

PET IQ[®]

Smarter Pet Health

First Quarter 2024 Earnings
May 8, 2024



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, general economic or market conditions, including inflation and interest rates; overall consumer spending in the industry; our ability to successfully grow our business through acquisitions and our ability to integrate acquisitions; our dependency on a limited number of customers; our ability to implement our growth strategy effectively; our ability to continue to grow our Services segment; disruptions in our manufacturing, shipping, transportation and distribution chains; competition from veterinarians and others in our industry; reputational damage to our brands; the effectiveness of our marketing and trade promotion programs; recalls or withdrawals of our products or product liability claims; 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; cyber security risks, including breaches that result in business interruption and data loss; our substantial indebtedness and ability to raise additional capital as needed; and the risks set forth under the “Risk Factors” section of our Annual Report on Form 10-K for the year ended December 31, 2023 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 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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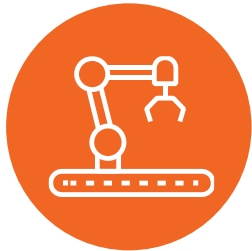
1. OVERVIEW
2. FIRST QUARTER 2024 HIGHLIGHTS
3. OUTLOOK
4. APPENDIX



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 veterinary services

Competitive Advantage



**Vertically
Integrated
Manufacturing**



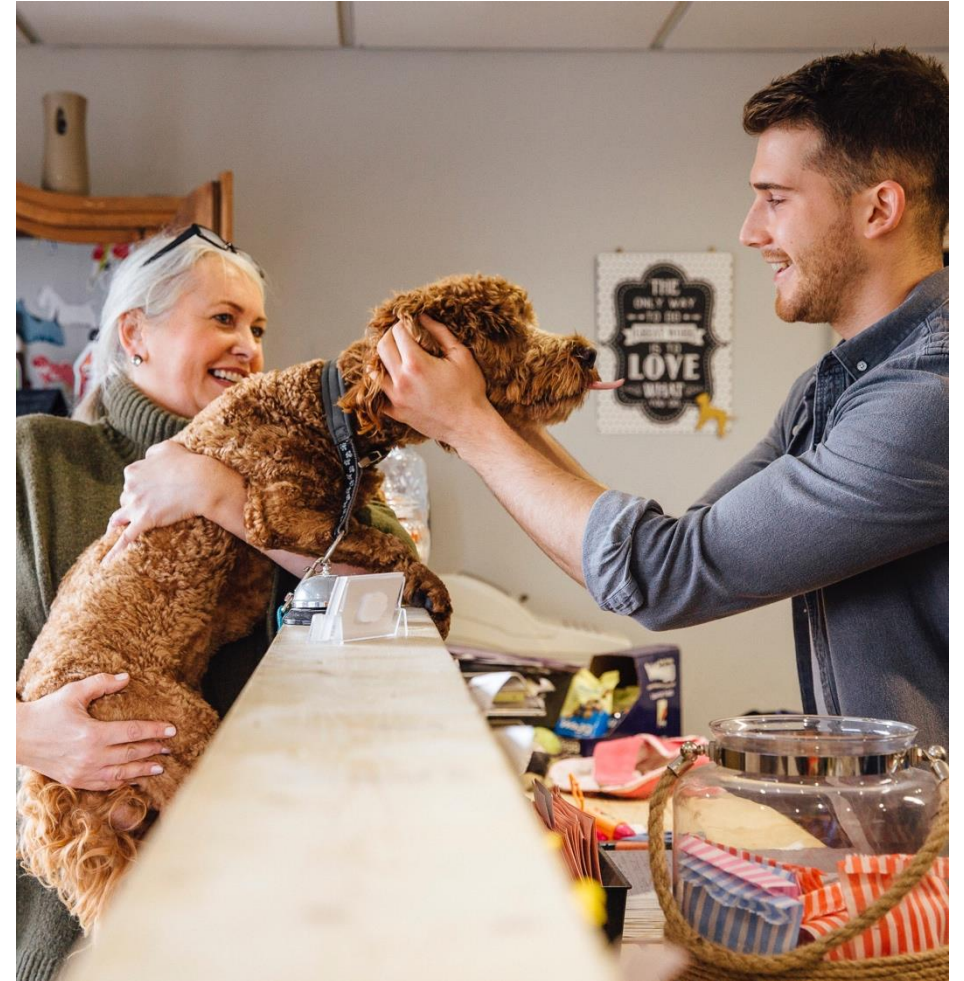
**National
Brand
Distribution**



**Veterinary &
Hygiene
Services**



**Affordable Pet
Health &
Wellness**



Vertically Integrated Pet Health & Wellness Platform

Products

Manufacturer & distributor of leading pet healthcare brands into **60,000+** retail and e-commerce points of distribution

