



Pet M&A Update

Q1 2025

Pet M&A Update

Q1 2025

CONTENTS

3	Global Deal Analytics
7	Valuation Multiples
10	Leading M&A Deals
13	Industry Outlook
14	About R.L. Hulett
16	Selected Transactions
18	Our M&A Team

REPORT CONTRIBUTORS



Trevor Hulett
Managing Director
thulett@rlhulett.com



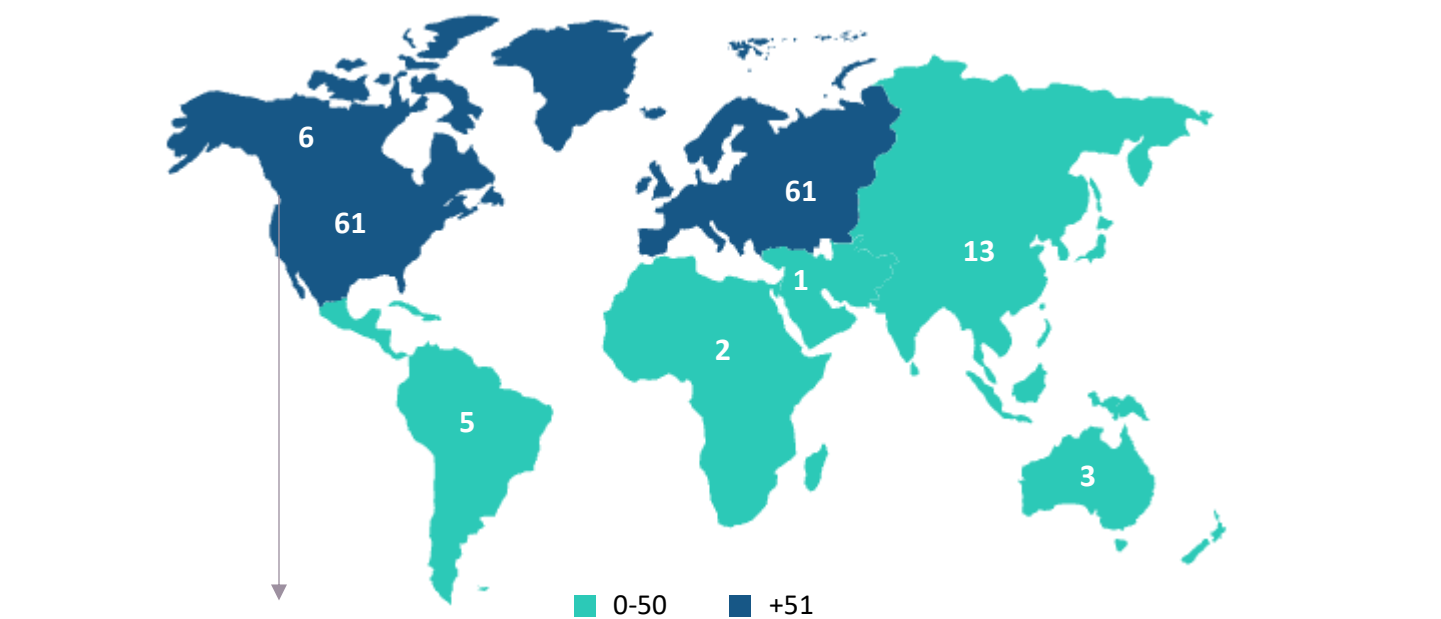
Ryan Hartman
Senior Analyst
rhartman@rlhulett.com

REPORT HIGHLIGHTS

- In Q1, the ProShares Pawz Pet Care ETF decreased 3.9% but outperformed the S&P 500, which decreased by 4.4% over the same period.
- The median EV/EBITDA multiple for strategic deals in the Pet sector decreased to 7.0x in Q1 from 13.0x in 2024, while no private equity multiples were reported during the period.
- M&A deal volume in the sector increased 102.7% in Q1 to 152 deals from 75 in Q4 2024, and increased 12.6% from 135 deals in Q1 of the prior year.
- As a % of total capital invested in M&A transactions, PE participation decreased in Q1 to 21.9% from 79.2% in 2024.
- North America was the most active region in Q1 with 67 deals. Most notably in North America was Just Climate's \$25.0 million acquisition of GreenLight Biosciences, a Massachusetts-based developer of sustainable RNA-based solutions for animal health, in March 2025.



