

SNOOTS

 **This is Pino!**

SNOOTS

WE ARE NOT A VET CLINIC: WE'RE SO MUCH LESS



July Snoots KPI Snapshot

So you know it's worth reading on

£484,288/\$615,046

Annual Run Rate

£37.04/\$47.04

Average Monthly Rev Per Pet

£56.65/\$71.94

Blended CAC

75%

Medical Gross Margin

97.5%

MoM Retention (ex R.I.P)



The results are in!

This is the future of vet care

Annual Reccuring

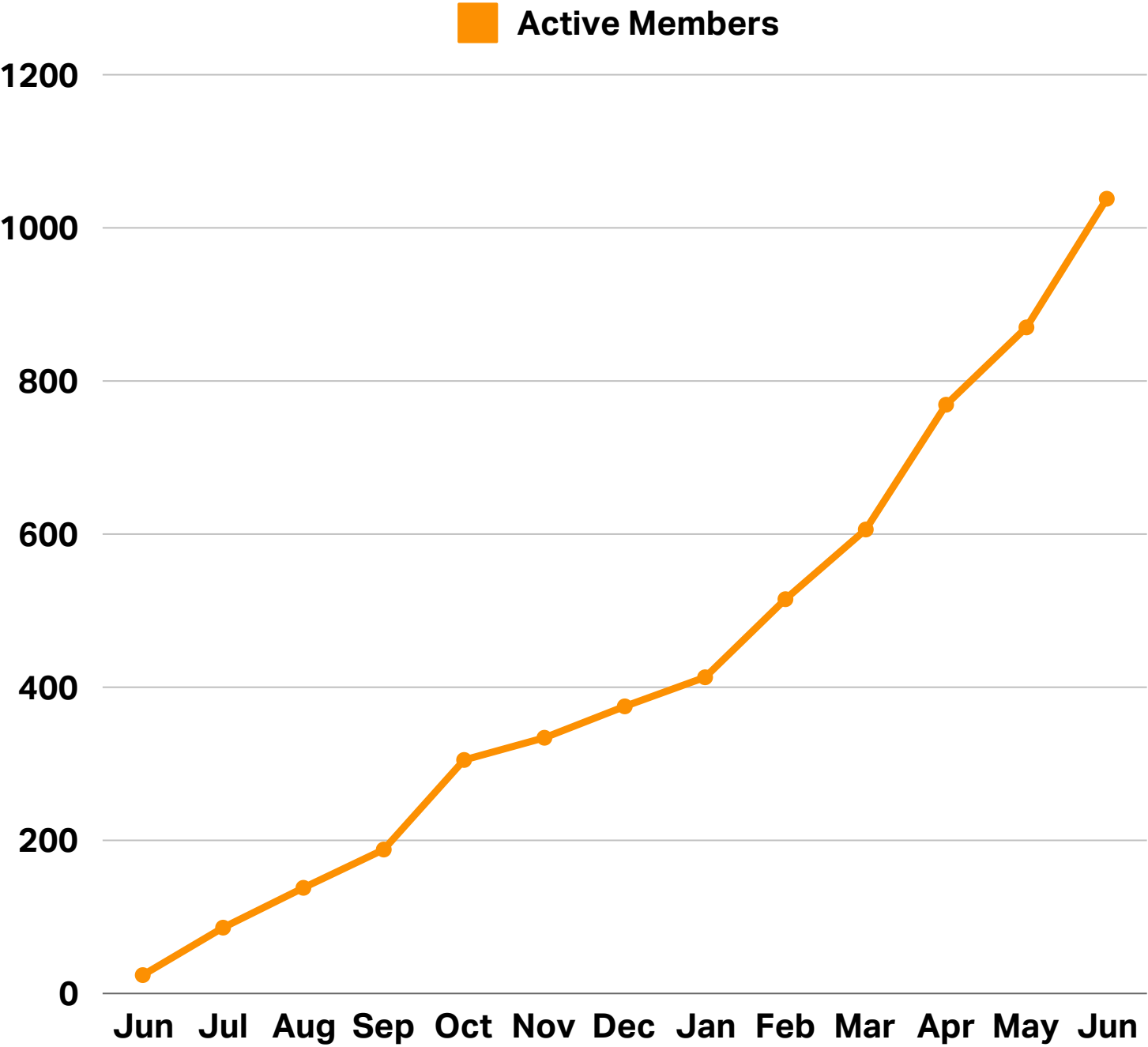
£358,278 (\$455,013)

Annual Run Rate (all rev)

£484,288 (\$615,046)

Active Members

1,038



**Snoots is the world's only
vet clinic offering
unlimited primary care
and telehealth on a flat
rate membership of just
£33 per month.**

