



Seu pet center de estimação



# ALEXANDRE ROSSI STRATEGIC PARTNERSHIP AND ACQUISITION OF CÃO CIDADÃO

*The largest home pet training franchise in Latin America*

# ALEXANDRE ROSSI, “DR. PET”

Creator of the “Smart Pet Training” method



**7 PUBLISHED BOOKS**

**Frequent participation in lives and TV shows**

**Pet Market Digital Influencer Award received on Nov 8**

A zootecnician, veterinarian and animal behavior specialist, Alexandre is a member of the Animal Welfare Council and the Association of Pet Dog Trainers (USA)



É de Casa TV Globo  
Biweekly participation.  
Exposure: 12 million (6-8 points on IBOPE)

## SMART PET TRAINING

“Pet Training is an aid to the pet’s behavioral therapy. In addition to eliminating or minimizing unwanted behaviors, training helps improve the relationship between tutors and animals.

With training, the bond between the two will become even closer.

Pet Training also prevents behavioral problems, in addition to being a great physical and mental stimulus for animals.”

## ALEXANDRE ROSSI IS THE BIGGEST PET PERSONALITY ON SOCIAL MEDIA



**2.1M**



**3.9M**



**36K**



**249K**

**+ 6 MILLION FOLLOWERS<sup>1</sup>**

<sup>1</sup> CONSIDER THE PROFILES OF ALEXANDRE ROSSI AND HIS PETS (ESTOPINHA, BARTHÔ AND MIAH)

# CÃO CIDADÃO GROUP

The largest home pet training franchise in Latin America



## PARTNERS

“Our mission is to improve the dog’s integration into the family and society, through education.”

## FRANCHISING ADMINISTRATION

The operation of Cão Cidadão is focused on home pet training and behavior consultation, based on selection and training of franchisees who provide the service to the final customer



**ALEXANDRE ROSSI - DR. PET**

Founder of Cão Cidadão and creator of the Smart Pet Training Method



**EMERSON DURAN**

CEO of Cão Cidadão

## BIG NUMBERS

**+100,000**

Families helped since 1998

**+5,000**

Classes by month

**70**

Pet Trainers/  
Franchisees

## REDES SOCIAIS



**112K**



**350K**



**10K**

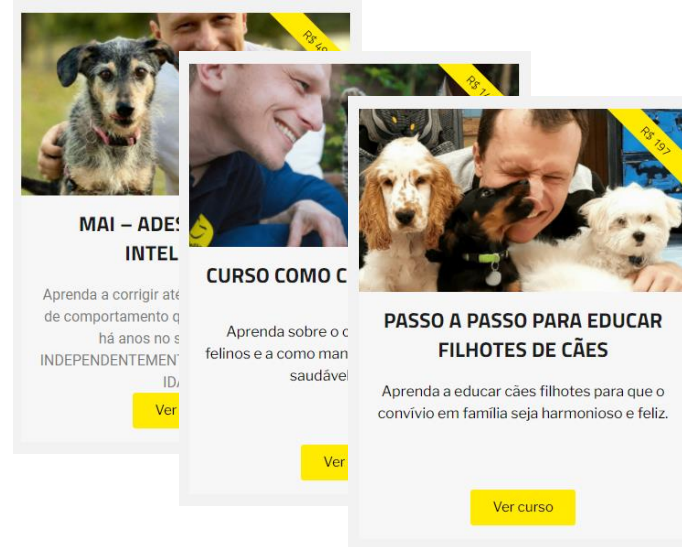


**9K**

**481K FOLLOWERS**



# ALEXANDRE ROSSI AND CÃO CIDADÃO STRENGTHEN THE PETZ ECOSYSTEM



# 1

## PET TRAINING SERVICE

- Adding the Petz Ecosystem Pet Training Service
- Partnership aligned with the objective of creating strategic value within the “Petz Solution” pillar

# 2

## CONTENT PRODUCTION

- Exclusive content as an engagement and loyalty tool
- Launch of specialized courses on the pet world and animal education - free and also by subscription