Of the 152 deals in the Pet sector in Q1, North America was the most active with 67. A notable North American deal (in addition to the GreenLight Biosciences deal mentioned on the previous page) was Incline Equity Partners’ \$15.0 million acquisition of Med-Vet International, an Illinois-based retailer of veterinary products, in February 2025. Europe was the second most active with 61 transactions and all other regions combined for a total of 24 deals.



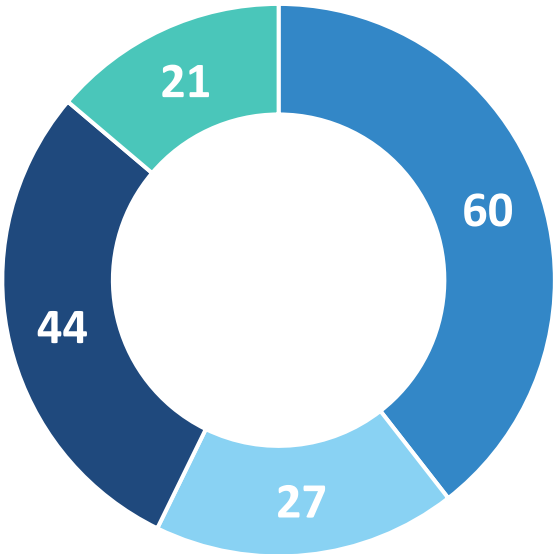
Canada:	6
United States:	61
Great Lakes:	13
West Coast:	12
Southeast:	11
Mid Atlantic:	10
Others:	15

In the U.S. market, the Great Lakes was the most active area with 13 deals, followed by the West Coast region with 12 closed transactions. The Southeast and Mid Atlantic regions saw 11 and 10 transactions, respectively, and all other U.S. regions combined for a total of 15 completed deals.

Six transactions closed in Canada in Q1, including Treat Planet’s acquisition of Bosco and Roxy’s, a manufacturer of gourmet dog cookies.

For purposes of this report, we are defining the "Pet" industry as products and services for the companion pet and non companion animal space. Of the 152 Pet deals in Q1, 60 were in the Pet Products subsector, making it the most active from an M&A volume standpoint. Veterinary Care Services was the second most active with 44, followed by Pet/Animal Services with 27 reported deals. All other transactions in the broader Animal Services sector combined for a total of 21 deals in the quarter.

Deal by Subsector



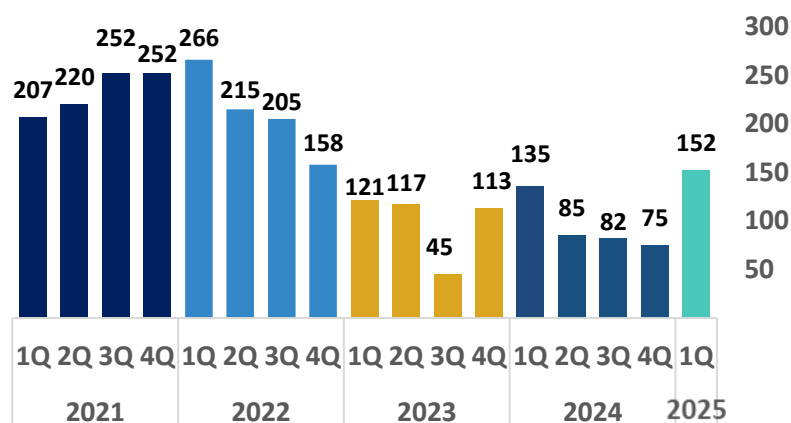
- Pet Products
- Pet/Animal Services
- Veterinary Care Services
- Animal Services

Deal volume in the Pet sector increased 102.7% in Q1 to 152 deals from 75 in Q4 2024, and increased 12.6% from 135 deals in Q1 of the prior year. Q1 represents a reversal in the broader three-year downtrend in volume seen since a peak in Q1 2022 and is indicative of the generally positive market sentiment as we begin to have more clarity on the macro environment.