Manufacturing

- **1,000+** Items Manufactured
- EPA/FDA Licensed
- SQF Certified



Distribution

- **1,500+** PetIQ Manufactured & Animal Health Distributed Medications
- EPA/FDA/VPD Approved



Services

Convenient and affordable preventive veterinary care operating in retail partners in **39 states** with two distinct operating models:

Community Clinics and Wellness Centers

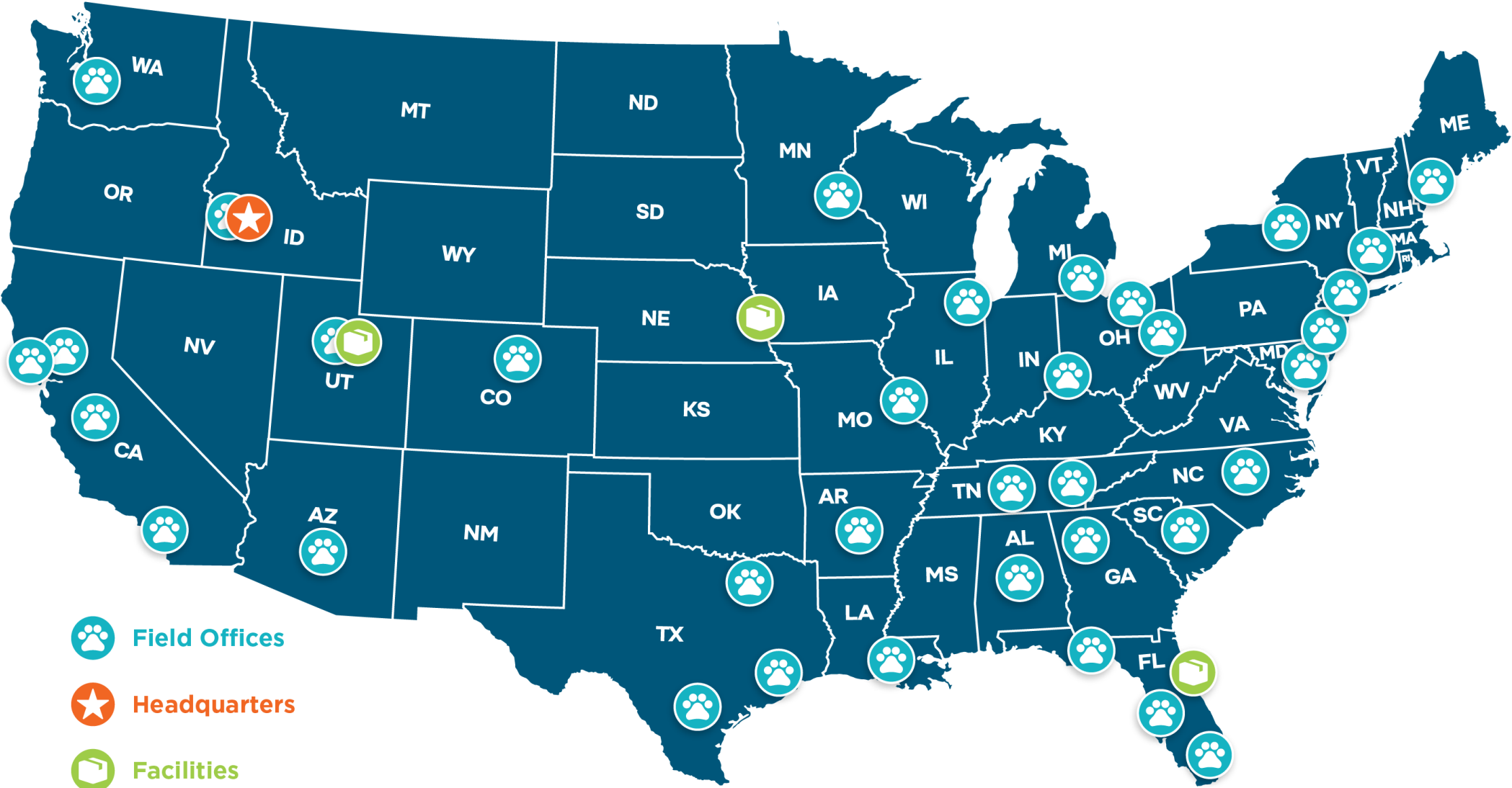
- Upfront pricing and no appointment needed
- Services include - Vaccinations, nail trims, microchipping, parasite screening, heartworm testing and preventatives
- **2,600+** Veterinarians
- **1.2M+** Pets Served Annually



