

A photograph of a happy dog, possibly a Papillon or similar breed, with white fur and brown and black patches. The dog is looking up and has its tongue hanging out. It is being held by a person's hands. The background consists of green trees and a clear blue sky. Overlaid on the image is the word "Dutch" in a large, bright yellow, cursive font.

# Dutch

# Founded by a seasoned entrepreneur fluent in the telehealth space.

As a member of the founding team at Hims, Joe Spector built a user-first product while wrangling the intricacies of modern healthcare. Bringing an experienced team with him, Joe has the ability to move faster despite industry complexities.



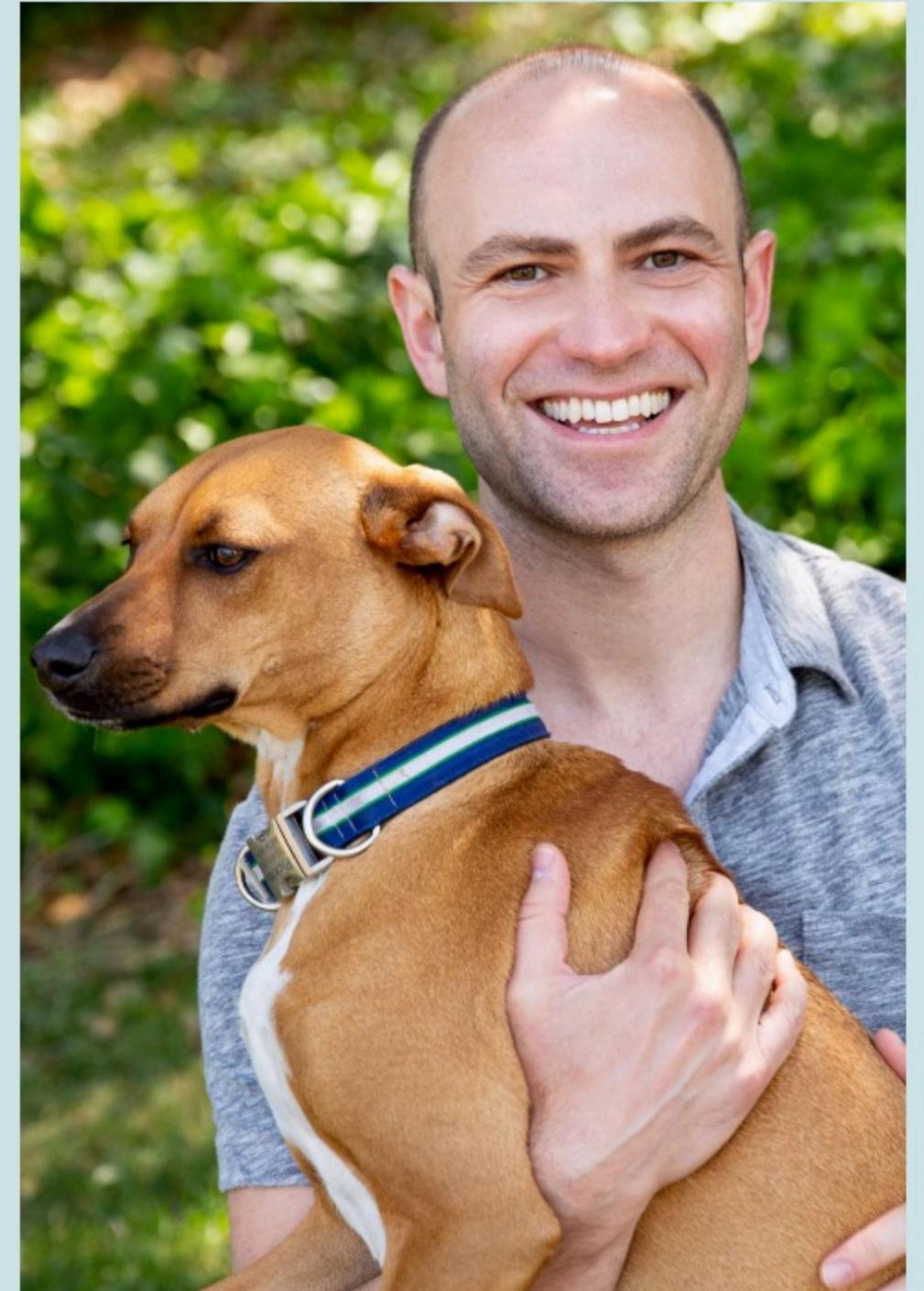
Adapting to constantly changing state-by-state telehealth regulations.



