

# Our Company



# Who is Fetch by The Dodo

Fetch by The Dodo is a pet insurance company. One that brings together insurance industry expertise with the animal-loving sensibility of the most trusted animal brand in the world, The Dodo. This makes us the **only pet insurance recommended by the #1 animal brand in the world.**

At our core, we provide the most comprehensive pet insurance on the market, covering more conditions and procedures than any other pet insurance brand, including injuries and illnesses, breed-specific conditions, behavioral therapy, complete dental and sick-visit exams and more.

We're also a pet health company. We know our pet parents will go to the ends of the earth to keep their pets living their very best lives, and our goal is to be right there with them every step of the way. We do to this through our core insurance business, our online pet lifestyle and wellness magazine, The Dig, and a host of innovative data and technology solutions that we're developing to help people properly love and care for their pets.



# About The Dodo

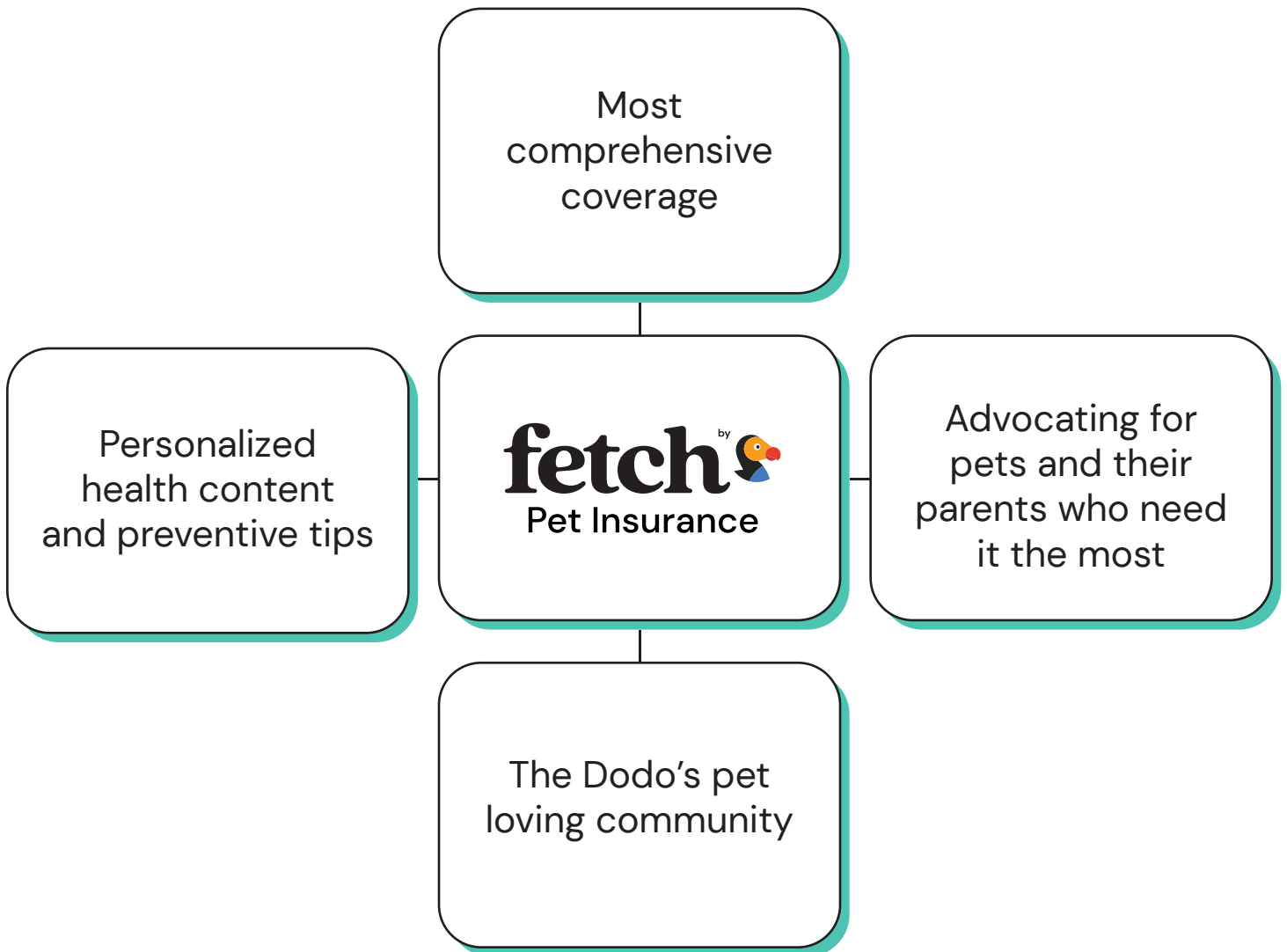
The Dodo is **THE #1 digital animal brand**. The **#1 media brand for reach on mobile in the U.S.** [Nielsen DCR, November 2019] and the **most engaged media brand globally across all content genres** [Tubular Labs, May 2020].

