



3Q22 Earnings Presentation

November 2022

Our Mission: To deliver a smarter way for pet parents to help their pets live their best lives through convenient access to affordable products and services.



FORWARD-LOOKING STATEMENTS

This presentation contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 that involve risks and uncertainties, such as statements about our plans, objectives, expectations, assumptions or future events. In some cases, you can identify forward-looking statements by terminology such as “anticipate,” “estimate,” “plan,” “project,” “continuing,” “ongoing,” “expect,” “believe,” “intend,” “may,” “will,” “should,” “could” and similar expressions. Forward-looking statements involve estimates, assumptions, known and unknown risks, uncertainties and other factors that could cause actual results to differ materially from any future results, performances, or achievements expressed or implied by the forward-looking statements. Forward-looking statements should not be read as a guarantee of future performance or results and will not necessarily be accurate indications of the times at, or by, which such performance or results will be achieved. Forward-looking statements are based on information available at the time those statements are made or management’s good faith belief as of that time with respect to future events and are subject to risks and uncertainties that could cause actual performance or results to differ materially from those expressed in or suggested by the forward-looking statements. Important factors that could cause such differences include, but are not limited to, the impact of COVID-19 on our business and the global economy; changes in general economic or market conditions, including inflation, that could affect overall consumer spending or our industry; our ability to successfully grow our business through acquisitions; our dependency on a limited number of customers; our ability to implement our growth strategy effectively; competition from veterinarians and others in our industry; reputational damage to our brands; economic trends and spending on pets; the effectiveness of our marketing and trade promotion programs; recalls or withdrawals of our products or product liability claims; our ability to manage our manufacturing and supply chain effectively; disruptions in our manufacturing and distribution chains; our ability to introduce new products and improve existing products; our ability to protect our intellectual property; costs associated with governmental regulation; our ability to keep and retain key employees; our ability to sustain profitability; and the risks set forth under the “Risk Factors” section of our Annual Report on Form 10-K for the year ended December 31, 2021 and other reports filed time to time with the Securities and Exchange Commission. Additional risks and uncertainties not currently known to us or that we currently deem to be immaterial also may materially adversely affect our business, financial condition or operating results. The forward-looking statements speak only as of the date on which they are made, and, except as required by law, we undertake no obligation to update any forward-looking statement to reflect events or circumstances after the date on which the statement is made or to reflect the occurrence of unanticipated events. In addition, we cannot assess the impact of each factor on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements. Consequently, you should not place undue reliance on forward-looking statements.



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BUSINESS OVERVIEW



UNIQUE ANIMAL HEALTH PLATFORM



*Packaged Facts, US Pet Market Outlook 2021-2022 *Internal PetIQ Data, Market Vision Research, October 2021.

PETIQ IS THE ONLY ANIMAL HEALTH COMPANY 100% PARTNERED WITH USA RETAILERS



Animal Health Products

- \$814M LTM 3Q22 PRODUCT SALES
- 1,000+ PETIQ BRANDED ITEMS MANUFACTURED
- 500+ DISTRIBUTED MEDICATIONS
- 40+ RETAIL PARTNERS
- 60,000+ POINTS OF DISTRIBUTION
- LEADER IN ONLINE AND DTC ANIMAL HEALTH SALES VOLUME



VALUE TO EVERYONE



Veterinary Services

- CONVENIENT AND AFFORDABLE VET CARE
- ~ 2,600 CLINIC LOCATIONS
- ~ 1.2 M PETS SERVED IN 2021
- 2,500+ VETERINARIANS
- MOBILE & FIXED CLINIC LOCATIONS
- 35 REGIONAL OFFICES SERVING 41 STATES

