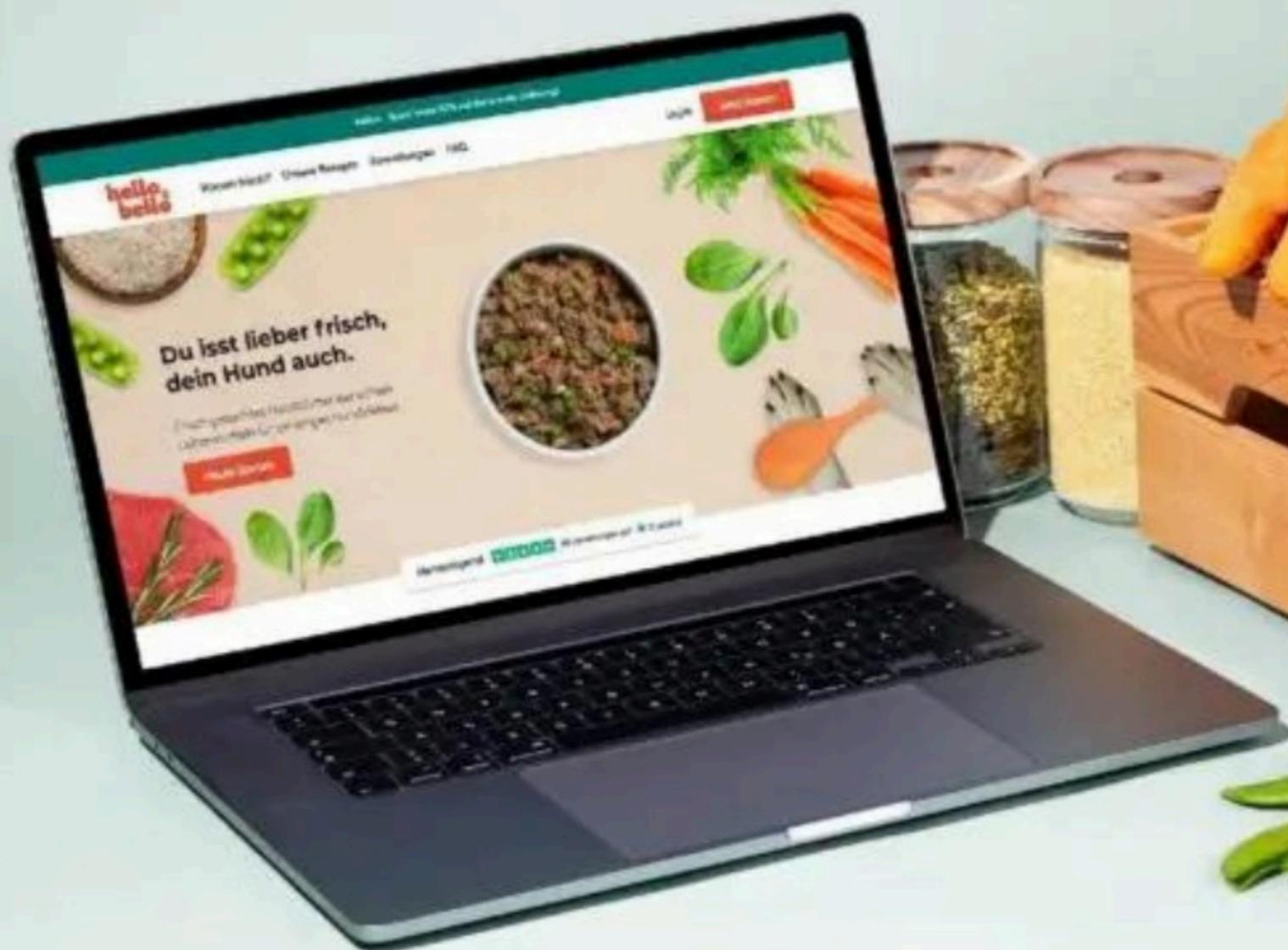


hello bello

If Dogs Could Cook!



