

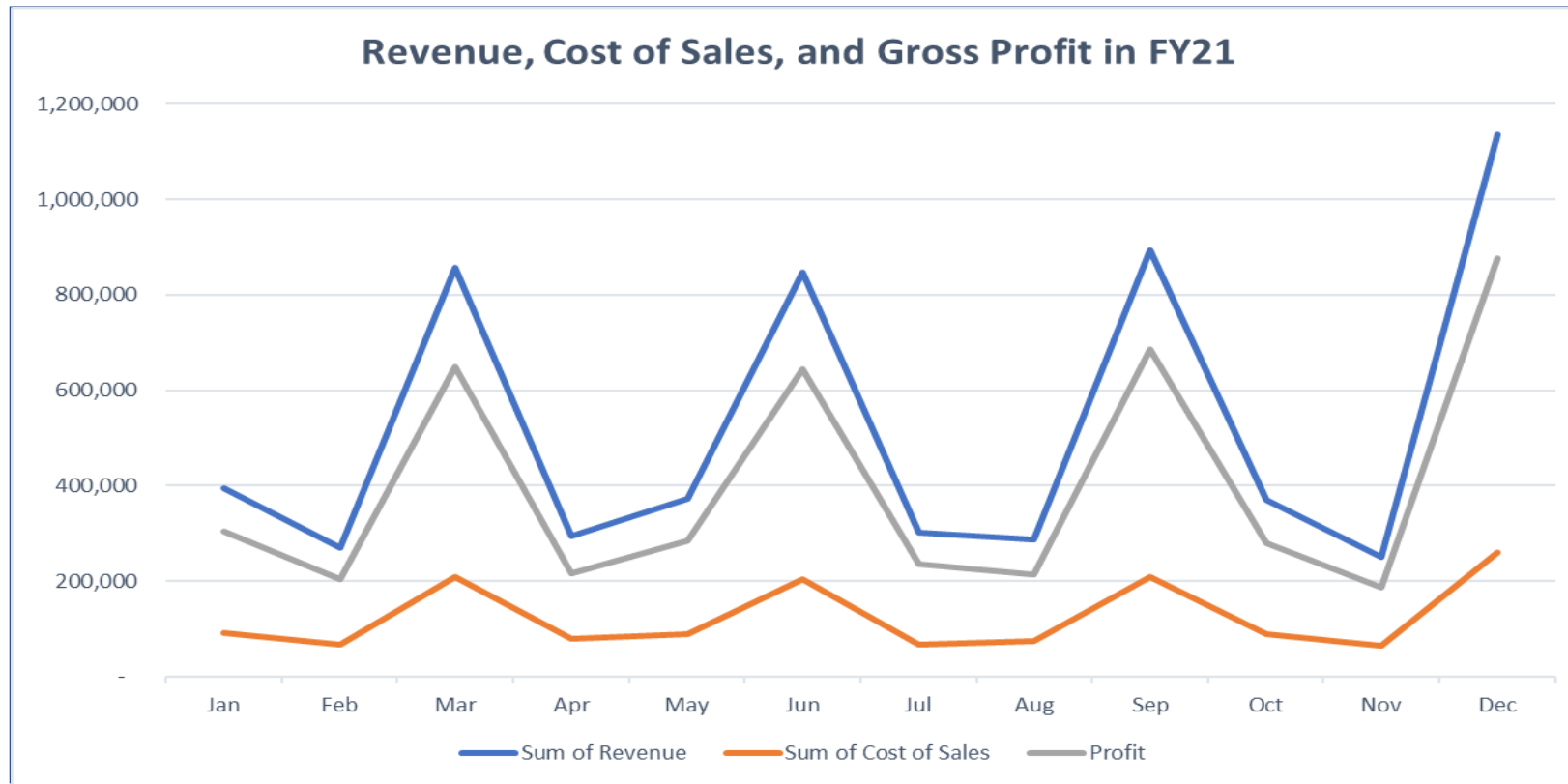


Moulin Pooch Co

Financial performance in FY21