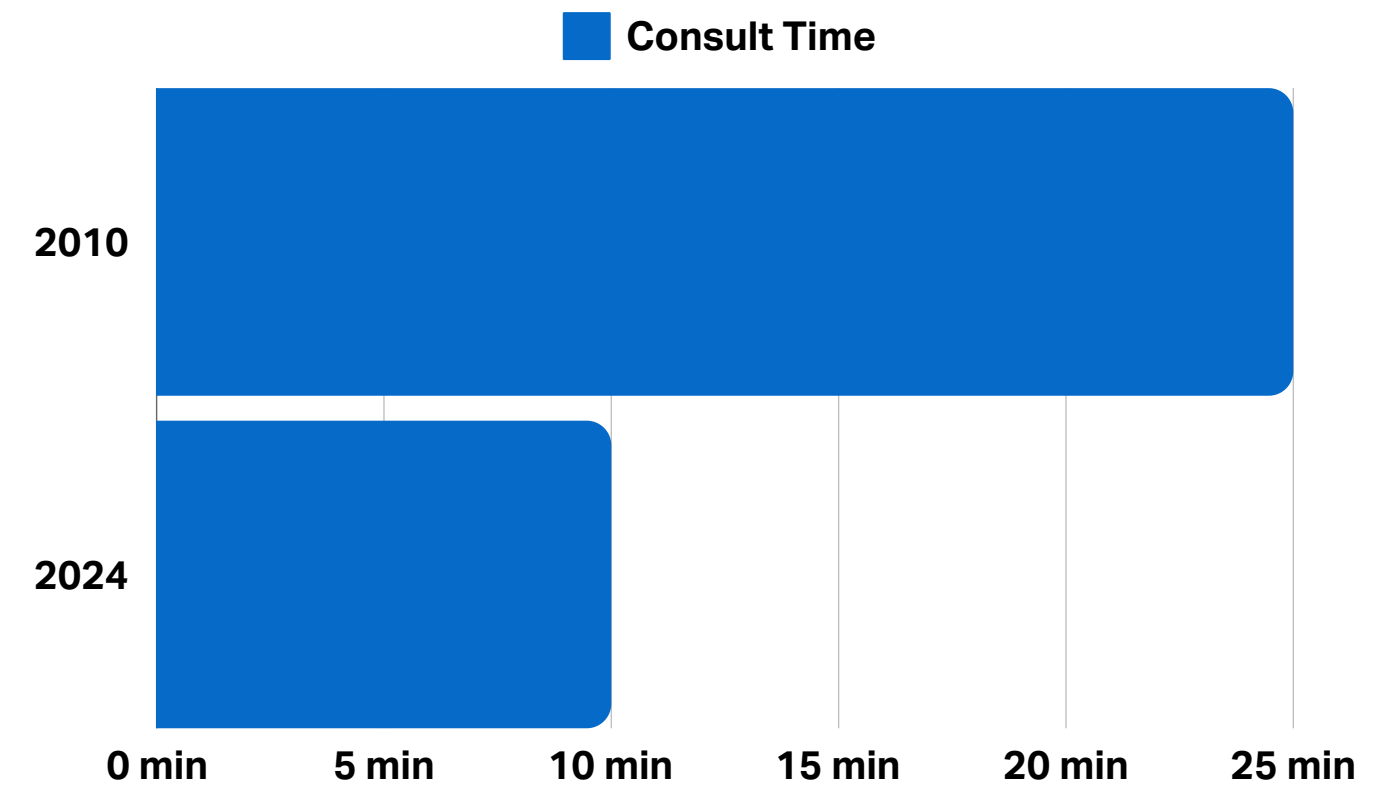
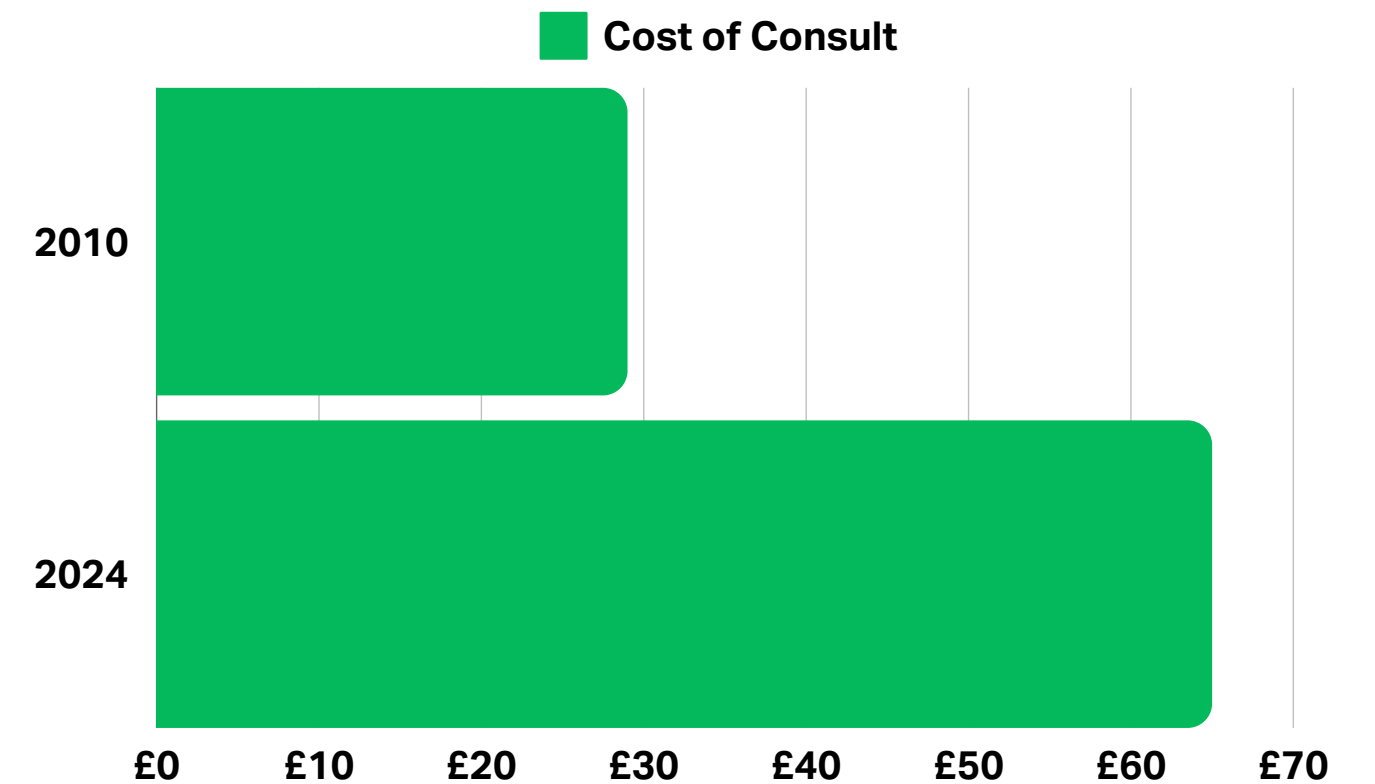


