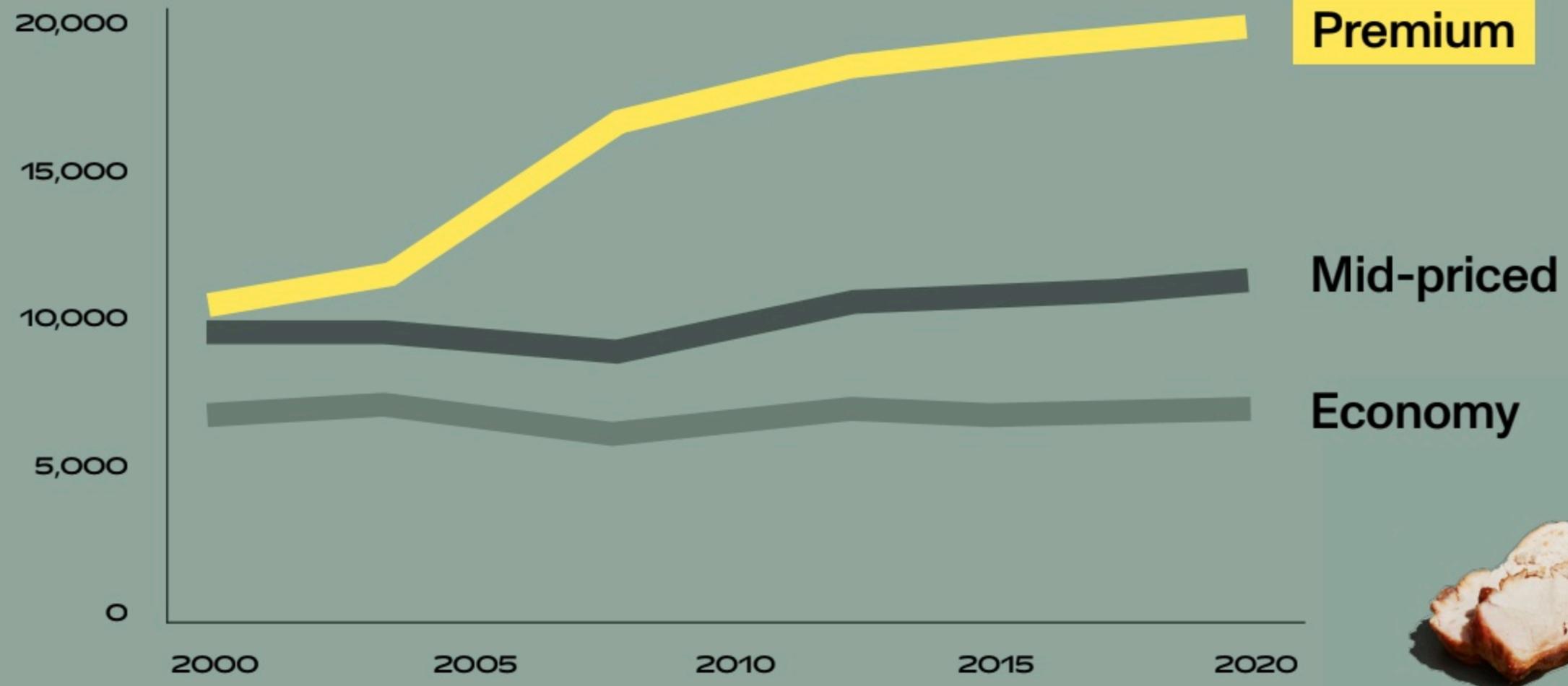


SMALLS

Our pets have never been more important to us.

Millennials have become the largest pet-owning generation in history. This means huge premium market growth.

Pet Food Market in \$M ↓



In reality though, “premium” brands are often anything but.

“Purina, Blue Buffalo settle false advertising lawsuit over ingredients.”