AT A GLANCE

HelloBello is a D2C subscription-based company that makes it easy for pet owners to provide **fresh, healthy** and **individualized** nutrition for their beloved dogs

MISSION

"We will be the leader in the D2C Fresh Dog Food Market in the German speaking region"



MARKET OPPORTUNITY

Disrupting one of Europe's largest pet food market

PRODUCT

Fresh cooked & individualized dog food offering via **D2C subscription**

OUR DNA

PetTech company with a **strong focus on data**, automation, **personalized food and customized communication**

TECH ENABLED, DATA-DRIVEN & HIGH-QUALITY SUPPLY

Excellent tech stack and exclusive supplier ensure **rapid scaling potential without supply limitations**

TRACTION

Since our go-live in 01/2021 we have **achieved strong MoM growth**

TEAM & EXISTING INVESTORS

We will grow the company to the **leading fresh dog food player**

INVESTMENT OPPORTUNITY

We look for **strong partners** with a footprint in **D2C** and/or **PetTech**

€ 3.1bn

Sales for 12.1m dogs

500k

Meals cooked

40k

Indiv. Customer profiles

1,092

Product & price variations



VISION

We want dogs to live a longer and happier life

- 🐾 by providing **the healthiest food tailored to their needs**
- 🐾 with **maximum convenience and joy for their owners**

SEED FUNDING

Target to raise € 1.5m in a series Seed fund raise

Why now?

During the first 18 months of operation HelloBello

- has successfully **launched it's fresh and supplement product line**,
- received **excellent customer feedback** on its product and service,
- has grown to a **6 figure MRR level**,
- build-up and secured **highly scalable food production** partnership,
- **achieved stable churn-rates** comparing well to other fresh food peers,
- pushed **CAC levels down being in line with** industry peers,
- has built a **strong team** which has demonstrated resilience during challenges and its ability to execute successfully,
- built a **highly scalable tech stack** around its core offering of healthy, high-quality, customizable dog food as a subscription service, and
- have entered the market in **Austria and Germany**.

... with all that in place, we shall use the Seed funding to



scale our fresh and supplement business 10% m-o-m



position HelloBello as the #1 fresh dog food player in the German speaking market

PROBLEM

Today it is **almost impossible** for the average dog owner to buy **healthy** and **individualized** dog food leading to obesity¹, cancer and **premature death**.

Even dog enthusiasts need to **spend hours of research**² to compile adequate dog meals.

Notes: 150% of German dogs are obese & lifestyle diseases (diabetes, allergies etc.) are exploding. 250% of pet owners in the US say finding healthy products is confusing or difficult.



SOLUTION

We solve that problem by **shipping individualized, premium dog meals with a click of a button right to your door** - all supported by our strong data approach

We want dogs to live a longer and happier life



by providing the **healthiest food tailored to their needs**

BEST FOOD

FRESH

HelloBello only sells fresh dog food

BEST INGREDIENTS

HelloBello uses human food grade ingredients as a natural source of vitamins and minerals



REGIONAL

HelloBello only works with regional contractors

INDIVIDUAL

HelloBello provides tailor-made dog meals in three different flavors (cow, pork, chicken)



with **maximum convenience and joy for their owners**

EASY BUY



You order individual dog meals in **less than 3 minutes**



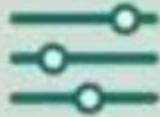
We ship your order out of our industrial dog meal kitchen



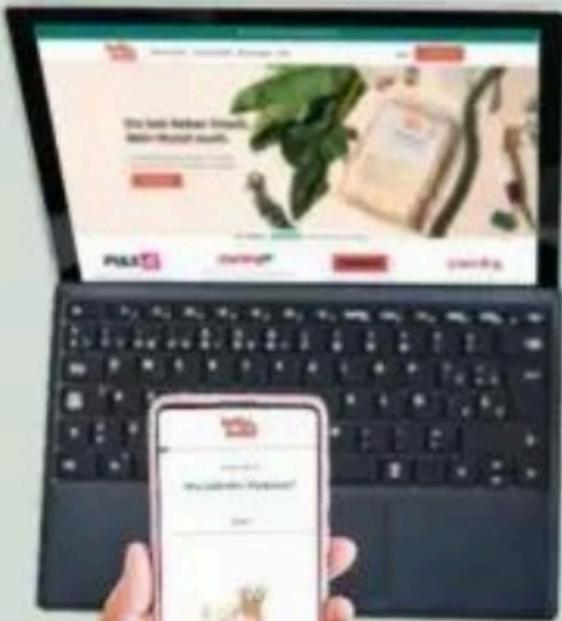
Your dog will taste and **you will see the difference**