**Vet care is fundamentally broken and can
only be fixed with a radical change**



Costs are skyrocketing, and care is declining

Driven by Private Equity, a lack of
vets, and a **massive increase in
demand**, costs have more than
doubled in 14 years.



We sort primary care - all of it.

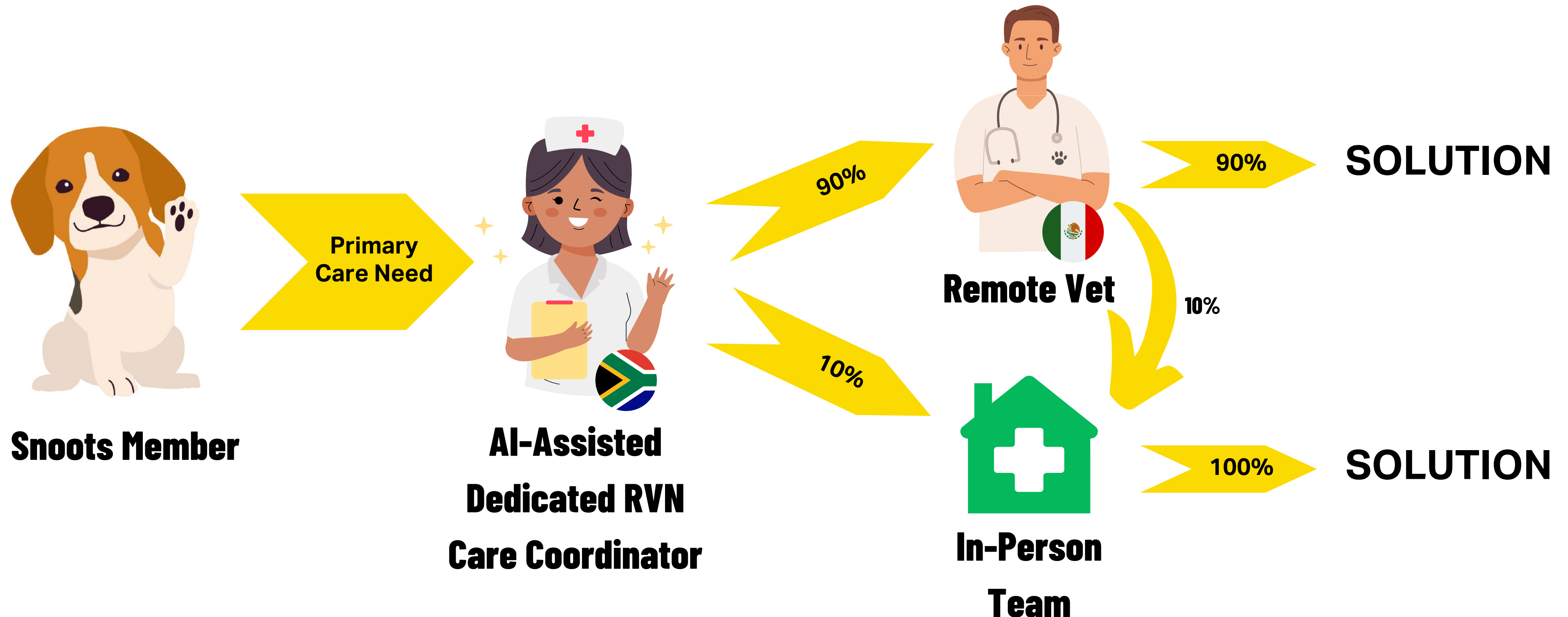
Primary care accounts for 85% of patient needs, and can cost 5x less to serve

