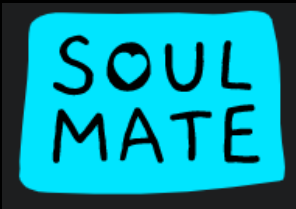


SOUL MATE

Smart pet market Ltd



Background



- The owner of the company have a vast experience in the marketing arena in Israel, with emphasize on E-commerce websites.
- Made big investments with Technological infrastructures, building our very own warehouse, finding top quality suppliers and building an accurate marketing strategy since we launched in August 2019.
- We are the first DTC (Direct To Client) company in the pet food market in Israel, making a big impact with our consumer line by helping tens of thousands of clients saving up to 50% on their pet food expenses, **without compromising on top quality products and service.**
- Very fast-growing company – Today we have more than 23,000 clients, with a 92% loyalty rate.
- Private label company that produce dry food, wet food, treats and more.

www.soulmate.co.il

משלוח חיים בקניה מעל 2000 | החזר כספי מובטח



SOUL
MATE

*6808 חתולים כלבים למה סולמיט? ☰

חתולים

מזון יבש לחתולים

מוצרי הדברה לחתולים

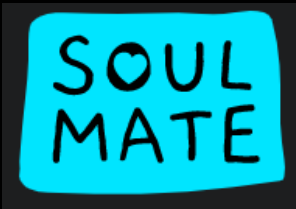
כלבים

Advanced logistic warehouse providing top service



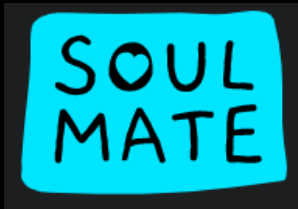
Our Vision

- Become a leading pet food and accessories brand in the Israeli market
- Striving for excellency with everything we do
- Providing the best products with the lowest prices
- Become a one stop shop for all the needs of dogs and cats owners in Israel
- Giving back is not just our moto – We constantly give back and support communities that work on the behalf of dogs and cats
- Keep our fast growth – reaching 60,000 clients within 3 years.



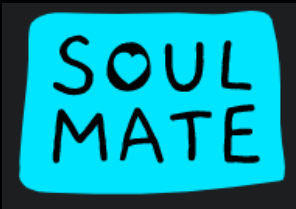
The Israeli Pet Market

- Around 600,000 registered dogs
- Around 300,000 registered cats
- 4-7% growth each year
- Euro 200 million per annum
- Over 100 different pet food brands
- High awareness of food quality
- OVERPRICED – Most of the high-quality products in our market are very expensive



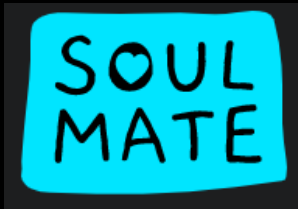
Our Standards

- We sell premium products and above it. No economy products whatsoever.
- Low variety of product that suits most of the needs of cats and dogs.
- Selling our products with the lowest prices.
- One size bags of 5 KG.
- No meat meals nore by-products of meat – Only fresh meat or dried meat.
- No wheat.
- Using MAP (Modified Atmosphere packaging) – injecting nitrogen to our bags to prevent oxidation.



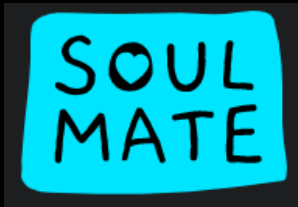
What Are We Looking For

- A couple of all breeds dog dry food products including 2 Hypoallergenic grain free items, 3 premium products (Dried meat + grains) and 2 Ultra premium products (Fresh meat + grain free)
- Cats dry food products including one Hypoallergenic grain free product and one premium product (Dried meat + grains)
- All items should be packed in 5 KG bags (Supplied by us)
- Reliable and quality supplier for the long run.

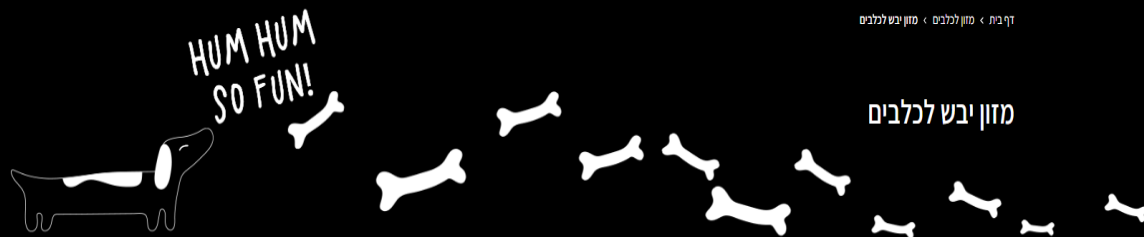


Our Needs

- Ex-Works prices for all things mentioned.
- Time frame – By May 2022 we want to start selling the new products. That include approvals from the agriculture ministry, receiving samples, designing new bags, and receiving all professional guidance.
- Making sure we stand with our Target prices.



& A new baby
in the family !



משלוח חינם בקניה מעל 205₪ | אחריות מלאה

ExtraZOO *5351 חתולים כלבים מבצעי החודש מנון יבש לכלבים

דף בית > מזון לכלבים > מזון יבש לכלבים

«

שנעזור לך להתאים מזון?

מחנתי מזון

- ND
- Leader's Choice
- Dogeat
- Belcando
- Acana
- Urban Choice

שלב חינם

- גור/בלבה הרר
- בוגר
- מבוגר (מנון)

גודל כלב

לירדס צוים - בוגרים מגזע ביטווי גדול, סוף גדול, סוף - 15 ק"ג

- איכותי ומשתלם מאוד
- סוף רכיב ראשון ועיקרי
- מכיל אמנר 3 לפרוח מבריקה
- עלות ליק"ג: 12.6 ש"ח

לירדס צוים - בוגרים מגזע ביטווי גדול, דגים - 15 ק"ג

- איכותי ומשתלם מאוד
- דגים רכיב ראשון ועיקרי
- קל לעיכול
- עלות ליק"ג: 13.26 ש"ח

ND - בוגר מגזע ביטווי גדול, סוף רימון ודגים קדמוניים - 15 ק"ג

- 90% חלבון משבוב מן הרר
- בריא ומשתלם מאוד
- מכיל פירות, ירקות וצמחי מרפא
- עלות ליק"ג: 18.8 ש"ח

A new most user-friendly E-commerce website that holds quality Brands
(that are not our private label)

We do everything to keep prices affordable and the best customer experience
& service.

Striving for excellence with everything we do

Providing products and needs that soulmate doesn't meet. (economy food,
bigger bags etc)

Keep our fast growth using our marketing experience ,data & logistic
operation that is working 24/7 with soulmate.



ExtraZOO
אקסטרה זוו, אקסטרה משולנים

SOUL
MATE

Thank you!

Wishing for a long term and
successful relations !

