



VIVID VISION 2023

You will never reach your destination if you don't define where it is, just as a business cannot be successful without defining what success looks like, and how it is measured. What follows is an account of where we see DogiZone in 2023 - from snout to tail, from front-of-house to back. Our growth, our evolution - our remarkable results. It is not a road map to this destination, nor is it meant to be. It's intent is to get everyone on the same page and excited about our future. To spark the imagination, the ingenuity, and the drive of our staff, our clients, and our vendors; of our partners and investors - present and potential - of everyone with a vested interest in the success of DogiZone. This is how we will reach our destination. This is how we will achieve continued success. - **ANDREW FRASER**



STRESS LESS. ENJOY DOGS MORE.

- Safety First
- Deliver WOW! Through Service
- Have Integrity at all Times
- Positive Team & Family Spirit
- Pursue Growth & Drive Continuous Improvement
- Do More with Less

DOGIZONE 2023

By embracing our **Core Purpose** to enhance the lives of dogs and their owners, delivering on our **Brand Promise** to make dog ownership easier, and living our **Core Values** daily, we have achieved our **Mission** to provide a superior quality petcare experience that **DOGS** love coming to, **CLIENTS** passionately recommend to family and friends, **VETERINARIANS** prefer for their patients, **EMPLOYEES** are proud of, and **INVESTORS** seek for long-term returns.

We are Maryland's **top rated dog brand** - with 3 locations and thousands of satisfied clients to prove it!

We are industry leaders in the mid-Atlantic region, a magnet for attracting profitable clients, outstanding employees and outside investors. We have unstoppable momentum.

Our world-class systems, procedures, facilities, products and services enhance the lives of our clients, their dogs and our team while reducing the stress associated with dog ownership, taking care of other people's dogs and, well being a dog!

WE ARE LEADERS OF THE PACK!

with two locations - Rockville and Fredrick - currently serving our clients, and additional locations on the way!

DOGIZONE OPS - THE SYSTEMS OF SUCCESS!

MARKETING

DogiZone is everywhere you turn!

Our clients are raving fans and love referring us to family and friends. Local businesses refer to us as a high quality brand, and we enhance their brand by association. People see our vans everywhere and our guerilla marketing efforts payoff greatly and significantly reduce our marketing spend. The media LOVES us and we are frequently featured in major media outlets. As the dominant industry leader in the mid-Atlantic region, we are the constant beneficiaries of “free publicity”, always positive. We have a dedicated marketing team constantly building content to fit with our strategy, and to make sure we get more than sufficient ROI from each marketing effort. In addition, we have automated marketing systems that support growing our business in an ethical and sustainable way.

SALES

People you can dig being around

Our sales team members treat our clients like they are part of our family.

Team members receive sales training to ensure product and service knowledge. We provide a level of service comparable to the best hotels, providing trusted concierge services for everything dog-related, ensuring customers for life. Our team creates experiences that educate our customers on our offerings, making them feel more connected to us and very easy to do business with.

Our sales team has a blast competing with each other and the entire team is laser-focused on hitting their sales targets. We have built automation into our sales processes so the team can focus more on our clients and their dogs experience.



OPERATIONS

S.M.A.R.T. and agile like a border collie, strong like a pitbull.

Our operating system is built for growth and naturally cross-promotes our complimentary services. We're known as experts in our field because we believe in constant and never ending improvement so every team member regularly receives coaching & training. We are relentless in our pursuit to better serve our clients and have a world class team of advisors who help us to ensure consistently excellent service for staff, dogs and clients.

Things run seamlessly due to the high level of clarity, alignment and accountability. We have on-call vet teams, overnight care crew and our concierge services are growing rapidly! We are laser focused on providing quality and convenient solutions to our clients and are always looking for better ways to serve them at a higher level, providing an experience remarkably more innovative than any of our competitors.

We've been on the Inc. 5000 list, and regularly win other prestigious awards including Best Places to Work.

FACILITIES

Minimizing environmental impact.

Built for efficiency, each of our three locations offers the same consistently excellent amenities. All of our facilities are well maintained, quiet, smell great and always feel welcoming. Even as we've grown, there is enough room for every department to “stretch their legs”. Each of our facilities has been configured with retail space designed to maximize product exposure. When clients tour our locations, they are WOW'd by the look and feel. Additionally, our buildings are designed and built to minimize environmental impact and maximize sustainability, garnering several green building awards along the way.