SERVICES	SNOOTS	LONDON VETS	SERVICES	SNOOTS	LONDON VETS
Wellness Exams + Vax	Included	£50-£150	Nail Clips	Included	£30
Sick Visits	Included	£90-130	Prescription Fees	Included	£25
Imaging/X-Rays	Included	£350+	Referrals	Included	£60
Neutering	Included	£100-£700	Travel Docs	Included	£250+
Weekend Visits	Included	£300+	Surgery	✗	£500+
Telehealth	Included	£45			



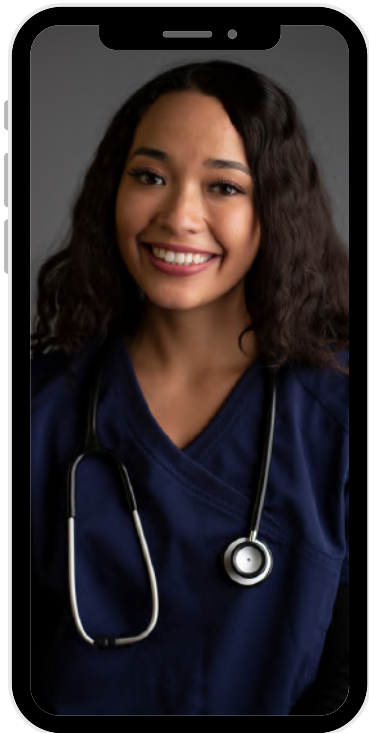
It all starts remotely

8/10 primary care visits can be solved digitally, but only if you know your patient



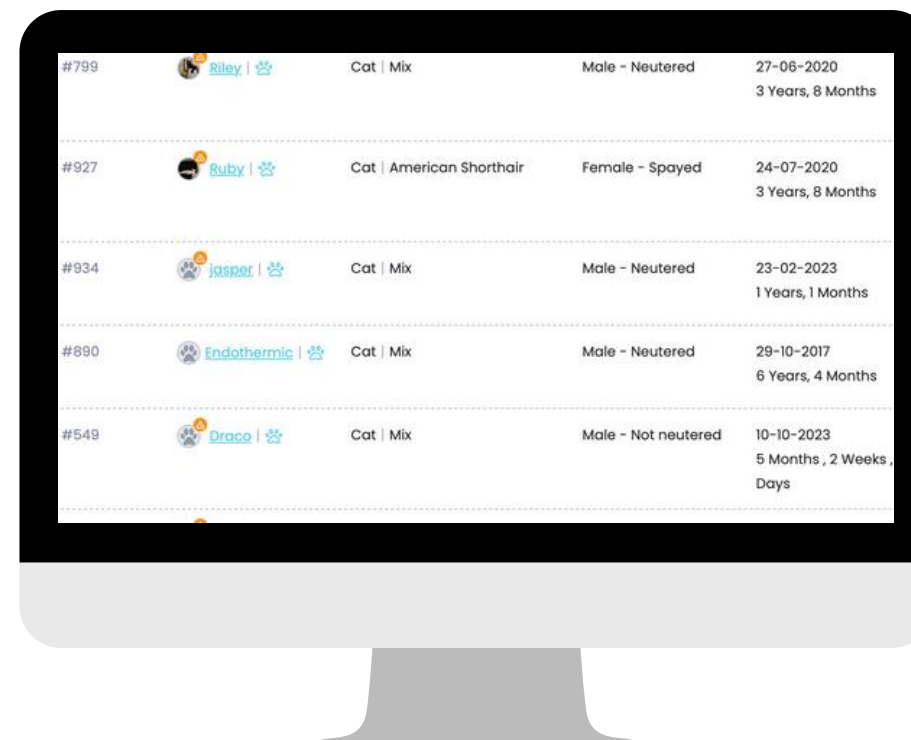
Building software to create a unified experience

