



LOVE MY PET

investment
opportunity in
the Brazilian
pet care market

PROBLEM

All the big players are focused on products. The majority of the players on services are small family business, with limited capacity and poor business model.

← Problem

Solution →



LOVE
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SOLUTION

love my pet[®] presents the opportunity to invest in the first full service pet club flagship and franchise in Brazil, an innovative and highly profitable combination of beauty and health care for pets..

project promoter:



INVESTMENT OPPORTUNITY

The pet market in Brazil is the third largest in the world (R\$15.4 billion value) and is expected to maintain its steady growth of over 10% a year, but still current pet shop offerings do not answer to the needs from local consumers.



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FORMAT

Love my pet[®] is a result of the combination of pet hotel & accommodation services with the best in class beauty services, spa & saloon treatments, learning classes, training & agility and veterinarian full support.

CONSUMERS

In their urban, time-pressed, busy everyday lives our consumers do not find enough time to care for their pets and strongly need to find services that help them in their everyday care.

Average monthly spending per each pet on A and B classes: R\$ 500,00.

THE PET SHOP MARKET

In services, most pet shops are similar and focused on beauty care only, spread in many small business with very little innovative approach in their offerings - there are no organized pet shop chains focused on pet service and no brands are still occupying the service segment of the market.

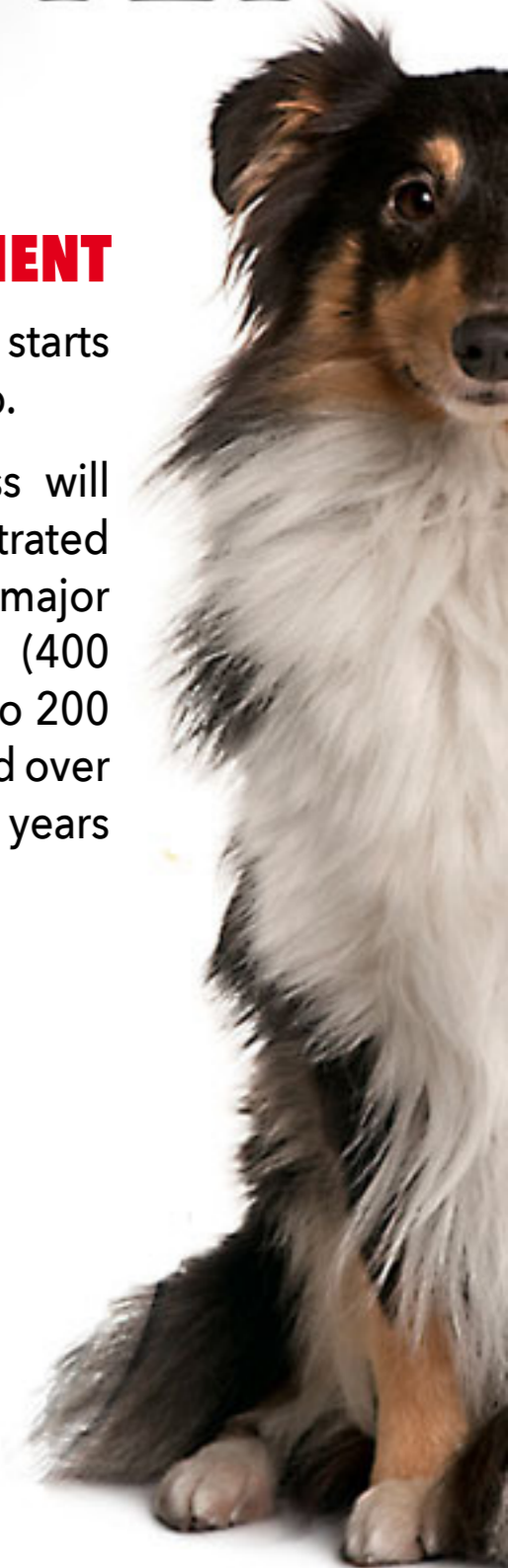
SERVICE

Pet service is a big concern for most high class consumers as they are used to top notch quality and the quality of the services vary too much from one pet shop to another calling for an standardized process and strong quality control to guarantee excellence.