Creating an Rx network to support D2C prescriptions



Amassing a veterinary network of top practitioners from around the country.



# The pet industry is booming.



**1 in 5** American households acquired a pet between March 2020 and May 2021.



**\$109.B** will be spent on pets in 2021, and millennials spend 2x the average annually on their animals.



**2 in 3** households own a pet currently.



But our veterinary system isn't just failing pet owners, it's failing vets too.

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**PET OWNERS ARE AVOIDING THE VET, SPARING THEMSELVES FROM THE COST AND INCONVENIENCE.**

- Veterinarians saw **25% fewer patients** per hour in 2020 compared to prior years.
- Despite an increase in pets, the number of vet visits has **remained flat**.

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**VETS THEMSELVES ARE AT THE BREAKING POINT – OVERWORKED AND UNDER-RESOURCED.**

- **1 in 6** veterinarians have contemplated suicide.
- Emergency clinics are seeing wait times of up to **8 hours**.
- Average wait time was **up 82%** in 2020 vs. 2019



# Telemedicine has revolutionized how we (as humans) take care of ourselves.

Modern convenience meets preventative care.

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everlywell

 Zocdoc

 ro

Stigmas lifted on chronic conditions.

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**hims**

kindbody

talkspace

A win-win for patients and practitioners.

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 one medical

tend

 FORWARD

# Yet, the pet health market is considerably different from the human health market

## PET HEALTH

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- ⊕ 2% have insurance
- ⊕ No HIPAA
- ⊕ Pharmacy: Cash Pay
- ⊕ 100MM Dogs & 85MM Cats
- ⊕ Most expensive drug costs \$1,000 for 1 month supply

## HUMAN HEALTH

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- ✓ 92% have insurance
- ✓ HIPAA
- ✓ Pharmacy: Insurance
- ✓ 330MM people
- ✓ 25 drugs cost more than \$25k per month

# We're bringing petcare up to human standards.



## ONLINE CONSULTATIONS

Every Dutch plan begins with a stress-free online visit — no more waiting weeks for an appointment or getting out the crate for that nerve-racking car ride.



## VET-PRESCRIBED TREATMENT PLANS

Each consultation is given to a Dutch vet for review, where they'll provide a diagnosis and create a customized treatment plan designed for long-lasting relief.



## D2C MEDICATIONS (INCLUDING RX)

We ship prescription medications and any supplements to consumers each month — no more trips to the pharmacy or vet.

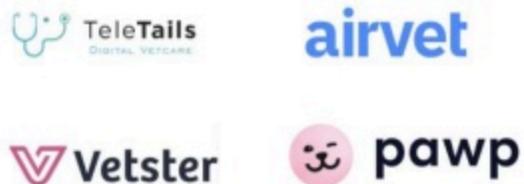


## TELEHEALTH AT OWNER'S FINGERTIPS

Every treatment plan comes with unlimited follow-ups to aid with behavior modification, track progress, and adjust medications if necessary — all from the convenience of home.

# Dutch is the only company tackling the hard problem of end-to-end veterinary telemedicine.

Tele-vet services provide quick peace of mind, but trap us in an endless cycle of appointments.



D2C food and supplements speak a friendly pet language, but ultimately lack scientific substance.



Large online pet pharmacies require external vet prescriptions and are built on veterinarian partnerships



Modern brick and mortar businesses still require an in-person visit and are limited to their near-geography



# With plenty of opportunities for future growth

## PETS

Dogs



⚡ ANXIETY

Cats



⚙️ ALLERGIES  
(ITCH, FLEA,  
DERMATOLOGY)

- Palliative care for cancer (97M)
- Arthritis (20% of all dogs)
- Urinary incontinence (20% of spayed cats)
- Chronic diarrhea

→ Other pets

## CONDITION

TODAY

2022

2023

## PRODUCTS



Rx medications



OTC

- On-demand teletriage
- Stool analysis

- Private label OTC
- Pharmacy partnerships
- Custom pet food
- Pet insurance (\$2B in 2020)

**60% of the pets  
Dutch is treating  
either have no  
vet or have not  
been seen for  
these conditions.**



Our focus on establishing a VCPR will organically enable us to launch our own pharmacy business & offer bespoke insurance products.