OUR PRODUCTS REACH PET PARENTS WHERE THEY CHOOSE TO PURCHASE

MASS / GROCERY	CLUB	PET SPECIALTY	E-COMMERCE	RETAIL PHARMACY
       	  	       	     	  

VETERINARY SERVICES • PHARMACEUTICALS • PET PRODUCTS

PETIQ 3Q22 FINANCIAL HIGHLIGHTS

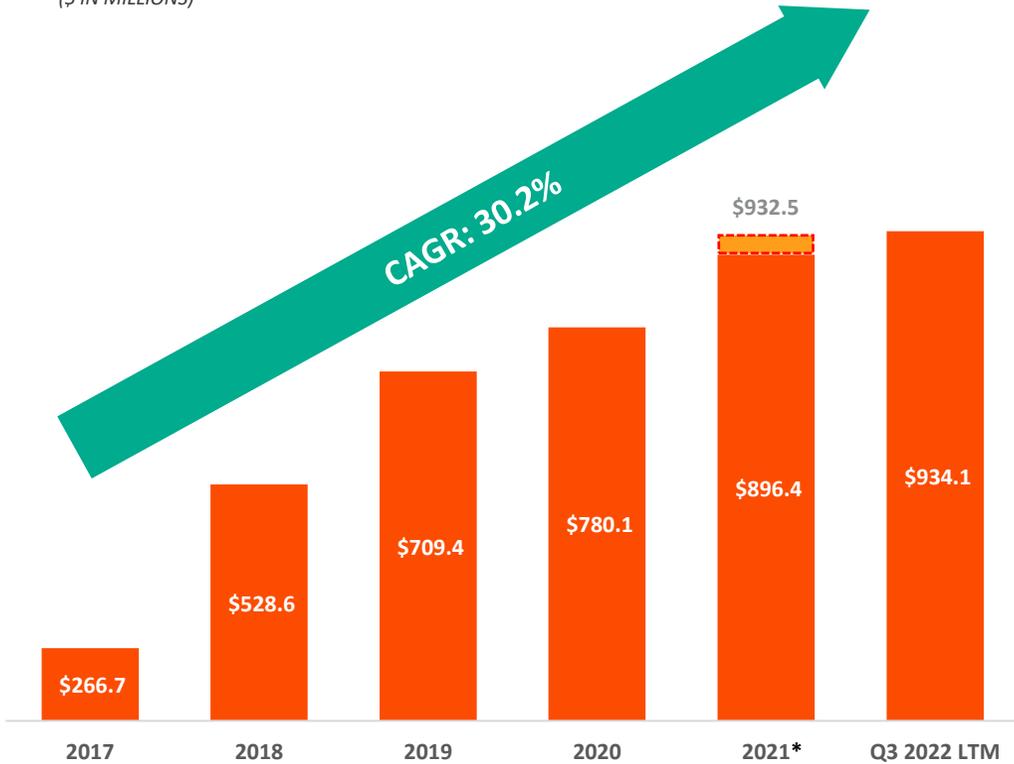
- Third Quarter 2022 Net Sales of Approximately \$210 Million at the High-End of Guidance
- Gross Margin Increased 420 Basis Points to 24.2%; Adjusted Gross Margin Increased 290 Basis Points to 25.8%
- Adjusted EBITDA Exceeds Company's Third Quarter Guidance
- Reports Record Quarterly Cash from Operations of \$64.5 million
- Repurchased a total of \$3.9 million, or 373,408 shares, of its Class A Common Stock during the quarter pursuant to its previously announced stock repurchase program
- Company Raises 2022 Annual Adjusted EBITDA Outlook



CONSISTENT ANNUAL EXECUTION IN VARIOUS MACRO ECONOMIC ENVIRONMENTS

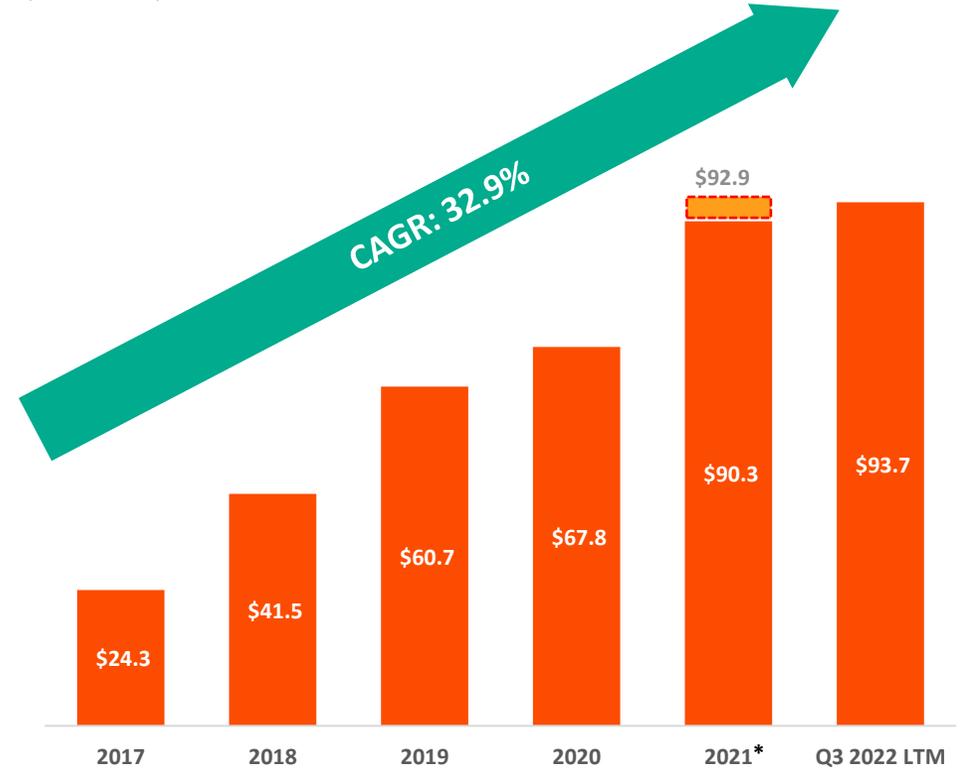
ANNUAL NET SALES

(\$ IN MILLIONS)