# 3

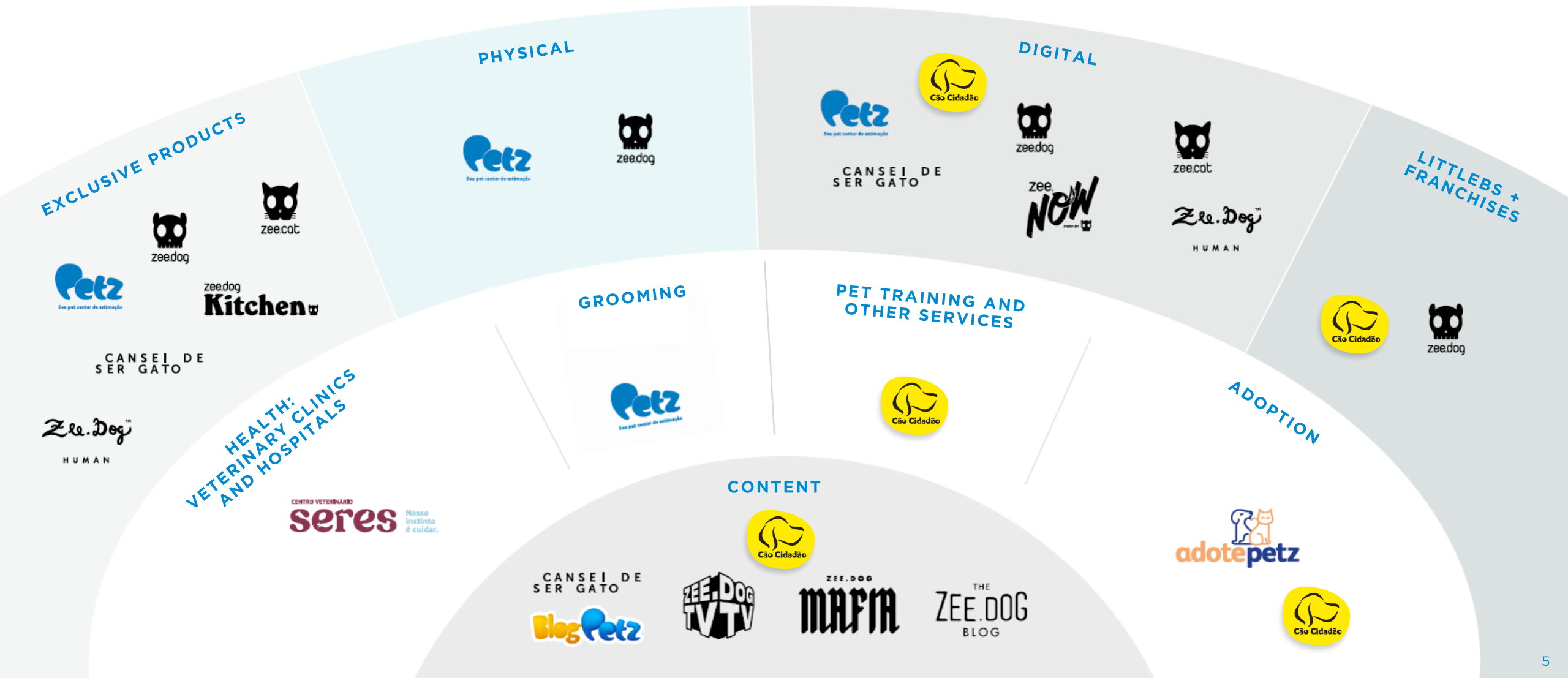
## QUALIFIED AUDIENCE

- Biggest personality/influencer pet in Brazil (+ 6 million followers)
- Frequent appearances on TV shows such as Globo, Record and SBT
- Opportunity to connect with the Pet public in moments of “no purchase”

# TRANSACTION ADHERENT TO PETZ'S STRATEGIC VISION AND NEW ECOSYSTEM



Petz Vision: "To be recognized worldwide as the best ecosystem in the Pet sector by 2025"



# ALEXANDRE ROSSI AS PETZ SERVICE HUB AMBASSADOR

Alexandre, as the greatest expert in the pet world, will build, in partnership with Petz, processes and methodologies for the accreditation of specialized service providers.

Petz will intermedate the services through its hub, being responsible for the origin, quality and safety.

## NEW PETZ SERVICE HUB WILL START THROUGH PET TRAINING

### PET TRAINING

Most of the pet trainings are done at the beginning of the relationship between tutor and pet (buying a puppy or adoption)

**PET TRAINING**

**DOG WALKER**

**HOTEL/  
DAY CARE**

**PET SITTER**

Veterinarians and pet trainers will be the main promoters/ambassadors of the services offered by Petz, due to the trust attributed to Alexandre Rossi

# MAIN TRANSACTION TERMS



- Acquisition of 100% of Cão Cidadão
- Alexandre Rossi and the brands of his group now have **exclusivity with Petz** for the dissemination of products and services
- Alexandre Rossi will assume the position of specialized consultant, working in the **development and promotion of training, dog walker, hotel/day care and pet sitter services**
- Great ambassador in the **construction of processes and methodologies for the accreditation of service providers**
- Petz will intermediate the services provided - assuming responsibility for their origin, quality and safety
- Petz will be the **exclusive sales channel for all Online Courses** created, taught or coordinated by Alexandre Rossi
- Compensation linked to long-term incentives and defined **deliverables related to building the Petz ecosystem of services**; including (i) the implementation of methodologies and processes that guarantee the quality and excellence of the services provided by the professionals and establishments involved; and (ii) minimal penetration of the various services in the cities covered by the Petz operation



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CFO & IRO

**Matheus Nascimento**  
Senior IR & New Business  
Manager

**Mirele Aragão**  
IR Specialist

**Natália Esteves**  
IR Analyst

**PETZ**  
B3 LISTED NM

IBOVESPA B3

IBRX100 B3

IBRA B3

IGC B3

ITAG B3

IGCT B3

IGC-NM B3

ICON B3

SMLL B3