		CHEWY	1800 PETMEDS	AIRVET	PAWP
<b>CORE FOCUS</b>	Telemedicine & VCPR	eComm & pharmacy	Pharmacy	Triage	Triage
<b>EMR PLATFORM</b>	✓	✗	✗	✗	✗
<b>PHARMACY CAPABILITIES</b>	✓	✓	✓	✗	✗
<b>COST</b>	Starting at \$39/mo	Varies	Varies	\$19.99/mo	\$19/mo premium
<b>INSURANCE</b>	✓ (2023)	✗	✗	✗	*insurance alternative*

Our homegrown EMR platform is the differentiating technology allowing us to manage our business exactly as needed – and more quickly launch new conditions and services.

## WHAT DUTCH'S EMR ALLOWS THAT OFF-THE-SHELF OPTIONS DO NOT

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### 1. ASYNCHRONOUS AND LIVE DIRECT COMMUNICATION

Direct messaging - via SMS, photo, and video - let vets and clients connect seamlessly, allowing for introduction of new conditions and services like arthritis and teletriage.

### 2. PHARMACY AGNOSTIC

Allows Dutch to work with its pharmacy of choice, ensuring future competitive pricing.

### 3. PRESCRIBE CONTROLLED RX

With the ability to prescribe the most appropriate medications, Dutch will deliver more optimal results.

### 4. FUTURE LICENSING OPPORTUNITY

EMR platform can become a white-label solution allowing any veterinarian to launch a telemedicine practice.

### 4. SAVE COSTS

External SaaS EMR platforms can cost upwards of \$100K/month.

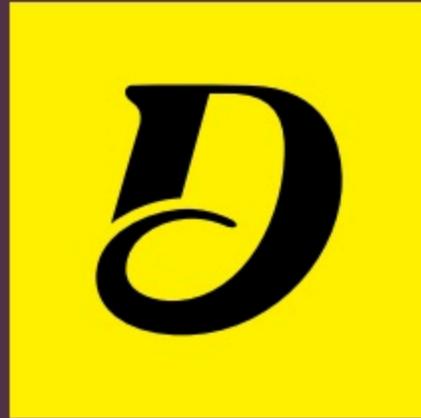


# We've come a long way since our seed round.



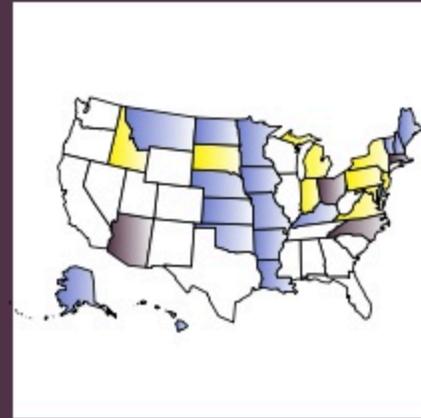
## A SPEEDY LAUNCH

Dutch went live on July 1st, just under three months after securing our first round.



## A REFRESHED BRAND IDENTITY

We developed a modern brand system and website with Red Antler, the leading branding agency for early stage startups.



## AN EXPANDED FOOTPRINT

We increased our 2021 state expansion list. From 12 to 32 states through deeper diligence on state-by-state telemedicine laws.



## A BIGGER TEAM

We brought on Andrew Grant (Head of Marketing) and Daniel Wilcox (Head of Customer Experience; ex-Ro, Bark), deepening our internal team as we prepare for our next stage of growth.

THE OPPORTUNITY



We launched less than a month ago, and are seeing incredible traction.

QUIZ COMPLETION UP



8X

PURCHASE CONVERSION UP



40%

AOV



\$48.55

EXPECTED LTV  
(ANXIETY)



\$468

EXPECTED LTV  
(ALLERGIES)



\$250

EXPECTED CAC



<\$200

Live in 8 states today, with the plan to expand to 12 by September and 32 by December

# The world is ready for a petcare revolution.

## OUR PETS ARE PART OF THE FAMILY.

Veterinarians saw **25% fewer patients** per hour in 2020 compared to prior years.

Despite an increase in pets, the number of vet visits has **remained flat**.

## WE SEE VETS AS A LAST RESORT OPTION.

"I think her day-to-day problems are more trainer-worthy than vet-worthy. She may be having a strong reaction to COVID and being inside all day. I feel like she's regressed a bit in that she barks at people like crazy when she never used to"

## WE'RE MODIFYING OUR OWN BEHAVIOR, NOT SOLVING THE PROBLEM.