We solve primary care completely by bridging the gap between telehealth and IRL



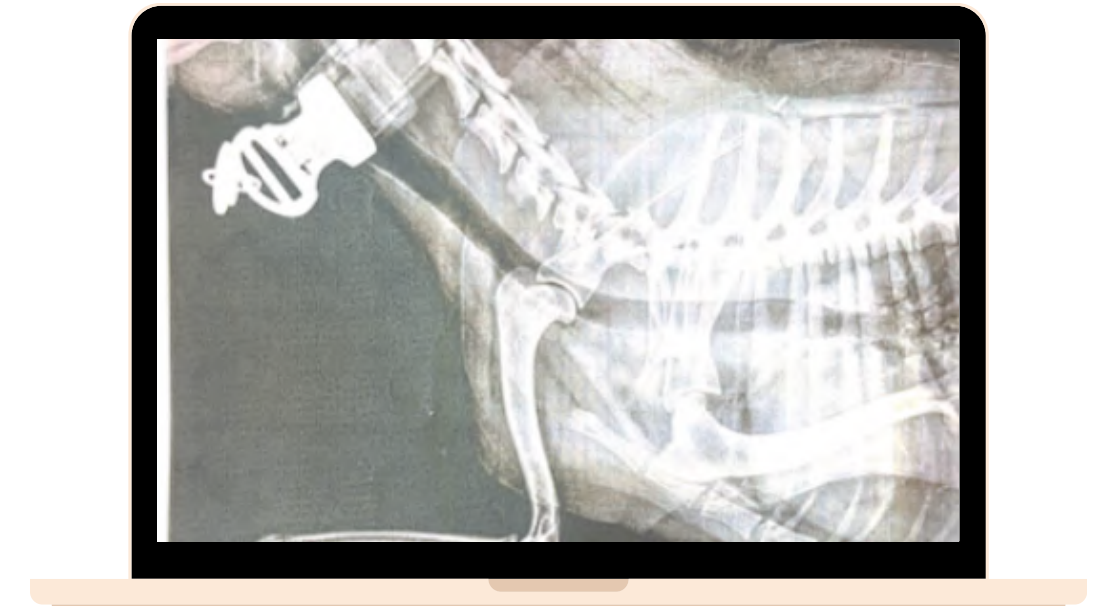
Digital Visits and Triage

Triage means we can solve most problems without costly visits and send care to the **lowest cost point**.



Unified Records and Care

We are all on a **single system**, so our digital teams can provide care that isn't in a vacuum.



Offshore Support for our Clinic Team

In clinic, our nurses and vets can **defer to experts and AI** to extend their capabilities.

The Secret to Great Telehealth Is Tiny Clinics

Light weight inexpensive care points close the loop on our digital capabilities

	SNOOTS	Traditional Clinic	VC Backed Startup Vets
Size	650 sq ft.	4000 sq. ft.	4000 sq. ft.
Time to Build	< 1 month	6-9 months	6-9 months
Cost to Build	<£100,000	£500,000+	£500,000+
Overhead % of Revenue	17%	60%	55%
Patients per Vet	4,500	800 - 1,000	1,000 - 1,200

They're the same!