 ST. LOUIS POST-DISPATCH

"Looking For The Safest, Healthiest Pet Food? Good Luck With That."



"Dog food brands recalled over possible eutanasia drug."





Hi. We're SMALLS
We're here to
make 9 lives 10.



Smalls is the market leader in a category that doesn't get the love it deserves.



Pet Food (\$38B)



Dogs (\$26B)

The Farmer's Dog
JustFood
PetPlate
ollie
NOM NOM

Cats (\$11B)

SMALLS

*Fresh / Refrigerated competitors only.

Cats ≠ Dogs.

3,903 suppliers,
90 palatability studies,
16 formulations,
& 4 packaging styles later,

We've formulated the
ultra-palatable product
to tempt picky cats.



14 Proteins & Textures Available

To satisfy cats' need for nutritional variety (vs an avg 3-5 SKUs in Dog)

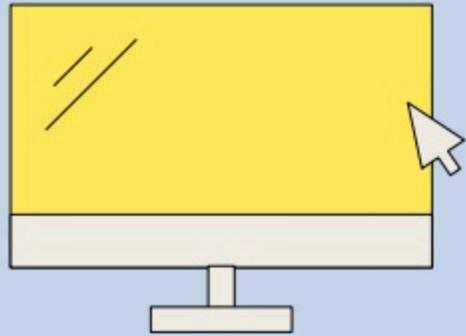
Ultra-palatable Formulation

More palatable than NomNomNow cat recipe in a head-to-head lab test

Vet-formulated

Our vet nutritionists think like our customers and value real, good food

How it works



1

Fill out our quiz

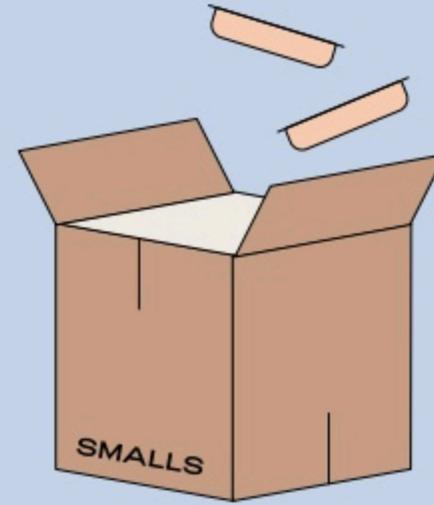
We'll build an in-depth profile of your habits, preferences & health concerns.



2

Indicate preferences

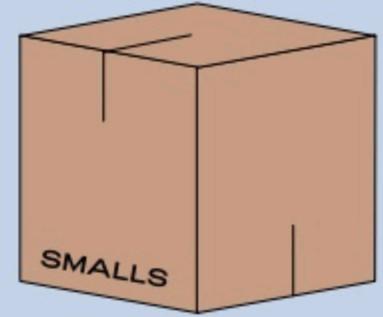
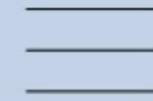
Allergies? Picky eater?
We'll design a trial that's tailored your cat's needs.



3

Receive a trial box

Comes with a sampling of our recipes with transition guidelines for new food.



4

Ships every 4-6 wks

Delivered to your freezer on a cadence you choose for stress free nutrition.

WHY NOW

The business has hit an inflection point and we're raising \$12.5M to accelerate growth.