Partnered with Retail & E-commerce









National Operations & State-of-the-Art Manufacturing & Distribution



Largest Portfolio of OTC Pet Health & Wellness Products = Competitive Advantage

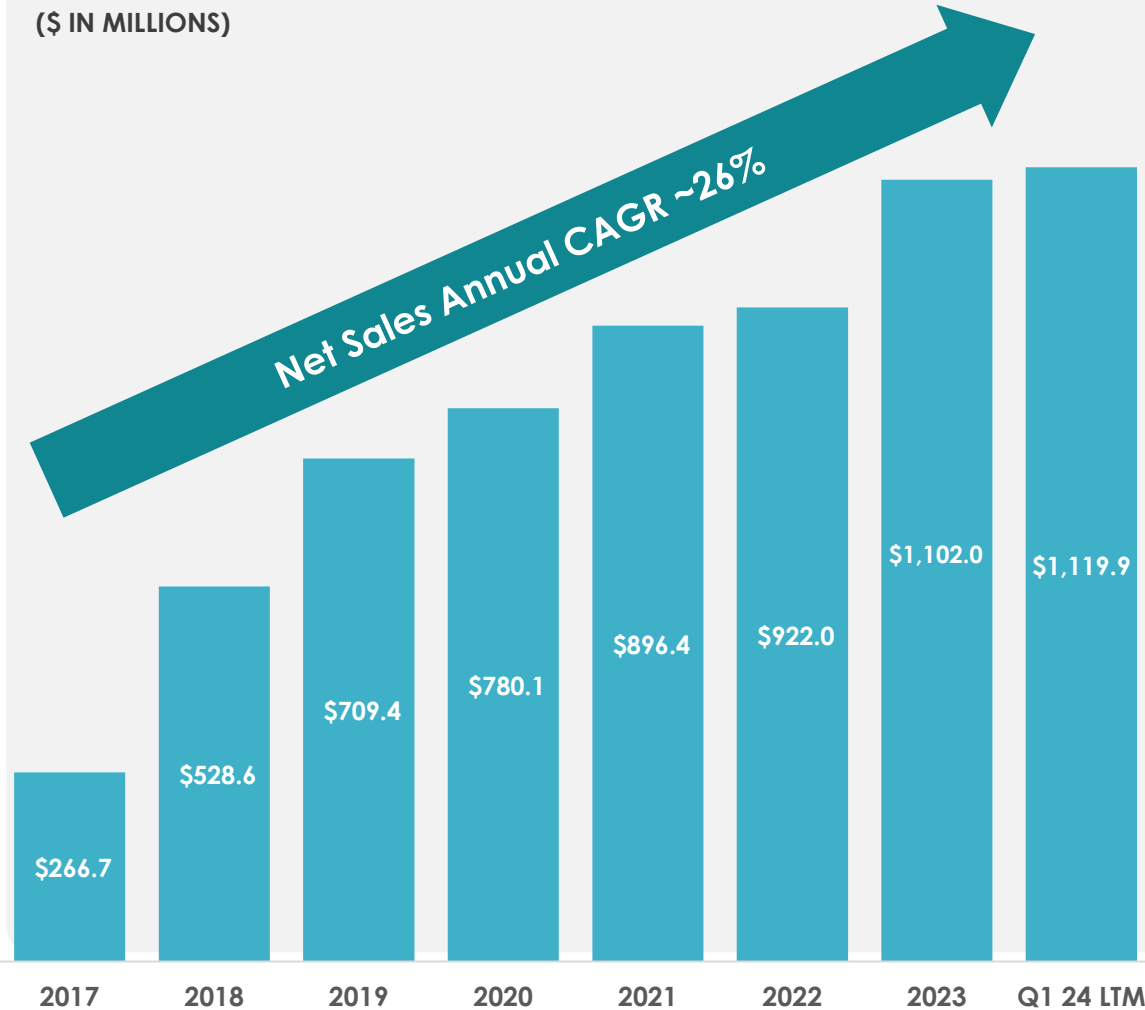
PetIQ's Brands **Distributed Partner Brands**

