



savory[®]
to excite

Served!

DOG & CAT FOOD

WHOLESOME NUTRITION
FOR PETS' WELLBEING



High protein formulas
with fresh meat



Unique recipes for
pets' indulgence



Palatability
guarantee

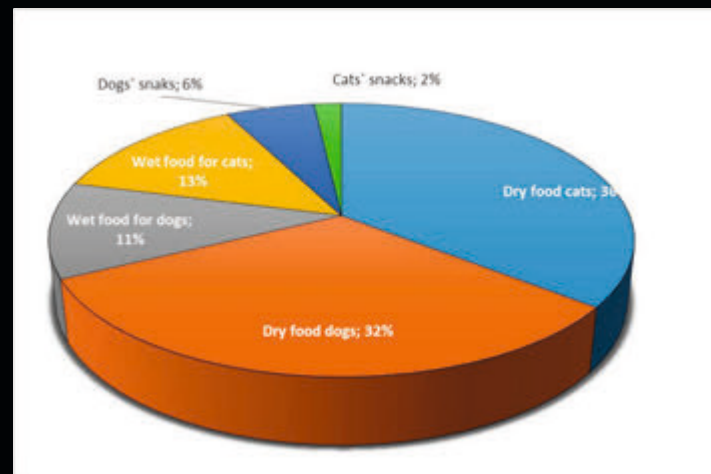
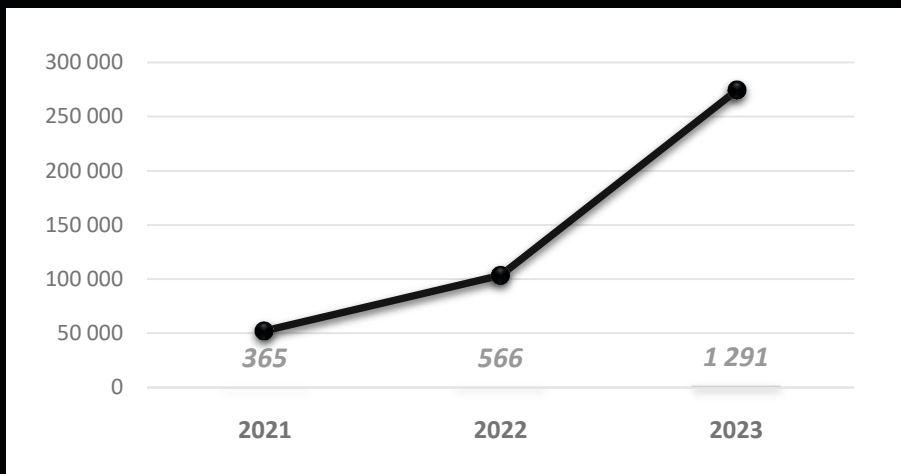


Natural sources
of vitamins



Savory sales. UAH	2021	2022	2023	2022/2021	2023/2022
tonnes	365	566	1 291	▲ 55%	▲ 128%
UAH	83 839	165 649	438 251	▲ 98%	▲ 165%