Leading to software margins on real revenue

Which makes Snoots the most profitable vet model in the world



Typical Clinic

*Yes even the VC ones

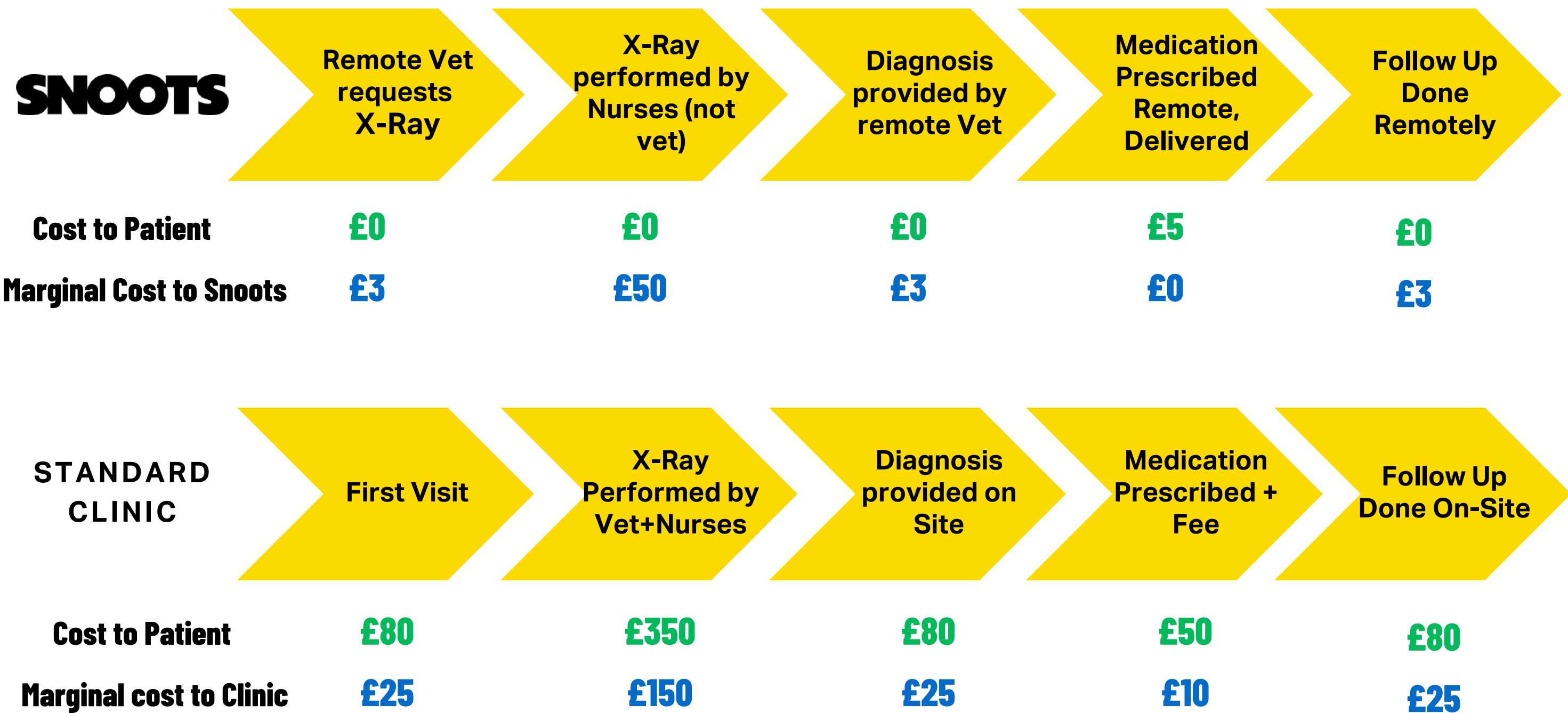
SNOOTS

Monthly revenue (£)	83,333	152,550
Annualized (£)	1,000,000	1,830,600
(-) Vet payroll	-25%	-4%
(-) Support staff	-15%	-7%
(-) Supplies and merchandise	-25%	-31%
(-) Overhead	-20%	-6%
(-) Telehealth	0%	-2%
Monthly Net Clinic Revenue (£)	12,500	77,403
% margin	15%	51%

Let's run through an example

Members save 99.2% / Snoots saves 74.9%.

Musu has a
suspected sprain



Creating an entire affordable care ecosystem

Primary care doesn't stop at vet care - it extends far beyond it

£33/mo membership



SNOOTS

Unlimited in-clinic primary care



SNOOTS
Digital

Unlimited telehealth and advice



SNOOTS
Store

Personalized products driven by AI and Vets

+£30-50/mo



SNOOTS
EVERYTHING

Marketplace of vetted service providers

+£25-35/mo



This isn't just theory.
Snoots is live and it works!

Snoots clinics cost less to build, less to run

We can serve 1m customers / £400m ARR with a CAPEX investment < £20m

Actuals

Typical Clinic

£70k

Build Cost

£425k

Goal: <£100k

24 days

Build Time

9 months

Goal: 14 days

£25k

Monthly Overhead

£70k

Goal: <£30k

75%

Gross Margin

65%

Goal: 86%



Customers are in love with our approach

Snoots is actually changing the way people perceive the vet

Sample Google Review



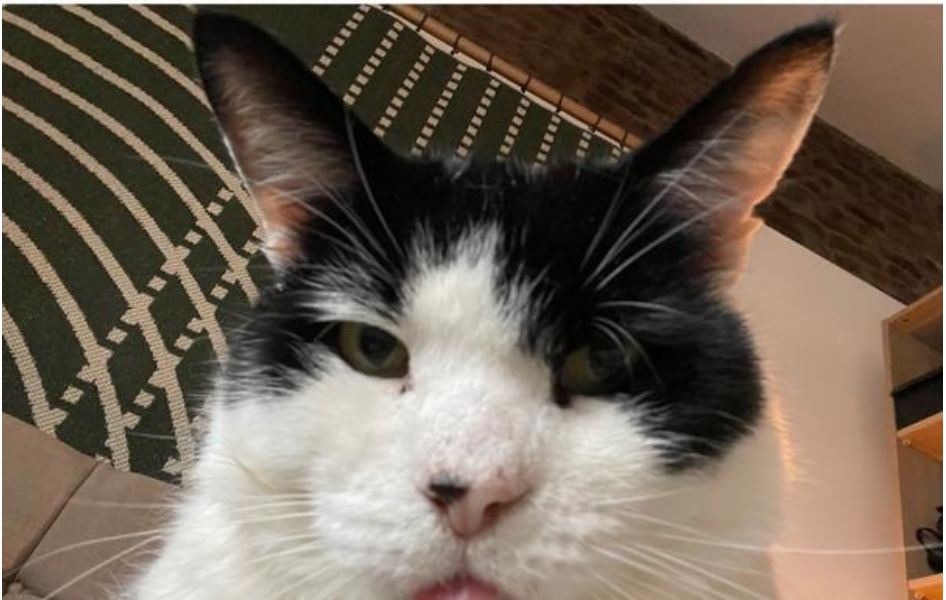
Teresa Boardman
3 reviews · 1 photo

★★★★★ a day ago NEW

Snoots has completely changed our perspective and experience on vet visits. As students with no access to additional financial support or familial support, we've felt judgment from other vet practices before when we haven't been able to pay for premium food or when we haven't been able to do £4000 worth of diagnostics when it turned out to be a relatively minor issue. Snoots isn't like this at all. As soon as we went into the clinic we were offered drinks and met by lovely Rachel who put our minds at ease and answered all of our questions thoroughly. She was patient and understanding, and potentially the only vet we've come across in London who spoke candidly about cost and the difference between prescription medication and over the counter stuff. We felt heard and Babel Fish and was curious and happy in the consultation room (apart from the time he tried to scratch Rachel, sorry!). Also, the lack of that purely transactional feeling is unique and wonderful. You go in, are met by the vet, and you leave without having to go past a reception desk or a card machine. The costs process and what incur costs is completely transparent and really comforting at a time where the lack of price regulation in the vet industry is headlining national news.