Flea & Tick	Supplements	Treats	Behavior	Distributed OTC	Distributed RX
					
<p>500+ Flea & Tick Products</p>	<p>350+ Health & Wellness and Treat Products</p>			<p>400+ OTC & Rx Medication Products</p>	

Proven Business Model & Team Delivering Consistent Results

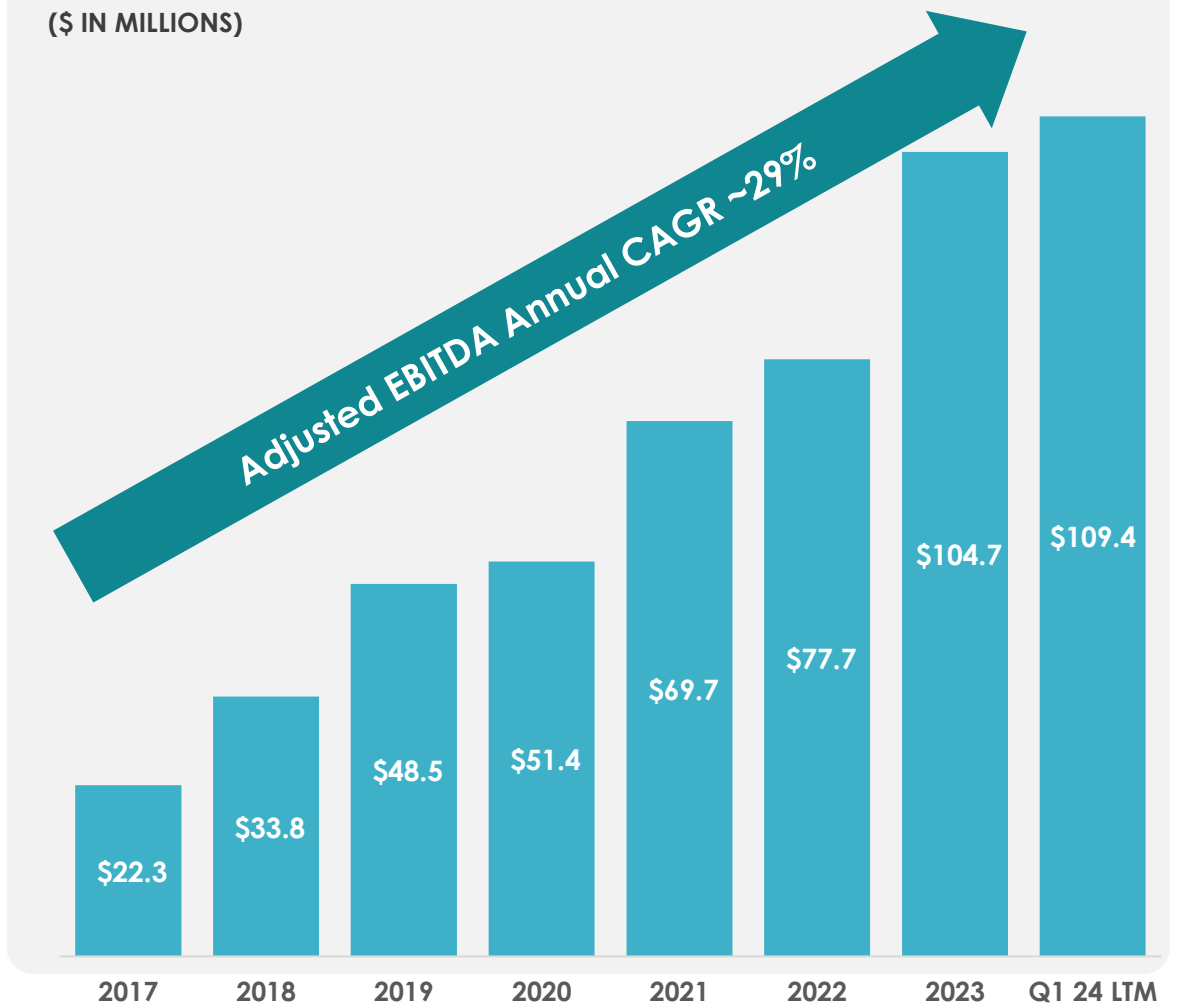
Net Sales

(\$ IN MILLIONS)