COMMUNITY

Giving back

Our brand is iconic in and outside the dog community. We are known for our philanthropic efforts, donating time and money to help educate dog owners, serve rescue groups and keep dogs out of shelters. We have started a charity that has donated over \$50,000 to pets in need that is funded by our clients and matched by the company.



Today we retain our team members better than ever by constantly providing opportunities for personal growth and career advancement, plus 5 weeks of paid vacation for full-time employees!

All part of helping make employee dreams come true with our truly outstanding benefits package. We also provide a great culture to work in and be a part of. Our culture is tight-knit, low-stress and a lot of fun. We look forward to coming in every day, and we leave work feeling a sense of accomplishment and success. Our team shows unrivaled dedication to the success of our vision and goals.

THE PACK

All for one and one for all

We concentrate on recruiting only the best - happy, high quality individuals interested in a career. We inspire them with our empowering training that gives them the mindset, skillset and toolset to be ready for their job thoroughly and effectively with online and in-person educational experiences. And we never stop learning. That's why our clients refer to our team members as DogiExperts.

THE DOGIZONE EXPERIENCE KEYS TO CLIENT SATISFACTION

BOARDING

DogiZone provides a low stress boarding experience with a transparency people can truly trust. We only board dogs that enjoy being with us and that we feel safe and comfortable handling. We have added Presidential Suites with tvs, cameras and more to our facilities. The dogs have a blast participating in our activities and special events. Our clients leave our facility saying they would not take their dog to anyone else. Oh did we mention KitiZone? Our newest boarding option for our clients that own cats too!

clients absolutely love. So much that they share their experiences with all their family and friends. We also provide frequent updates to our clients on their dogs and educate them on areas that will improve their life.

DAY CARE

Our curbside services are lightning fast so we don't slow down your day. We'll have you on your way in a hurry. We tailor the day care experience to each dog so they receive a high level of mental and physical stimulation. Plus we have a selection of upscale special events for the dogs that our

TRAINING

Training has become the most sought after, and profitable, service in the company. We train all of our trainers in-house and clients love the experience they get from our trainers and our library of online training videos. Our proprietary methods are designed to help owners achieve a level of off-leash control around distraction. We offer morning and evening classes, 7 days a week, to accommodate our massive following and try to avoid waiting lists. We offer online programs now that are sold world-wide.



GROOMING

We have a team of groomers supported by dedicated bathers so they spend all of their time doing what they do best - cutting hair. Clients love their pets' grooming jobs so much that they post photos online and talk about how amazing DogiZone groomers are. Our groomers provide a stress-free experience that is comparable to a day at the spa. We have become the most popular salon in the DMV!

RETAIL

Our retail boutique carries a full suite of supplies that people can purchase online or in store. It has become a major source of revenue and new clients. We stock unique products, loved by both clients and their dogs, that are primarily all-natural, organic, and holistic. For these reasons, clients regularly purchase their retail items from DogiZone.

CONCIERGE/TRANSPORT

Our transportation teams have evolved into full in-home concierges for pick up/drop off, dog walking, vet visits, and retail delivery. Our drivers are trained pet experts and are excellent lead generators because they are constantly on the road for people to see.

FITNESS

Our team of certified canine fitness trainers is growing in knowledge and size, providing classes, lessons and camps. We offer underwater and land treadmill training. People come from all over to work with our fitness experts, and we have excellent relationships with a number of veterinarians who provide referrals and work with us on canine fitness plans for their clients.

THE DOGIZONE EXPERIENCE

Undeniably Outstanding

People are WOW'd by our staff's presentation and our facilities' awesome look, feel and smell. Our clients are responsible dog owners and raving fans of our people, programs and process, and really feel that the DogiZone brand is a member of the family. "Efficient" and "Outstanding!" are the words clients use to describe their experience. Some people call us the dog's version of Amazon - everything you need for your dog. High praise indeed. Our stress-free experience makes clients feel comfortable and relaxed so they always leave with a smile on their face.

We are dog detectives, always on the lookout for ways to enhance a pet's experience, and completely focused on the highest quality care when they are with us to ensure every pet in our care has a Safe, Happy, and Healthy experience. Wagging tails in and out the door is our goal.

DogiZone 2023 is a force to be reckoned with, making steady gains in a competitive industry, and in the hearts and minds of our clients. And with the right people in the right places, living the core values daily, there is no reason to believe this growth won't continue, and we will remain Maryland's favorite dog brand, and the best place to stay, play and train.