We couldn't recommend snoots enough! We will only be going to them for vet care in the future and it's a completely prejudice free environment. We left feeling reassured and that we could ask any question, and having used their online chat on the website and on the digitail app I can assure any pet owner that they are consistently excellent. I love how you can contact them online to talk about your pets problem especially when it isn't serious as we have previously been to other clinics where we have paid £150+ just for a 5 minute consultation - it really saves you having to put your pet through the stress of a vet visit.

Thank you so much for helping out Babel Fish when he was feeling poorly!



Actuals

Goal

£56.65

Blended CAC

£40/\$50

97.5%

MoM Retention

98.5%

40

Exp. LTV (months)

60

20%

Referrals

60%

We are already expanding revenue

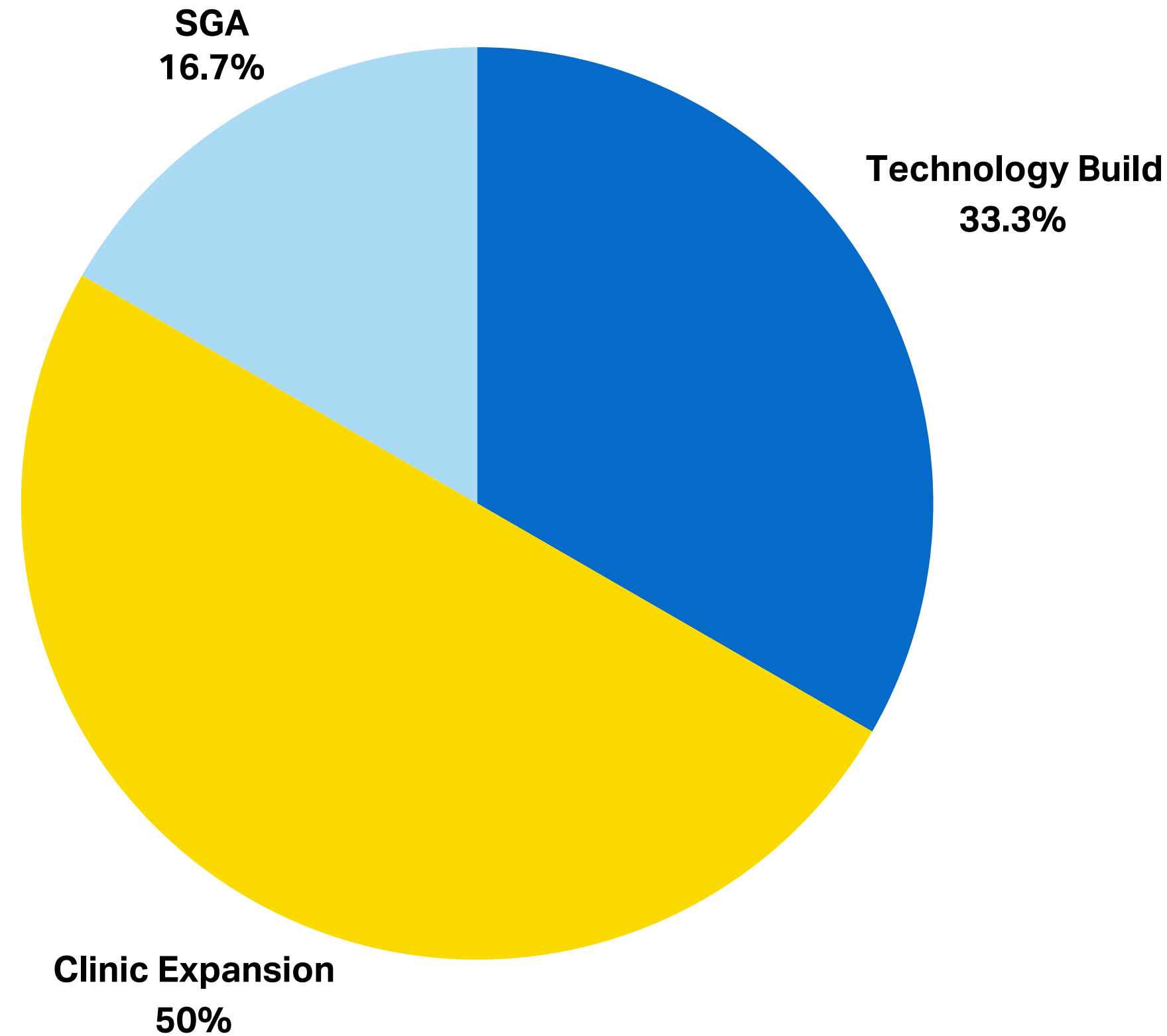
And we're just getting started



Actuals		Goal
£37.04	Average Spend	£80/\$101
48%	% on Flea/Worm	75%
£10	Medication / mo	£18/\$23