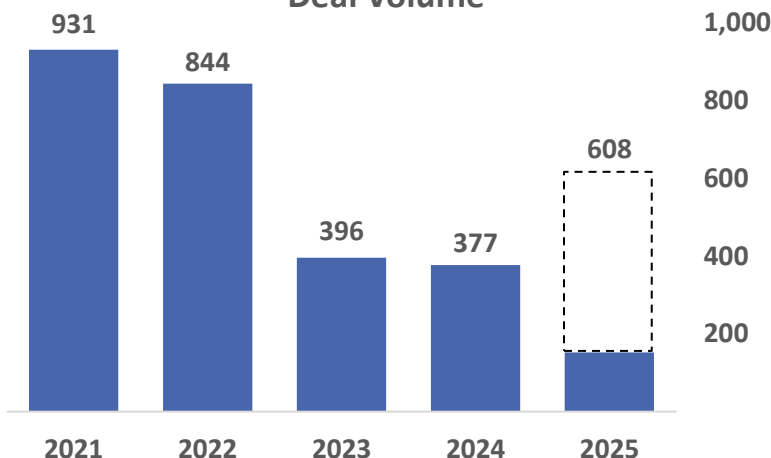
Following the quarterly incline, annual deal volume is on pace to increase 61.3% to 608 deals in 2025, up from 377 in 2024. With a strong Q1 relative to the prior year, we attribute this projected increase in annual deal volume to a combination of a shift in mix to smaller sized deals coupled with improving economic conditions, stabilizing interest rates, and easing liquidity constraints. As we move further into 2025 and clearer tariff policy emerges, we anticipate strong M&A activity in the Pet sector driven by these favorable market conditions.

Total capital invested in M&A deals in the Pet sector decreased 93.9% in Q1 to \$0.2B from \$3.3B in Q4 2024, and decreased 97.9% from \$9.4B in Q1 of the prior year. Despite an increase in deal volume, the decrease in capital invested from last quarter was largely driven by a shift in mix to smaller-sized deals. In Q4, Bansk Group's \$1.5B acquisition of PetIQ was one of several deals above \$1 billion in value whereas in Q1 there were no deals above the \$1 billion mark.