FORMAT DEVELOPMENT

The love my pet[®] business starts as a flagship full service club.

After maturity, the business will move into a fast and concentrated expansion strategy to all major cities in Brazil with large (400 SQM) and small stores (up to 200 SQM), reaching 80 stores and over US\$50 million revenue in 5 years time.



project promoter:



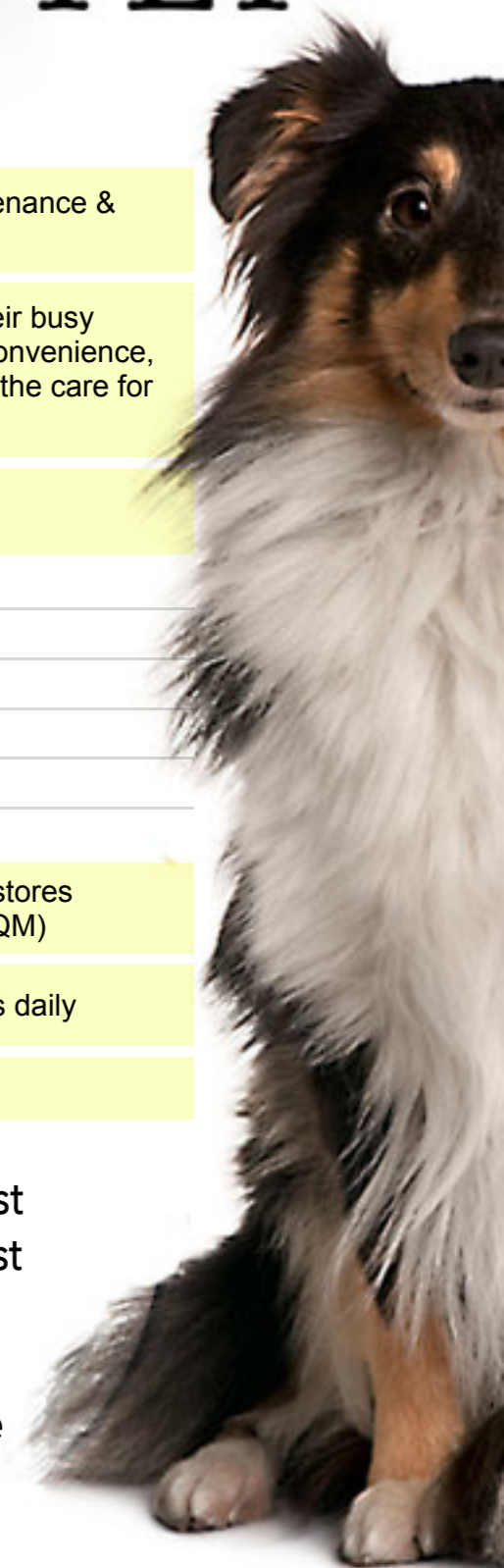
INVESTMENT OUTLINE

love my pet[®] is looking for an investment partner with shared passion for the project and interested in the Brazilian pet care business.



scope	store design, construction, operation, maintenance & financing.	
target	extra caring pet owners, time pressed by their busy everyday lives, looking for unprecedented convenience, high level quality services, safety and fun in the care for their loved ones.	
facilities	full service pet clubs	
	pet hotel & day care facilities	
	beauty, spa & saloon	
	training & agility	
	learning & socialization	
	veterinarian services	
store sizes	flagship stores (400 to 500 SQM)	club service stores (up to 200 SQM)
	maximum capacity	up to 60 dogs daily
timing	first store (pilot) operative in 6 months	

investment efforts will be structure in two phases - the first and initial phase will be focused on implementing the first flagship club store in association with a local operating partner with experience in the pet care segment and building up the structure needed for phase two - and the second, expanding the operation nationally.



INVESTMENT DATA

■ PHASE 1 - Corporate

Total investment: R\$ 4.5 MM

NPV R\$ 7.628 MM

■ Break even year 2

■ Payback year 3

IRR 25,33%

■ Investment year 0 : 3MM

■ Investment year 1: 1.5MM

Corporate results depending on franchise results starting on year 2



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project promoter:





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