Adjusted EBITDA

(\$ IN MILLIONS)



Reports Record First Quarter 2024 Results & Raises Annual Outlook

- Net sales of \$308.4 million, an increase of 6.2%, at the high-end of the Company's guidance of \$290.0 million to \$310.0 million
- Net sales for PetIQ's manufactured products increased 14.3%, outperformed the Company's growth expectations for the quarter
- Gross margin increased 280 basis points to 24.2%
- Net income of \$14.9 million, or earnings per diluted share of \$0.48, an increase of 47.8%
- Adjusted EBITDA of \$35.3 million, an increase of 15.0%, and above the Company's guidance of \$31.0 million to \$33.0 million
- Adjusted EBITDA margin increased 80 basis points to 11.4%

PetIQ 12-week Category Highlights

CATEGORY	TOTAL	PETIQ Brands	DETAILS
FLEA & TICK	++	+++	<ul style="list-style-type: none"> Continued to see healthy overall category performance with mid-single digit growth PetIQ continued to show growth greater than the overall market with double-digit growth PetIQ outperformed in all of top 10 retailers, gaining greater than 100bp at top 4 accounts
HEALTH & WELLNESS	+++	++++	<ul style="list-style-type: none"> Healthy category growth driven by continued household expansion of Pet Supplements and the Stain & Odor segments PetIQ maintained growth rates greater than 20% fueled by VetIQ and Rocco & Roxie brands
DENTAL & TREATS	++	++++	<ul style="list-style-type: none"> Category maintains mid single digit growth across category in all channels Minties & Pur Luv both grew at 3x the category leading to meaningful share gains
CHANNEL	TOTAL	PETIQ Brands	DETAILS
E-COMMERCE	++	++++	<ul style="list-style-type: none"> E-commerce within PetIQ categories continued to take market share from brick-and-mortar, especially in the Pet Specialty Channel PetIQ brands within e-commerce continued to significantly outpace market growth and gain share vs. the category
TRADITIONAL BRICK & MORTAR	+	++	<ul style="list-style-type: none"> While returning to growth, food, drug and mass retailers have contracted 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 slightly underperform broader market PetIQ product portfolio continued to resonate with broader consumer base and gain share within the channel