Annual Run Rate ↓

Growth over the last 6mo
2x

CAC
\$XX

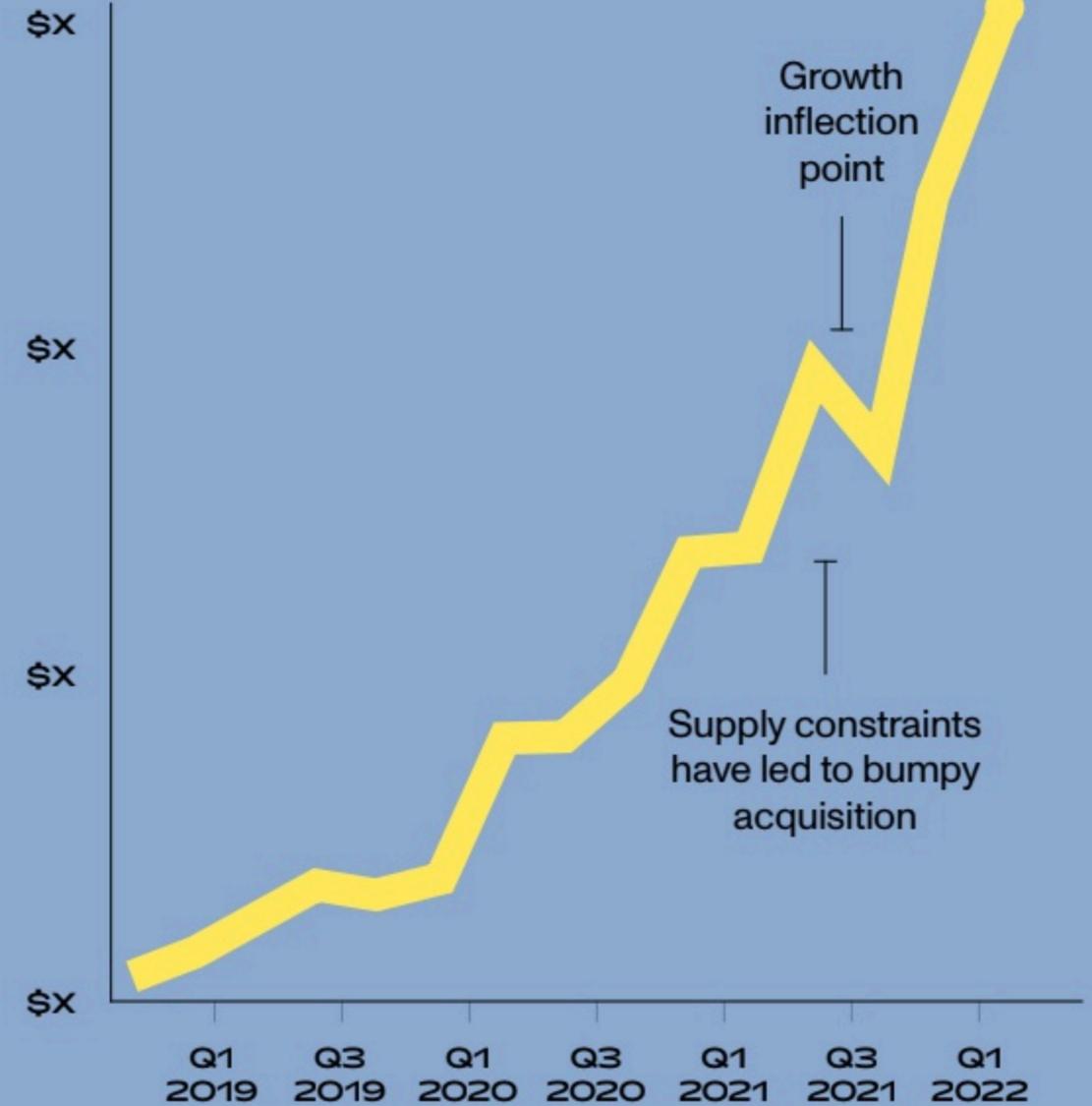
Contribution profit per box
XX%

Recurring revenue as % of total
86%

Revenue LTV
\$XXX

Average Order Value
\$XXX

\$XXM ARR





We've unlocked growth by moving to a new, state-of-the-art manufacturer, increasing production capacity by 10x.

We have the right leadership team in place, which has been instrumental to realizing this step change.