We're raising £3m/\$3.75m

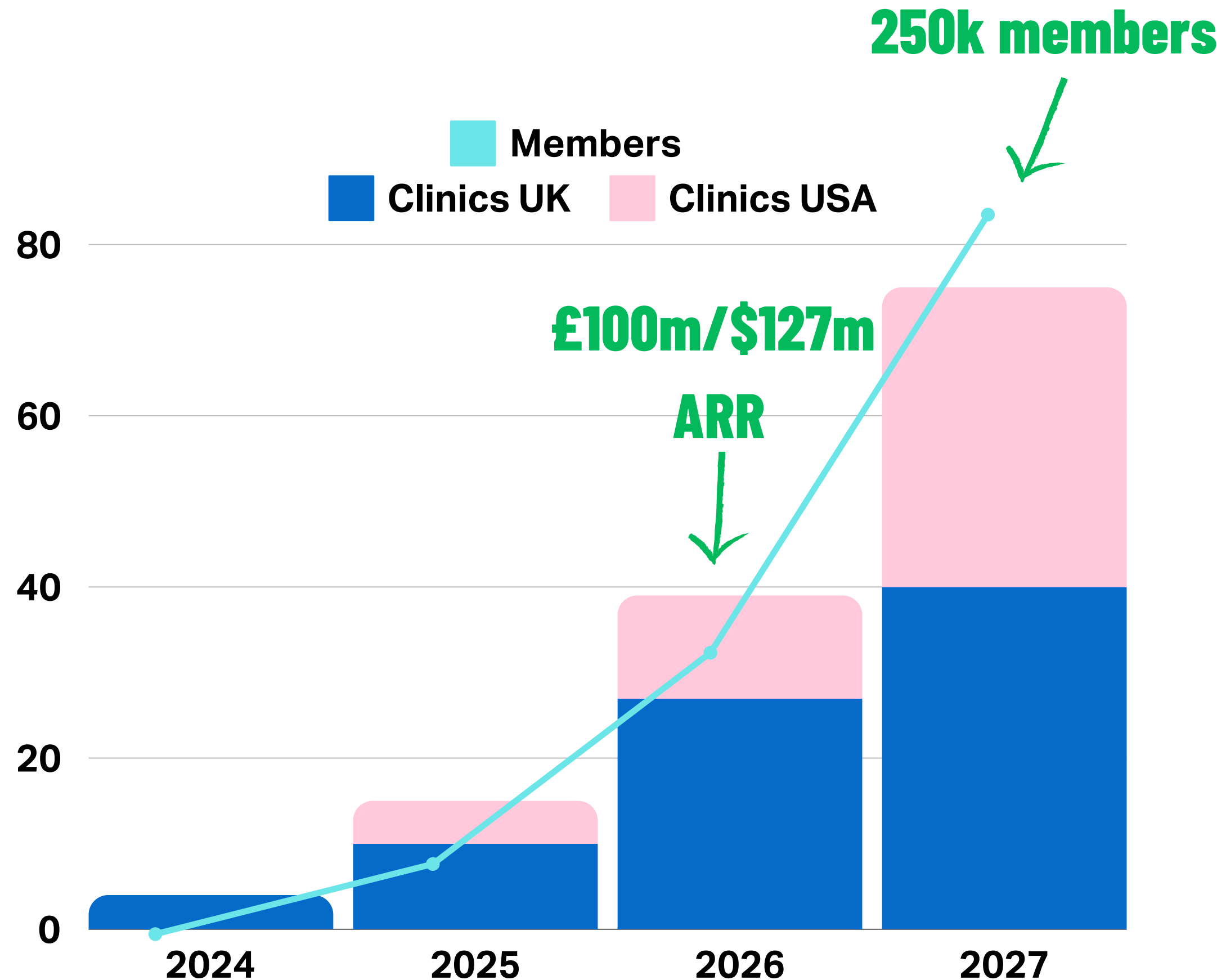
To build our telehealth product and scale our clinics



Our plan is to grow fast

Our easy to deploy model means we can grow our clinic footprint faster than anyone else and expand revenue per clinic.

Once we've nailed the model in the UK, we'll take it to the U.S. where the market is prime for similar disruption.



In a Capital Efficient Way

By using all of the financial tools at our disposal, we can be smart about fundraising



Clinic Profitability

Each unit is profitable at **945 members**, which can be reached 5 months after launch.

Full Profitability

This fundraise will bring Snoots to 4 clinics and **full profitability**.



Cash Flow

Each box generates £1,000,000 in profit.



Loans

Once profitable, we can use debt as well.



Series A +

This round takes us to **£8m in Revenue**.

Series A and beyond will turbocharge our growth, investments in product, revenue expansion, and more.

All that with a team of Superstars



Jonathan
Founder



Amanda
Chief of Staff
Ex-Atomic



Lara
Head of Product
ex-founder



Rachel
Head Vet



Max
Head of Ops
Ex- COO Cudoni

And a clinical team that cares for your pet



Urte
Vet Surgeon



Ruby
Registered Nurse



Amy
V.C.A.



Sofia
V.C.A.



Athiksha
Remote Vet



Sean
Care Coordinator