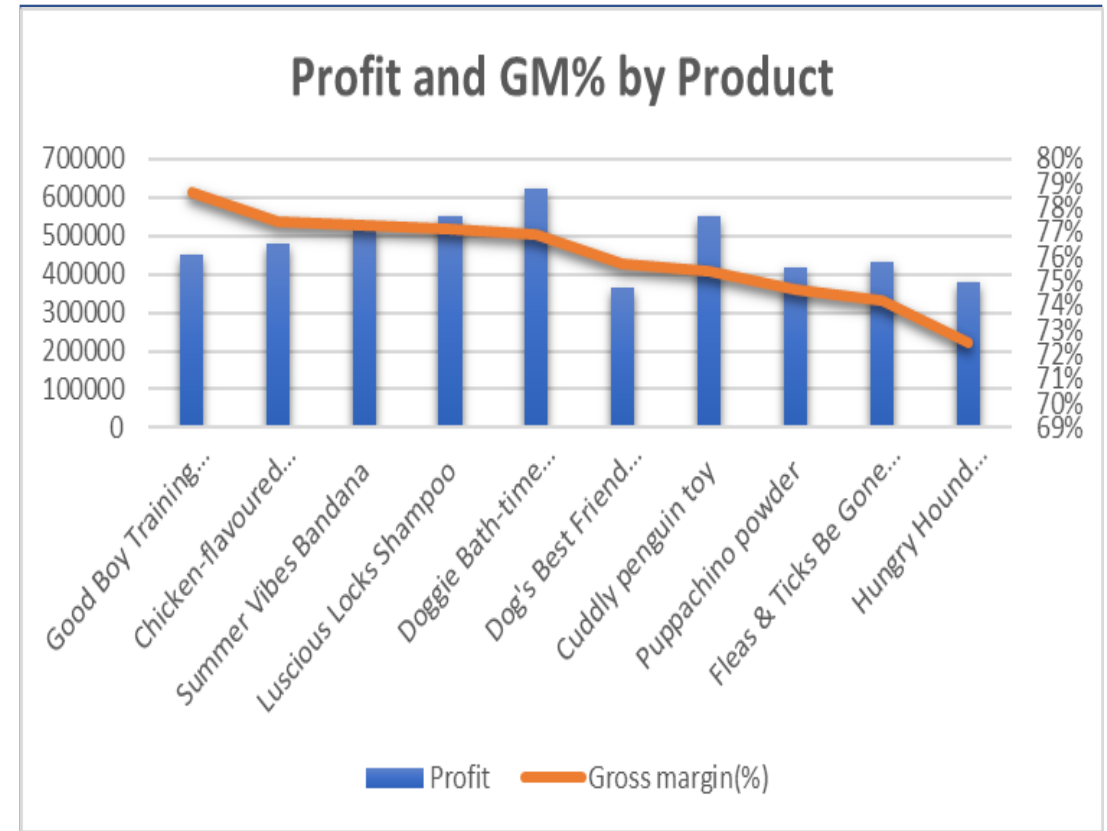
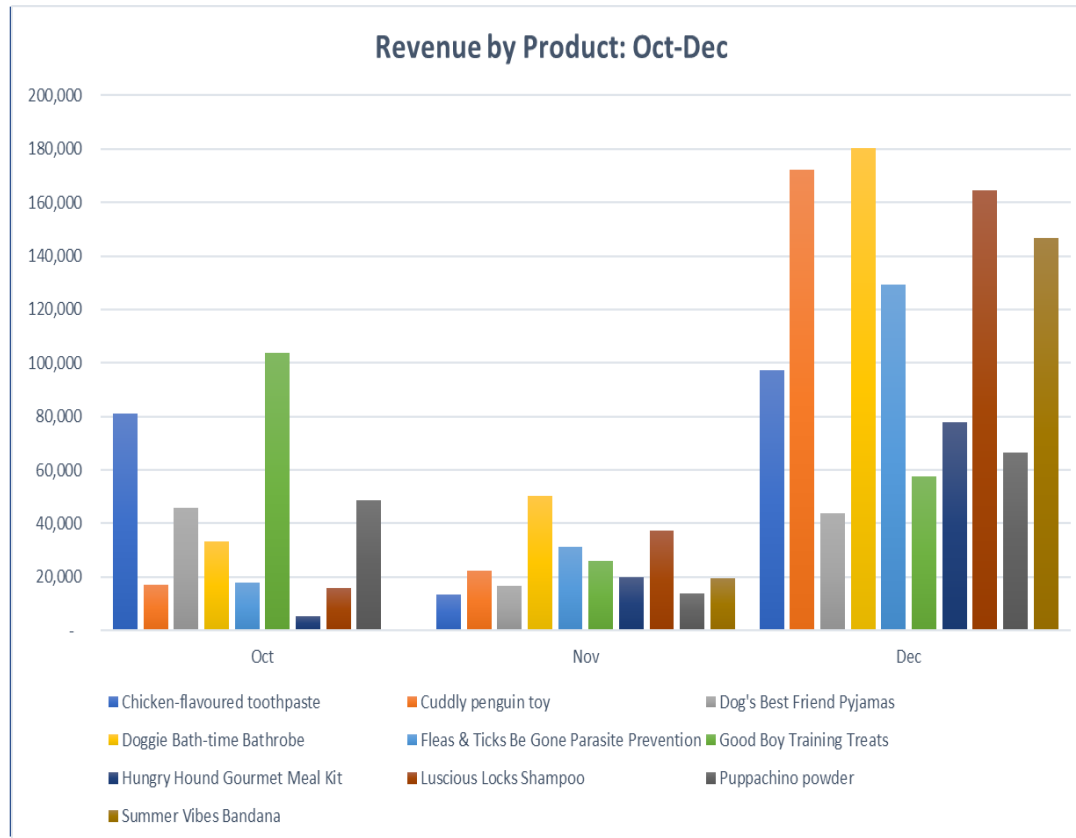
(PERSONAL PROJECT)