* Nielsen and Stackline Panel Data for period ended 3/23/24

Macro Consumer Tailwinds & PetIQ's Innovation Fuel Long-term Growth

Sources of Growth in 2024 and Beyond

Category

Increasing Household Penetration of Pets

Premiumization / Humanization

Increasing Pet Population

Channel Migration From Veterinarian

New Item Innovation

Super Premium Flea & Tick

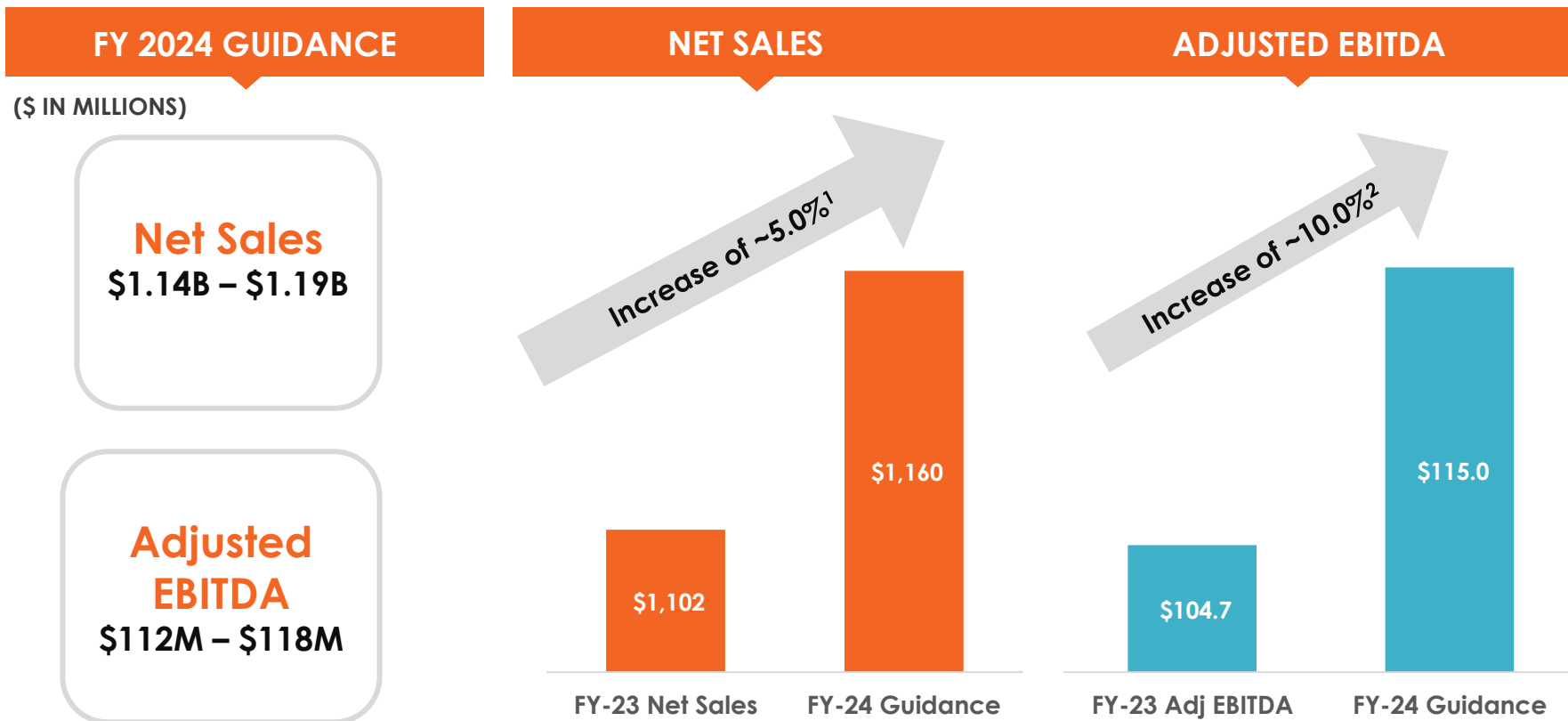
Health & Wellness Supplements

Distribution Pipeline

SKU Expansion with Rocco & Roxie



Raises Full Year 2024 Annual Outlook



1. Percentage based on the midpoint of the range: \$1,160M

2. Percentage based on the midpoint of the range: \$115M

The Company's annual seasonality can vary based on the timing of shipments, promotional activity, product launches and a number of other factors.

Items Impacting Year-Over-Year Comparability Equal ~\$52 million of net sales and \$8 million of Adjusted EBITDA in 2023