Teresa Galli
Merchandising

ONE KINGS LANE
NEW YORK

Paperless
POST



Justin Lewis
Supply Chain

jet

Walmart



Veronica del Rosario
Brand

Dame Thinx



Matt Michaelson
CEO

Thinx

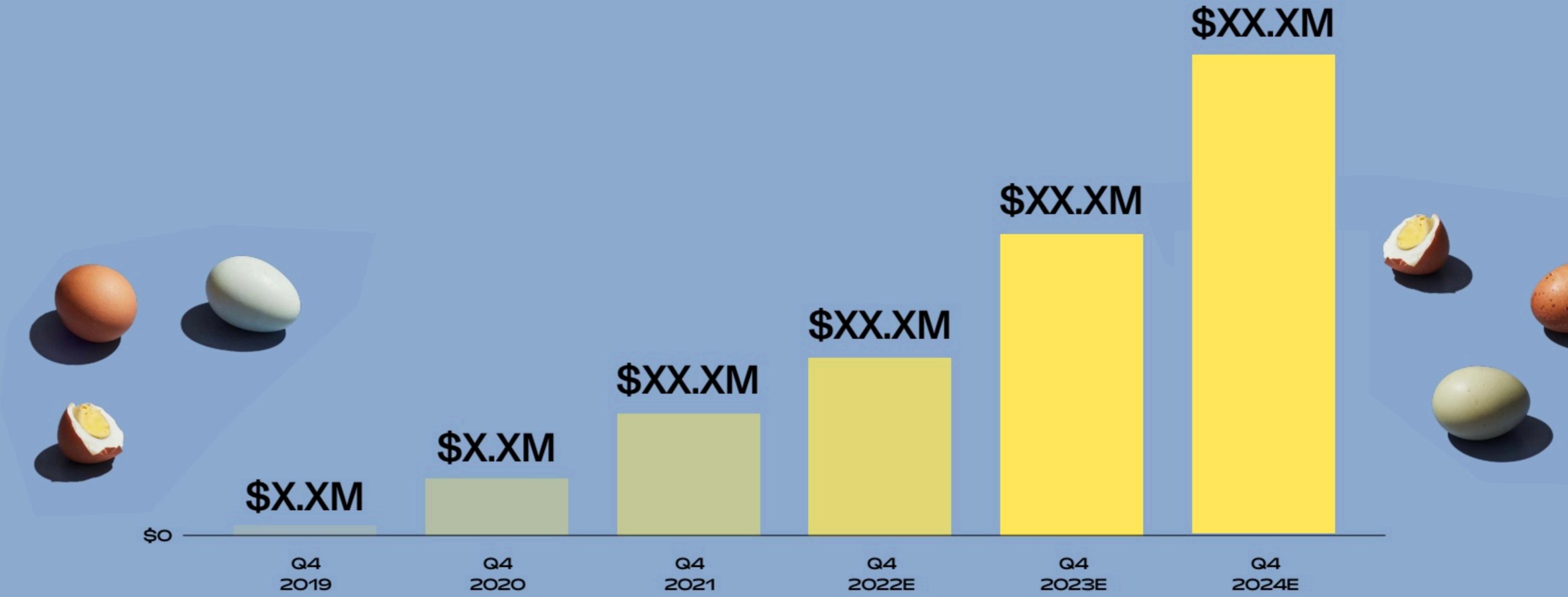


Samantha Chen
Strategic Finance

Buffy
KEARNEY

Raising \$12.5M now puts us on a path to \$XXM.

Annual Run Rate
Millions ↓



PERFORMANCE

We've 8Xed our subscriber base since 2020 while keeping CAC in check.