Key Insights – SEASONAL TRENDS



There is some seasonality in our sales: spikes each quarter, with the largest spike over the December holiday period

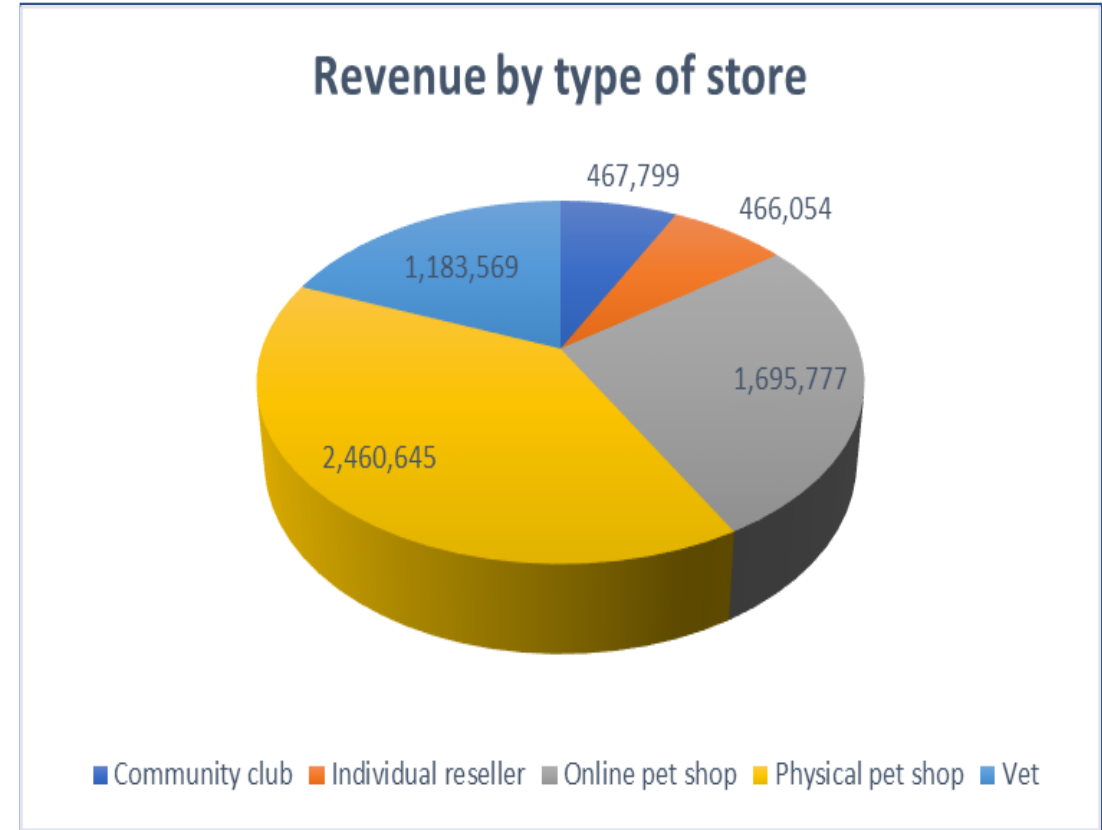
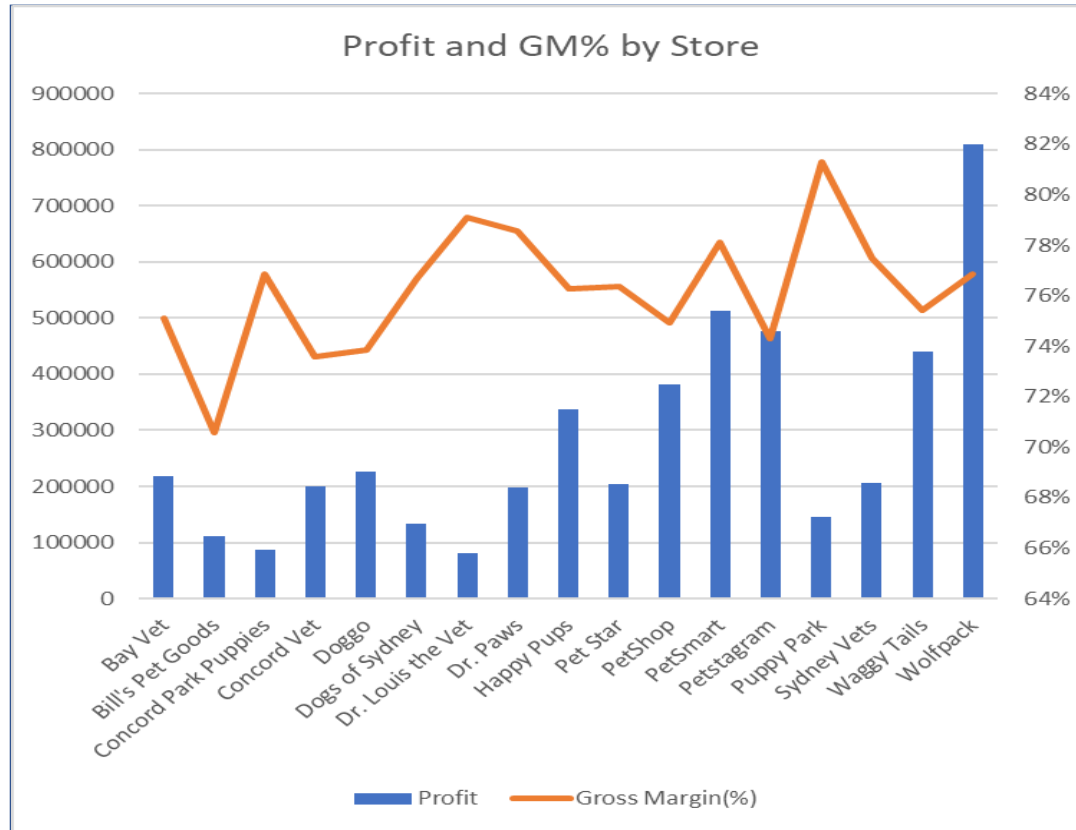
Key Insights – Profitability of Products



In December, the three best-selling products were the Doggie Bath-time Bathrobe, the Cuddly Penguin Toy, and the Luscious Locks Shampoo. The three stores with the highest revenue were Wolfpack, PetSmart, and Petstagram.

