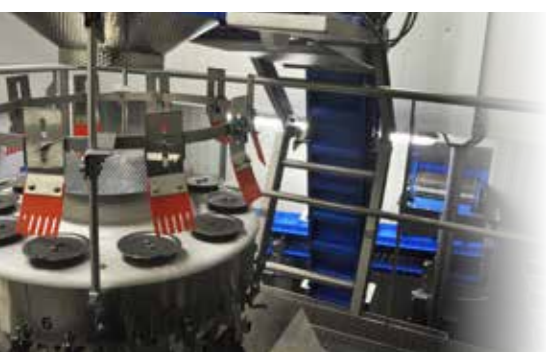


**ecoclavis**  
Essential freshfrozen food for pets



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I want my freshfrozen food



## About Ecoclavis

### Our mission

Our mission is to **develop, produce** and **market** freshfrozen diets for pets, providing our loved companions with the daily care they deserve to lead happy and healthy lives. We call it food for pets, not petfood.

To realize our mission, our premium diets are **based on science** and solely use **high-quality, human grade ingredients**. Our ingredients come straight from nature undergoing **limited processing**. **Food-safety comes first** as guaranteed through close relationships with our meat suppliers.

### 100 years of experience in the meat business

As a **family business**, Ecoclavis brings together over **100 years of combined experience** in the meat-business, a vital experience in the freshfrozen petfood market.

Through our **quasi-vertical integration** with core meat suppliers, we have guaranteed access to premium proteins under the safest conditions. Our meat does not come from traders yet is sourced directly from slaughterhouses. This has several advantages:

- Optimal cold chain maintenance
- Limited bacteria development through less handling
- Small ecological footprint due to less transport



### First freshfrozen GMP-certified producer

At the start of 2014, SGS awarded Ecoclavis with the **GMP label**, making Ecoclavis the first freshfrozen GMP-certified producer, guaranteeing utmost quality control from ingredient selection till POS delivery.

## About the freshfrozen opportunity

### Why Freshfrozen

Freshfrozen food offers plenty of advantages over dry kibbles or wet feed.

- Freshfrozen food, based on raw meat, fresh vegetables and fruit, is the **natural diet of your pet**,



be it a dog, a descendant of the wolf, or a cat, a strict carnivore.

- Freshfrozen food undergoes practically no processing, thereby preserving all **natural vitamins** and avoiding the denaturation of **proteins**. All

do is assemble nature's precious gifts in a balanced way for pets to maximally benefit from them.



- As freshfrozen food is not overheated and does not contain any added flavorings, color additives or preservatives, it is the most transparent petfood available. No offal with a colored, tasty crust:



**what you see is what you get.**

60% cheaper  
transparent  
tastiness  
proteins  
natural diet  
healthy

- High-quality freshfrozen food is **60% cheaper** than branded wet feed, without giving in a single bit on tastiness



High-quality freshfrozen food hence offers a **natural, healthy** and **transparent** complete meal for pets, with the **tastiness** of wet feed, but at a **discount**. Who said natural and healthy should come at the expense of taste or budget?

### A fast growing market

It should hence come at no surprise that freshfrozen food for pets is the **fastest growing petfood category in retail**, offering double digit growth rates compared to low single digit / negative growth for traditional feed. What's more, for now the space is not owned by any of **the big four** (owning >65% of the worldwide petfood market), offering plenty of potential for brand building in your own market.

natural vitamins  
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## About Jolipet

### Product offering

In **September 2013**, Ecoclavis launched the Jolipet brand offering **5 complete fresh-frozen diets for dogs**, one of which solely available through veterinaries.

We are currently present in **Belgium** through approximately 200 points of sales and started distribution in the **Netherlands** in May 2014. In the mean time, new diets are being developed.

For further information, including detailed technical product data and a food simulator, visit [www.jolipet.com](http://www.jolipet.com)



### BARF but better

The landscape of freshfrozen petfood is fragmented, and diverse, ranging from bones and offal, to high-quality, human grade food. Our diets are different from other freshfrozen offerings in many ways. We call it BARF but better.



- Our diets are the result of a continuous cooperation with **academic researchers** and based on recent scientific research in the petfood domain.



- Our diets only contain **human-grade ingredients**. We do not use offal (e.g. chicken carcasses, paunches) or cheap fillers (e.g. wheat or corn).



- Our high-quality ingredients ensure a **high digestibility**, enabling the available nutrients to be digested maximally. Academic digestibility tests have indicated a digestibility of dry matter of 90-94%, thereby heavily reducing feces production.



- Our approach is highly appreciated by **veterinary surgeons**, an increasing number of which are recommending our food to their patients.

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I want my Jolipet

# Your Brand

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I want **YOUR Brand**

## About working with us

### Freshfrozen food for dogs, under your brand name

We can develop any product, in any shape, in various types of bags, suiting your needs to the maximum, in 3 simple steps:

**1** Choose your **product type**: From a premium, science-based, human-grade product to a high-quality, rock-bottom priced, BARF-type product. Through our close relationships with core meat suppliers, locally and across the globe, we can make any product in a food-safe, cost effective way. Through our collaboration with academic researchers, we can even assess new premium diets in a science-based way.

**2** Pick your **product shape**: Whether you want burger patties, dog bones, or your company logo, our flexible forming machine can make it all.

**3** Select your **bag type**: Our packaging line can handle both pillow bags (perfectly suited for high-throughput, budget products) and block-bottom bags (design bags for premium products), in variable length and with variable types of foil.

Once the product is developed, production occurs at request in our **GMP-grade production facility** in Belgium from where we can ship finished goods across the globe.



### A private label case study: AVEVE

The AVEVE Group is the market leader in agricultural and horticultural supplies in Belgium. It also operates the largest garden centre chain of the country (over 250 points of sale), which concentrates on garden, bakery and animal.

Ecoclavis developed 2 premium products for AVEVE, in pillow bags, one based on beef and one based on chicken. From first meeting till presence in store: 12 months.





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