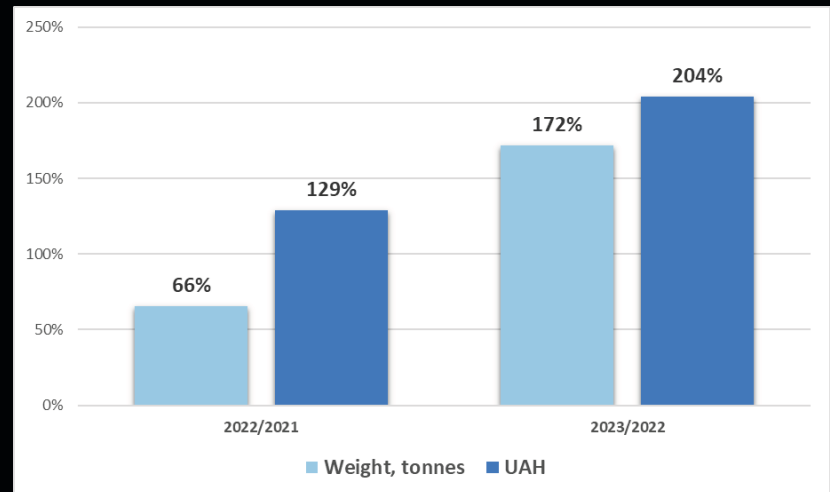
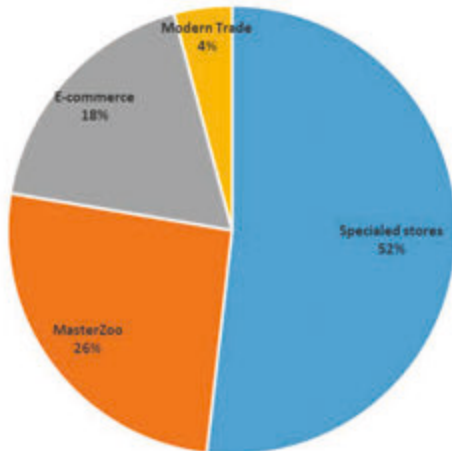
Categories	2021	2022	2023
Dry food cats	41%	36%	36%
Dry food dogs	45%	39%	32%
Wet food for dogs	9%	13%	11%
Wet food for cats	6%	7%	13%
Dogs` snaks		5%	6%
Cats` snaks			2%



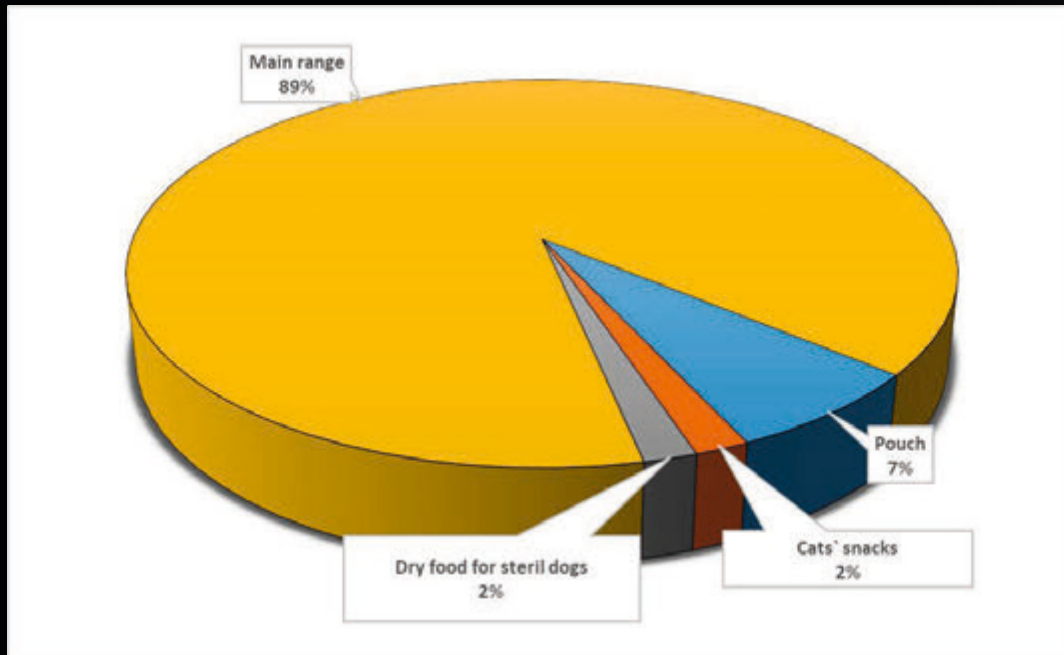
SAVORY RESULTS IN UA

Channels	2021	2022	2023
Specialied stores	50%	48%	52%
MasterZoo	35%	33%	26%
E-commerce	13%	16%	18%
Modern Trade	2%	4%	4%

Savory in E-commerce	2021	2022	2023	2022/2021	2023/2022
Weight, tonnes	60	100	271	▲ 66%	▲ 172%
UAH	11 237	25 722	78 261	▲ 129%	▲ 204%



New SKUs brought 11% sales increase in 2023.





WE PROVIDE MARKETING SUPPORT



Metal Display



Coin
tray



Counter
Display



Savory bowl



Measuring
cups



Poster A3

**WE MAKE
NUTRITION SAVORY**