In terms of total profit, the most lucrative product was the Doggy Bath-time Bathrobe, whereas the Good Boy Training Treat had the highest gross margin percentage among all products.

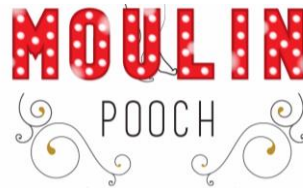
Key Insights – Profitability of the Stores



While Wolfpack had the highest profitability in terms of revenue generated, Puppy Park emerged as the most profitable store in terms of percentage, indicating that they were able to generate a higher profit margin compared to their operating costs.

Out of all types of stores, the physical pet shop yielded the highest percentage of profit and generated the most revenue.

Mad Paws Competitor Analysis



| Balance | Mad Paws | Moulin Pouch Co |
|--------------------|--------------|-----------------|
| Revenue | 2,854,648 | 6,273,844 |
| Operating Expenses | (15,441,755) | (1,864,200) |
| Net Income/(Loss) | (11,934,981) | 2,452,632 |
| Total Assets | 16,848,283 | 3,824,630 |
| Total Liabilities | (2,872,274) | (681,036) |

Mad Paws incurred a net loss of \$12 million due to lower revenues and higher operating expenses, while Moulin Pouch Co achieved a net income of \$2.5 million after tax. This is a common trend for rapidly growing startups that may initially suffer losses before turning profitable.

In terms of their financial position, Mad Paws has a substantially larger asset base (along with slightly higher liabilities) than Moulin Pouch Co. This indicates that Mad Paws is in a strong financial position and has the potential for future growth.

Financial Performance

Revenue grew by 99% YoY, with physical pet shops accounting for the largest growth.

Gross profit increased by 166%, as cost of sales only increased by 10%, indicating greater efficiency in generating profit.

The largest growth in expenses (%) was in depreciation and amortization, due to investment in PP&E, which grew from fully depreciated to \$1.1m in 2021. Salaries also grew by 119%.

The current ratio improved from 8 to 9.7 in FY21, primarily driven by an increase in cash and accounts receivable. Debt ratio remained fairly constant.

| Metrics | 2020 | 2021 |
|---------------------|------|------|
| YoY revenue growth | | 99% |
| Gross profit margin | 57% | 76% |
| Net profit margin | 20% | 39% |
| Current ratio | 8.0 | 9.7 |
| Debt ratio | 17% | 18% |
| Return on equity | 93% | 78% |