As pioneers in mobile and social-first publishing, they build meaningful content through emotional, entertaining stories about animals. They're also a mission-driven brand, inspiring their audience to help the animals they love while also giving back to the greater pet community at large.

## The numbers:

- **4 billion total monthly views** across all brands and platforms (Dodo, El Dodo, Dodo Kids).
- **3 billion total monthly minutes** watched across all brands and platforms.
- **88+ million total monthly people** reached.

# What makes Fetch compelling to pet parents?



# Coverage Details

Fetch by The Dodo provides the most comprehensive pet insurance for cats & dogs. Everything you see here is included in one simple plan with no add-ons or hidden fees.

- Injuries
- Illnesses
- Sick-visit exam fees
- Comprehensive dental
- Breed-specific issues
- Emergency vet visits
- Specialist vet visits
- Diagnostic tests
- Surgery & rehabilitation
- Virtual vet visits
- Imaging & ultrasound
- Holistic & chiropractic care
- Behavioral therapy
- Cancer treatment

Fetch includes what other providers charge extra for or don't cover at all:

- Complete sick visits covered: Exam fees are included, which saves around \$50-\$250 per sick visit.
- Every tooth covered: We cover injury and disease in every adult tooth — not just the canines.
- Breed-specific conditions covered: Not all providers cover hereditary conditions linked to breed. We do.

# The Dig by Fetch

## Getting to the bottom of all things pets.

The Dig — Fetch by The Dodo's popular editorial hub about all things pets — offers pet parents around-the-clock advice. Our articles answer those questions you either forget to ask your vet or are too embarrassed to (Think: Why is my dog constantly dragging their butt on the ground?). No topic is off-limits, because we want to help you give your dogs and cats the best care possible.



**Lifestyle:** Whether it's putting together a dog-friendly charcuterie board or taking the perfect pet selfies, we're covering all the fun things you enjoy doing with your pet.



**Health & Wellness:** Through conversations with expert veterinarians, we offer factual, easily-accessible advice on a wide range of cat and dog health topics. Cat teeth cleanings, dog separation anxiety, how to help a choking pet — you name it, we're talking about it.



**Can dogs eat ... ?:** From popcorn to hamburgers to ice cream (and so much more) — if you're wondering what people foods are and aren't safe for your pet, our guide can help.



**Our Pets:** Want to read feel-good stories about pet health journeys or learn more about our shelter partners? All of the animal-focused warm fuzzies can be found here.

# Project Street Vet

Fetch's mission is to help pet parents give their pets a happier, healthier and longer life. The pet parents that have a fierce and unbreakable bond with their pet. The ones that think of their cats or dogs before themselves.

Fetch champions this bond with no exception.

And that's why we proudly support Project Street Vet in their mission to provide care to pets and families in need.

Founded by Dr. Kwane Stewart, Project Street Vet is a non-profit public charity that provides free veterinary care, treatment and non-judgmental support to the pets of individuals experiencing homelessness. According to the State of Homelessness: 2021, it is estimated that over 580,000 people are experiencing homelessness in America, and an estimated 10% to 25% of those individuals have a pet.

For the past decade, Dr. Stewart has walked the streets of San Diego to treat pets in areas of high homelessness. With support from Fetch, Project Street Vet will expand into more cities across the U.S. and Canada thereby helping more of these pets.

Fetch is supporting Project Street Vet in four ways:

1. A sizeable financial contribution;
2. A public awareness campaign encouraging donations to Project Street Vet;
3. A \$25 donation for new sign-ups in promotional emails; and
4. A veterinarian community awareness campaign to recruit more volunteers.

Together, we're helping pets lead happier, healthier and longer lives.

# Shelter Partners

Fetch is the exclusive pet insurance partner of the largest no-kill shelters in the U.S. and Canada. Since 2018, we've given more than \$1.3 million in financial support to our shelter partners and are proud to play a part in ensuring pets are happy and healthy in their new forever homes.



# Thank You

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