FRESH FOOD - PRODUCT JOURNEY

1



food configurator



2



delivered within 24-48h¹



3



pre-portioned & with your name



CUSTOMER LOVE

Customers recognize HelloBello as an **innovator & problem solver**. Customer feedback with **4.8/5 Trustpilot rating** based on **300,000 meals served**

Hervorragend ★★★★★ 145 Bewertungen auf ★ Trustpilot

AK Anita Kniepeiss
1 Bewertung AT



30. März 2021

Ich bin absolut begeistert

Ich bin absolut begeistert, kein Hundefutter heimschleppen mehr, ideale Form der Pakete zum Einfrieren, riecht total frisch und schmeckt Mia sehr gut. Es ist sehr praktisch für mich, für selber kochen wäre ich ehrlich gesagt zu bequem. Dankeschön

nützlich Teilen

Mutti Machts
1 Bewertung DE



2. Nov. 2021

Das beste Futter überhaupt...

Endlich ein Futter das mein Hund uneingeschränkt frisst und verträgt. Bis zum letzten Krümel wird alles verputzt...Danke ihr habt mich und meinen Hund vollständig überzeugt.

Astrid Prinz
2 Bewertungen AT



14. Feb. 2021

Einfach Top!!!!

Unser Barney hat einen sehr sensiblen Magen Darm Trakt. Er verträgt kein herkömmliches Hunde-Nassfutter und reagiert sofort mit Bauchschmerzen, Erbrechen und Durchfall. Alles, was wir bis jetzt versucht haben (außer Trockenfutter) hat er nicht vertragen! Bis wir auf Hello Bello gestoßen sind!!! Das Futter ist top, die Qualität stimmt und die Abwicklung und nachhaltige Lieferung überzeugt zusätzlich! Bitte auch für Katzen anbieten! GLG Astrid

nützlich Teilen

Ina
1 Bewertung DE



Zusammengelaest

Toller Service - super Futter!

Bestellt - gekocht - geliefert! Alles super!
Das Futter kam gut gekühlt in Dortmund an.
Es sieht sehr frisch aus, wenn es in den Napf kommt, riecht angenehm.
Bislang habe wir Trockenfutter gefüttert, aber Hello Bello Futter mag unser Hund definitiv lieber... so sauber geleckert war der Napf sonst nie. Tinka liebt es!

nützlich 1 Teilen

Manu S
2 Bewertungen AT



7. Sept. 2021

Super Hundefutter

Super Hundefutter, das mein Hund gerne frisst. Sein Fell hat sich bereits nach zwei Wochen verändert! Früher hatte er immer wieder Phasen, wo er gebrochen hat. Seit der Umstellung auf das HelloBello-Futter kam das nicht mehr vor! Toll finde ich auch die nachhaltige Handhabung mit der Verpackung (kostenloses Zurücksenden). Alles in allem - Qualität kostet und sie wirkt sich auf die Lebensdauer des Hundes aus. Danke HelloBello!

MARKET & TRENDS

21% of European households own a dog and over 12.1m dogs live in the DACH region – **HelloBello targets the premium segment defined by a higher willingness to pay**

TAM
€ 2.23bn

SAM
€ 1.32bn

SOM
€ 53m

**hello
bello**

Market for dog food (DACH)

- € 1.46bn revenue of dog food in stationary trade in Germany¹
- 15% share of online sales of German pet supplies market¹
- Sizing for DACH-Region with population factor of 1.23
- € 0.53 expenditure for dog food of dog owners per day in Germany¹

Market for premium dog food (DACH)

- 14 % premium portion of dog food market^{2,3}
- 1.8m dogs in the DACH-region getting fed premium dog food
- € 2 expenses for dog food of dog owners per day (premium factor 4x)

HelloBello target market for premium dog meal subscriptions

- 15% share of online sales of German pet supplies market¹
- 50% assumption for share of people willing to get convenience of subscription
- 30% target market (40.5k dogs) share the next 4 years in this blue ocean market
- € 3.5 expenditure for dog meals bought at HelloBello per day

MARKET & TRENDS

HelloBello addresses key consumer trends which have emerged over the last years as customers demand a more personalized and premium offering