Profit & Loss Statement

For the year ended 31 Dec 2021

| | 2020 | | 2021 | | Mvmt YoY | | % of revenue | |
|---------------------------------|------------------|---|--------------------|---|------------------|-------------|--------------|-------------|
| | \$ | % | \$ | % | \$ | % | 2020 | 2021 |
| Revenue | | | | | | | | |
| Community club | 322,908 | | 467,799 | | 144,891 | 45% | 10% | 7% |
| Individual reseller | 228,130 | | 466,054 | | 237,924 | 104% | 7% | 7% |
| Online pet shop | 901,833 | | 1,695,777 | | 793,944 | 88% | 29% | 27% |
| Physical pet shop | 1,125,837 | | 2,460,645 | | 1,334,808 | 119% | 36% | 39% |
| Vet | 579,883 | | 1,183,569 | | 603,686 | 104% | 18% | 19% |
| Total Revenue | 3,158,591 | | 6,273,844 | | 3,115,253 | 99% | 100% | 100% |
| Cost of Sales | (1,363,876) | | (1,499,467) | | (135,591) | 10% | -43% | -24% |
| Gross Profit | 1,794,715 | | 4,774,376 | | 2,979,661 | 166% | 57% | 76% |
| Other income | - | | 300,000.00 | | 300,000 | #DIV/0! | 0% | 5% |
| Operating Expenses | | | | | | | | |
| Salaries & wages | (500,600) | | (1,095,600) | | (595,000) | 119% | -16% | -17% |
| Marketing expense | (172,500) | | (236,400) | | (63,900) | 37% | -5% | -4% |
| Software subscriptions | (92,000) | | (142,200) | | (50,200) | 55% | -3% | -2% |
| Rent and utilities | (100,000) | | (120,000) | | (20,000) | 20% | -3% | -2% |
| Depreciation & amortisation | (25,000) | | (200,000) | | (175,000) | 700% | -1% | -3% |
| Other general expenses | (50,000) | | (70,000) | | (20,000) | 40% | -2% | -1% |
| Total Operating Expenses | (940,100) | | (1,864,200) | | (924,100) | 98% | -30% | -30% |
| Profit Before Tax | 854,615 | | 3,210,176 | | 2,355,561 | 276% | 27% | 51% |
| Income Tax | (213,654) | | (757,544) | | (543,890) | 255% | -7% | -12% |
| Net income after Tax | 640,961 | | 2,452,632 | | 1,811,671 | 283% | 20% | 39% |

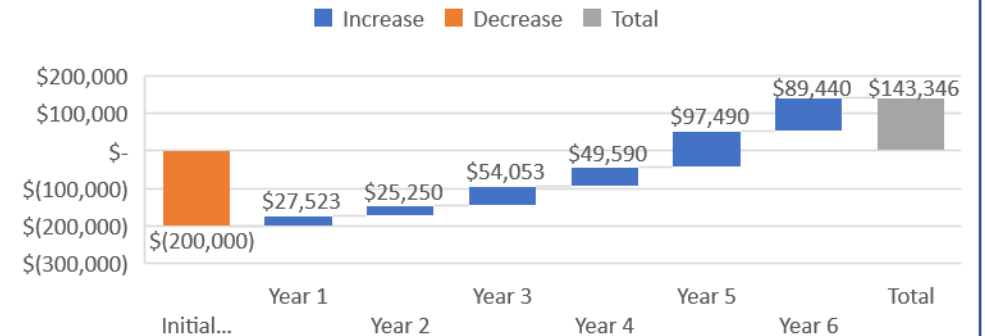
Investment Opportunities

Option 1

New machine to make bow ties for dogs.



Net Present Value: Option 1

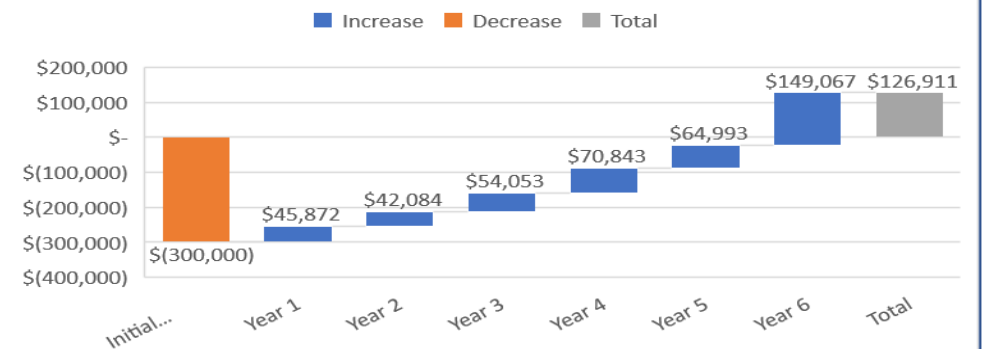


Option 2

New storefront to sell dog products



Net Present Value: Option 2



My recommendation is to go with Option 1 as it has a higher net present value (NPV) of \$143k compared to Option 2's NPV of \$127k.



Moulin Pooch Co

Thank You