Total active subscribers by quarter ↓

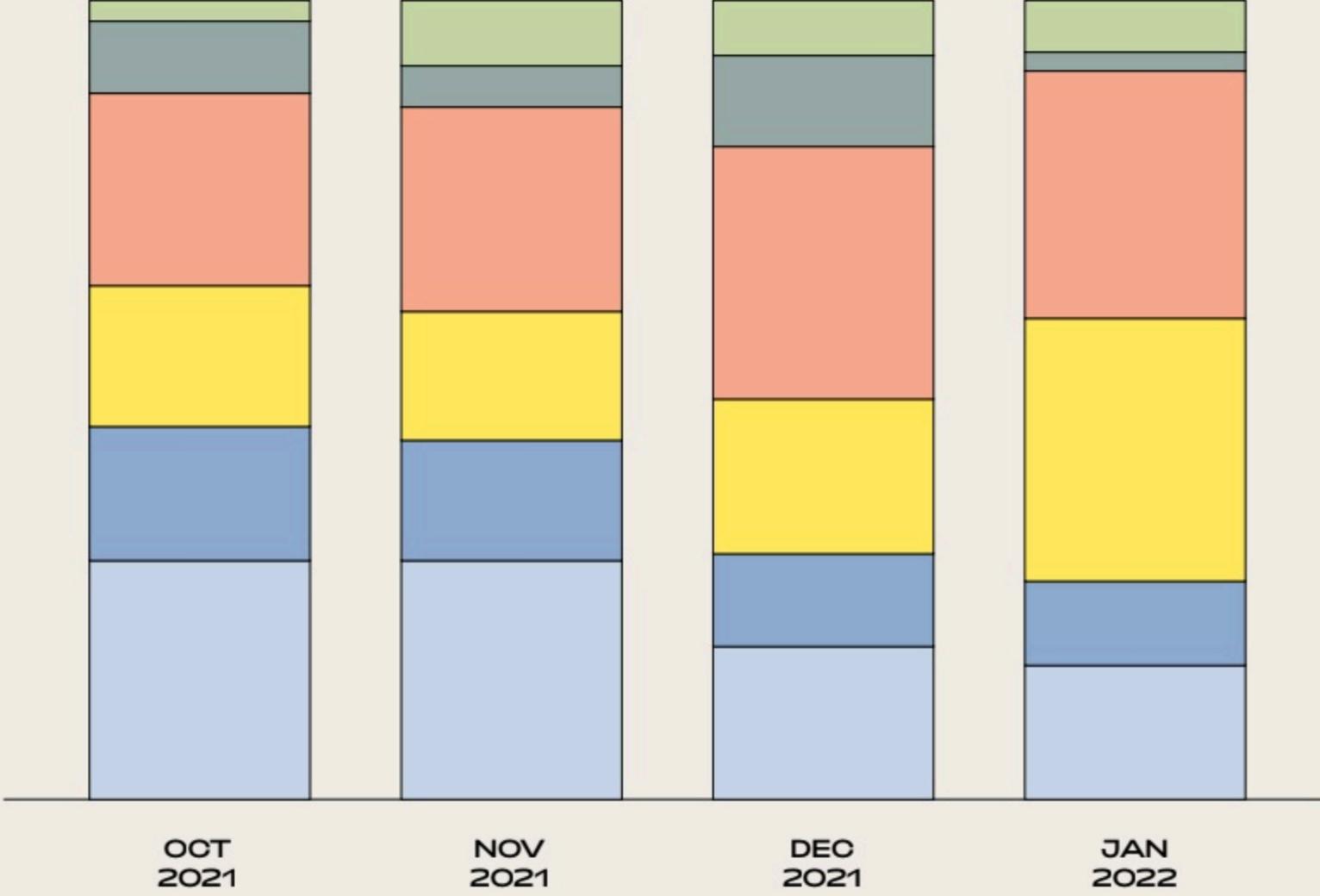


	Q1 2020	Q2 2020	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021
Core CAC (\$)		XX						

We've accomplished this growth on a newly diversified growth engine. Our mix is stable & proprietary.

- Channel
- Channel
- Channel
- Channel
- Channel
- Channel

Customers acquired by channel as % of total ↓



Less than 1/3 of our paid mix now comes from channel

