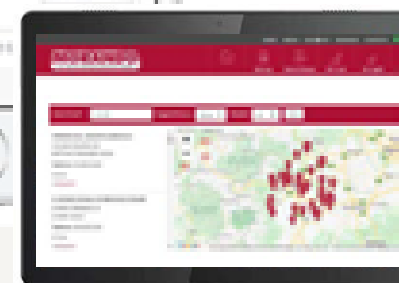
DIGITAL CAMPAIGN



6 WEEKS
of campaigns

30.000.000
views

220.000
Clicks on
dedicated landing
page



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MORE AND OVER EVER

Di più e oltre, sempre.