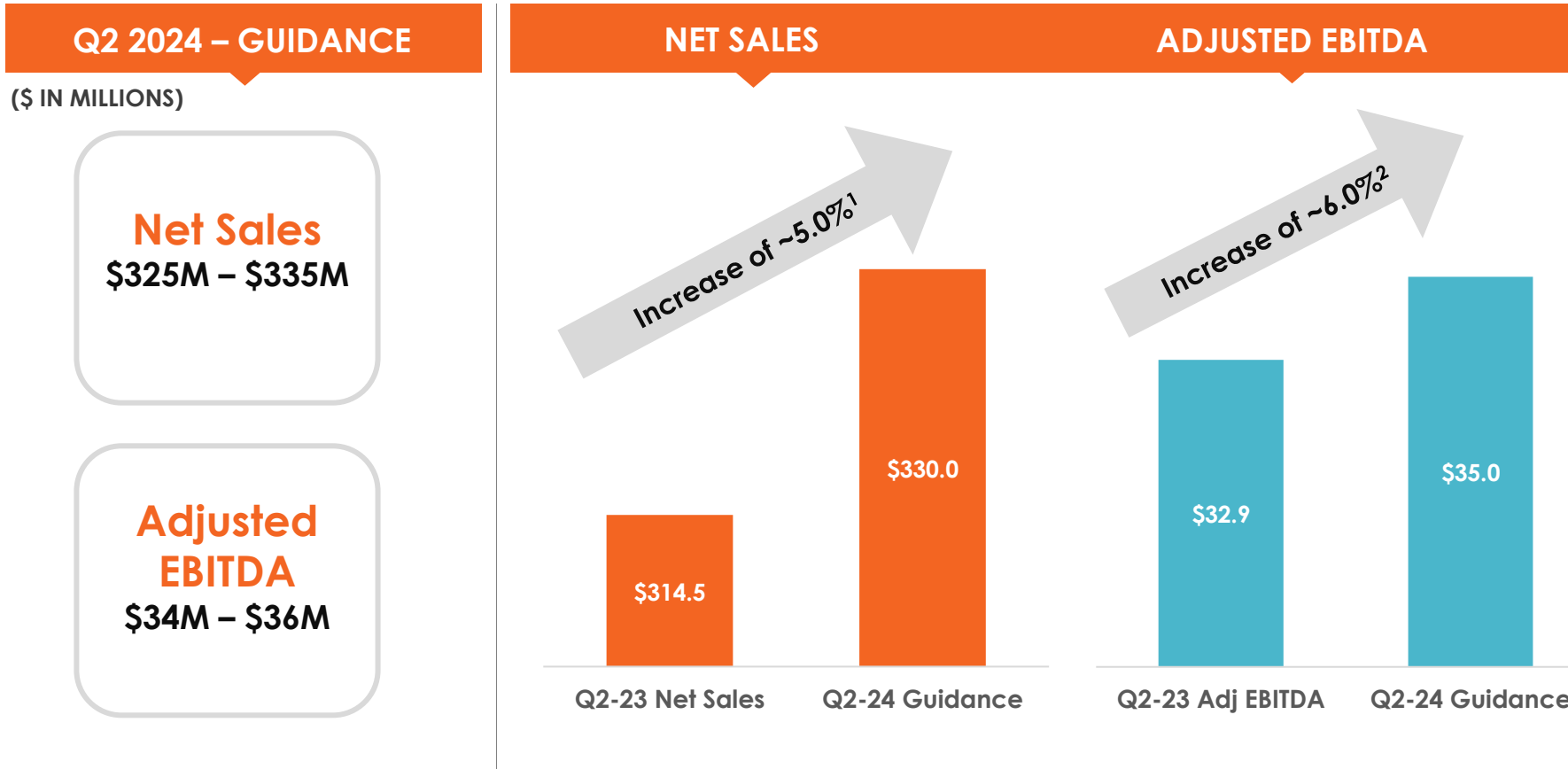
Excluding these items: Mid-point of FY24 Guidance would reflect the following:

- ~11% growth from 2023 Net Sales of \$1,050M
- ~19% growth from 2023 Adj EBITDA of \$97M

Breakdown of FY23 Items Impacting Comparability:

- Seasonality represents ~\$35M net sales and \$7M Adjusted EBITDA
- Services segment optimization represents ~\$10M net sales
- M&C represents ~\$7M net sales and \$0.7M Adjusted EBITDA

