

Business model & investment case

Our consumer focused business model and strategy.

Our Vision

To build the world's best pet care platform

Integrated

A unified blend of products, services and advice

- Nutrition
- Accessories
- Preventative Care
- Curative Healthcare
- Grooming & Wellbeing
- Adjacencies

Omnichannel

Seamlessly connected

- Physical Pet Care centres and practices
- Virtual consultations
- Digital advice and support
- E-commerce, click & collect
- E-pharmacy and telemedicine

Consumer-centric

An unrivalled experience

- Seamless and frictionless
- Easy and enjoyable
- Targeted and personalised
- Simple, unified experience across app, online, physical and virtual

Delivering economies of scope

Driving economies of scale and higher productivity

Fuelling consumer and revenue growth

A clear and compelling investment case.

As we look forward, we have refined our medium-term framework reflecting the shape of growth and profits we expect to deliver over the medium term.

Mid-single digit consumer revenue growth

Profits growing ahead of sales

FCF conversion of Profit After Tax at c90%

Excess cash returned to shareholders

Winning market share through vets and omnichannel growth

Driving efficiency and operating leverage

Delivering cash profit growth on normalised capex

A clear and consistent capital allocation policy



For more information:
www.petsathomeplc.com