2.8%

Annual growth of European pet food industry in 2020¹

33%

Growth of sales of frozen and refrigerated dog food in the USA in 2020²



PREMIUMISATION

The willingness of consumers to spend more on premium dog food is increasing as more than half of all dog owners intensively engage in research about dog food.³



HUMANISATION

Dogs are seen as important family members and the preferences of the owners are often mirrored to their dogs. Around 70% of dog owners with a special diet have also put their dogs on a special diet.⁴



CRY FOR TRANSPARENCY AND FOCUS ON INGREDIENTS

Dog owners are looking for transparency and clear labelling of dog food. They are increasingly frustrated as around 50% of pet owners say finding healthy products is confusing or difficult.⁵



ONLINE & PERSONALIZED

Dog owners' interest in online offerings is building up and the COVID-19 pandemic has boosted online shopping behavior. In Germany, online revenues of dog supplies grew by 17% in 2020 alone.⁶

FRESH FOOD PEERS

Significant investments seen in the US, UK & FR speaking territories capture the trend of fresh dog food. **HelloBello is the only firm focusing on the German speaking market**

US fresh dog food trend is 5-7 years old



The Farmer's Dog, USA

Foundation: 2014

Funding: \$ 103m / \$ 1.4bn valuation

Last round: Series D (2021)



NomNomNow, USA

Foundation: 2015

Funding: \$ 65m / \$ 165m valuation

Last round: Series B (2021)



Ollie, USA

Foundation: 2015

Funding: \$ 51m / \$ 80m valuation

Last round: Series A (2020)

Europe is catching on.

There is only 1 significant player who for now only operates in the UK



Butternut Box, UK

Foundation: 2016

Funding: \$ 125m / \$ 340m valuation

Last round: Series D of £ 40m (Jul 2021)



UK/IR/NE
focus
(for now)



DogChef, Belgium

Foundation: 2017

Funding: \$ 16m

Last round: Series A of € 12m (Oct 2021)



FR¹ focus
(for now)



COMPETITION

Even when potential competitors from abroad are entering into the market we are **well-positioned** thanks to our **high degree of personalization and product quality**. We are **distinctively different** with a focus on a high degree of individualization and freshly cooked products.



Source: ¹HelloBello is to our knowledge still the only fresh pet food

OUR PRODUCT TODAY

We deliver **individual, high quality dog food at scale** with a tech-first approach

PRODUCT VISION (5Y)

One-Stop-Shop for pet well-being with a wide range of touch points

2020



Individual, high quality dog food

2022



Individual, highest quality dog meals with Nutri-Mix

2025



Leading pet meal supplier in the DACH region

TEAM

We have 1,000+ dog years of **experience in managing companies, executing growth strategies and loving our fluffy best friends**



Wolfgang Maurer

Lead dog

14 years entrepreneurship & international business development



Emanuele De Patta

Chief Marketing Officer

Formerly with in performance marketing team of Mammaly, PetPlate and others



Stephan Freh

Finance & IR

14 years corporate M&A at UBS & JPMorgan



Sarah Strobl

Junior Art Director

Young & super talented brand and art designer



Patrick Etz

Operations & HR

15+ years international business development and strategy consulting



Alexa Hammerschmidt

Marketing Communications Manager

First employee



Team

11 FTE

marketing & sales

4

tech

3

creative & media

2

finance & admin

2

product & production

1

vet

1

office dogs



3

SUSTAINABILITY

Goal: CO2 neutrality by 2023

Today: regionally sourced ingredients, less food waste and return shipping of packaging

PRODUCTION

- Minimal primary energy consumption
- Regional supplies
- Use of agricultural side products
- Cost-saving disposal through use of natural materials



PACKAGING

- Energy-efficient straw-based packing system
- Free return shipping and re-use of used packing material

FOOD WASTE

- Shipping of exact amount of food limiting food waste drastically
- ZERO food waste along the distribution chain

DELIVERY

- Exclusive reliance on services of Post Next Day Fresh, operating entirely **CO²-neutral**

50x

Less energy consumed by straw-based packing system in comparison to expanded polystyrene¹



65%

of our customers send us their used packing material

Notes: ¹20kWh/m³ is the required energy for the production of one box used by HelloBello compared to ca. 1,000 kWh/m³ for a comparable expanded polystyrene box.