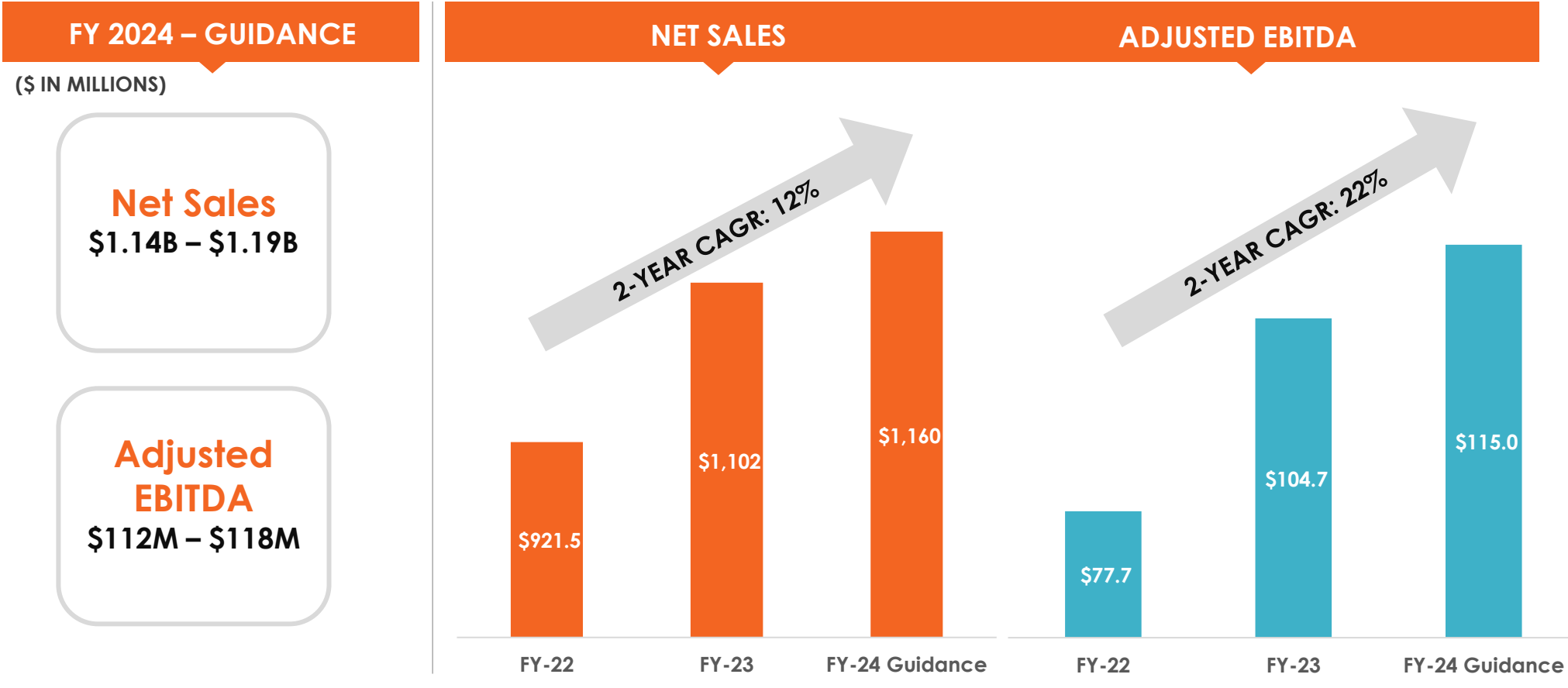
Provides Second Quarter 2024 Outlook



1. Percentage based on the midpoint of FY24 net sales guidance: \$330M

2. Percentage based on the midpoint of FY24 adjusted EBITDA guidance: \$35M; includes anticipated \$6M of incremental marketing expense y/y

2-Year Comparison of 2024 Annual Outlook



1. Percentage based on the midpoint of FY24 range: \$1,160M
2. Percentage based on the midpoint of FY24 range: \$115M

PETIQ®

Smarter Pet Health

APPENDIX: ANNUAL ADJUSTED EBITDA RECONCILIATION

<i>\$'s in millions</i>	2017	2018	2019	2020	2021	2022	2023	Q1 '24 LTM
Net income (loss)	\$7.8	\$0.1	(\$14.3)	(\$85.7)	(\$16.4)	(\$48.6)	\$2.5	\$7.8
Plus:								
Tax expense	4.0	(0.7)	(3.3)	60.4	3.9	1.2	(0.2)	(0.3)
Depreciation	2.4	6.7	9.1	12.1	14.4	14.5	24.8	24.7
Amortization	1.1	5.2	6.0	12.8	22.3	18.1	19.8	19.8
Impairment and other asset charges	—	—	—	—	—	47.3	7.7	7.7
Interest	1.6	8.0	14.5	22.8	24.7	27.4	34.5	34.9
EBITDA	\$16.8	\$19.3	\$12.0	\$22.4	\$48.9	\$59.8	\$89.2	\$94.6
Acquisition costs	2.0	3.8	6.1	2.6	0.1	1.5	1.2	0.6
Stock based compensation expense	0.4	3.8	7.4	9.2	9.4	11.4	9.5	9.6
Integration costs and costs of discontinued clinics	—	1.0	3.8	9.8	(0.1)	1.2	2.3	2.0
Restructuring	—	—	—	—	—	—	2.6	2.6
Litigation expenses	—	—	0.5	1.0	4.1	3.9	—	—
Other	3.1	5.8	18.7	6.5	7.3	—	—	—
Adjusted EBITDA	\$22.3	\$33.8	\$48.5	\$51.4	\$69.7	\$77.7	\$104.7	\$109.4