ANNUAL ADJUSTED EBITDA

(\$ IN MILLIONS)



GROWING SIGNIFICANTLY FASTER THAN THE ANIMAL HEALTH INDUSTRY'S 7% CAGR



PRODUCTS SEGMENT

LARGEST PORTFOLIO OF OTC PET HEALTH & WELLNESS PRODUCTS = COMPETITIVE ADVANTAGE

PetIQ Manufactured Brands

Flea & Tick



Supplements



Behavior



Treats



Distributed Brands

Distributed OTC



Distributed RX



PETIQ KEY CATEGORY HIGHLIGHTS

CATEGORY	TOTAL	PETIQ Brands	DETAILS
FLEA & TICK	-	+	<ul style="list-style-type: none"> Soft category trends leading to low single digit declines for Total Market PetIQ sees better relative performance, delivering growth driven by Ecom
HEALTH & WELLNESS	++	+++	<ul style="list-style-type: none"> High-single digit category growth continues momentum with pet parents PetIQ brands continue to drive share growth fueled by club channel & Ecom
DENTAL & TREATS	+	++	<ul style="list-style-type: none"> Continued strength within treats and dental segment across market Minties and Pur Luv both driving strong share gains relative to category
CHANNEL	TOTAL	PETIQ	
E-COMMERCE	++	+++	<ul style="list-style-type: none"> Online retail within PetIQ categories continues to take share from brick and mortar PetIQ brands within e-commerce continue to outpace and gain share
TRADITIONAL BRICK & MORTAR	--	-	<ul style="list-style-type: none"> Food, drug and mass retail has contracted YTD from >55% to less than 35% market share of OTC Animal Health over last 3 years
PET SPECIALTY BRICK & MORTAR	--	--	<ul style="list-style-type: none"> Pet specialty continues to concede share gains from back half of '20 and first half of '21 as consumers gravitate back to consolidated trips or shopping online

MACRO CONSUMER TAILWINDS & PETIQ INNOVATION FUEL LONG-TERM GROWTH

SOURCES OF GROWTH IN 2022 AND BEYOND





SERVICES SEGMENT

3Q22 HIGHEST PETS PER CLINIC AND DOLLARS PER CLINIC IN THE HISTORY OF THE COMPANY. REVENUE AND PET TRAFFIC GROWTH CONTINUES TO FAR OUTPACE INDUSTRY YTD

COMMUNITY CLINICS: MOBILE MODEL



WELLNESS CENTERS: PHYSICAL LOCATIONS



33% of pet parents strongly agree and 35% of pet parents somewhat agree they are concerned about the affordability of routine healthcare for their pet¹. 55% of pet parents come to PetIQ for affordable services, 41% for no appointment needed²



OUTLOOK

REITERATES NET SALES AND INCREASES ANNUAL ADJUSTED EBITDA OUTLOOK

FY 2022 – GUIDANCE

(\$ IN MILLIONS)

Net Sales

~\$920M to \$940M reiterated from prior outlook

Adjusted EBITDA

~\$93M to \$95M from prior outlook of \$92M to \$94M





PETS



PET PARENTS



Creating Value Through Smarter Pet Health



SHARE HOLDERS



RETAILER & E-COMMERCE PARTNERS



MANUFACTURERS





APPENDIX

ADJUSTED GROSS PROFIT RECONCILIATION

\$ IN MILLIONS	THREE MONTHS ENDED		
	9/30/2022	9/30/2021	9/30/2020
GROSS PROFIT	50,770	42,072	32,268
PLUS:			
COVID-19 RELATED COSTS	—	—	1,182
NON SAME-STORE GROSS PROFIT	2,254	4,421	2,137
ADJUSTED GROSS PROFIT	53,024	46,493	35,587

ADJUSTED EBITDA RECONCILIATION

\$ IN MILLIONS	THREE MONTHS ENDED		
	9/30/2022	9/30/2021	9/30/2020
NET LOSS	(49,571)	(8,328)	(71,522)
PLUS:			
TAX EXPENSE (BENEFIT)	(355)	317	61,563
DEPRECIATION	3,576	3,145	3,030
AMORTIZATION	4,602	4,627	3,821
GOODWILL IMPAIRMENT	47,264	—	—
INTEREST	7,276	6,168	6,427
EBITDA	12,792	5,929	3,319
ACQUISITION COSTS	1,035	—	1,083
STOCK BASED COMPENSATION EXPENSE	2,238	2,627	2,147
LITIGATION EXPENSES	—	2,323	290
NON SAME-STORE ADJUSTMENT	2,944	6,195	3,261
INTEGRATION COSTS AND COSTS OF DISCONTINUED CLINICS	200	(1,041)	307
LOSS ON EXTINGUISHMENT AND RELATED COSTS	—	—	—
CFO TRANSITION	—	331	—
COVID-19 RELATED COSTS	—	—	1,600
ADJUSTED EBITDA	19,209	16,364	12,007