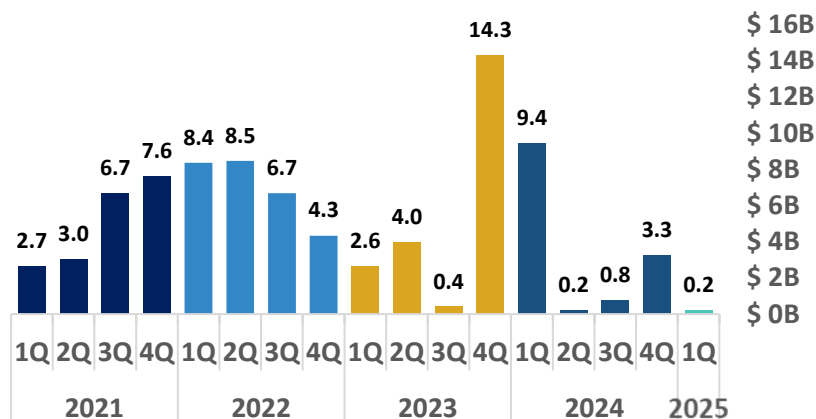
Deal Volume



Deal Volume

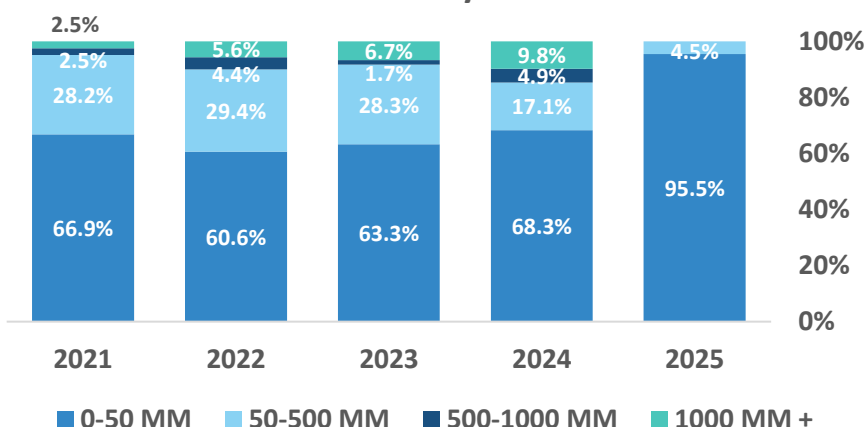


Total Capital Invested



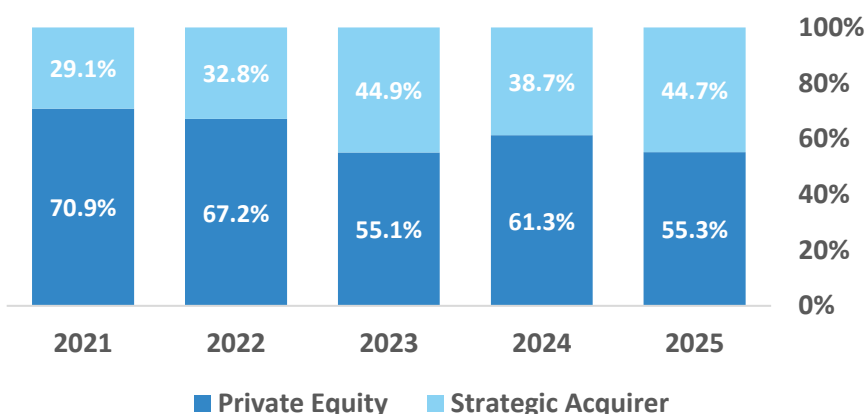
In Q1, we saw a shift in mix towards smaller-sized deals. The lower middle market (\$0 - \$50 MM) increased to 95.5% from 68.3% in 2024. The middle (\$50 - \$500 MM) market saw a decrease to 4.5% from 17.1% in 2024. No deals were reported in the large cap (1000+ MM) and upper middle (\$50-\$500 MM) tranches of the market in Q1.

Deal Volume by Deal Size



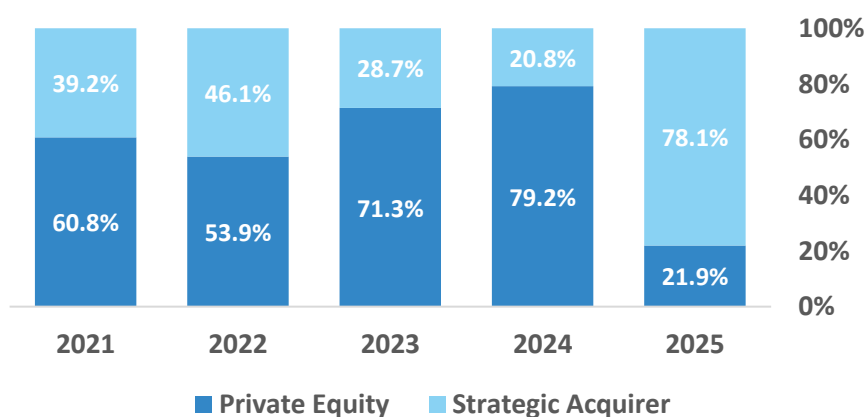
As a % of total deal volume, PE buyers trended lower in Q1 relative to strategic buyers, representing 55.3% of deal volume in the sector compared to 61.3% in 2024. Q1 marks the second lowest percentage of deal volume from PE buyers over the last five years.

Deal Volume by Acquirer



Following the trend in deal volume, total capital invested by PE investors (as a % of overall capital invested) decreased in Q1 to 21.9% from 79.2% in 2024. Q1 represents the lowest % of capital invested by PE buyers over the last five years and is indicative of the magnitude of strategic investors demand for larger acquisitions in the Pet sector. Vasiliti DIY's \$90.3 million acquisition of Superhome Center, a retailer of a comprehensive range of pet products and supplies for both pets and livestock, is illustrative of strategic buyers' active posture in the sector.

Total Capital Invested by Acquirer

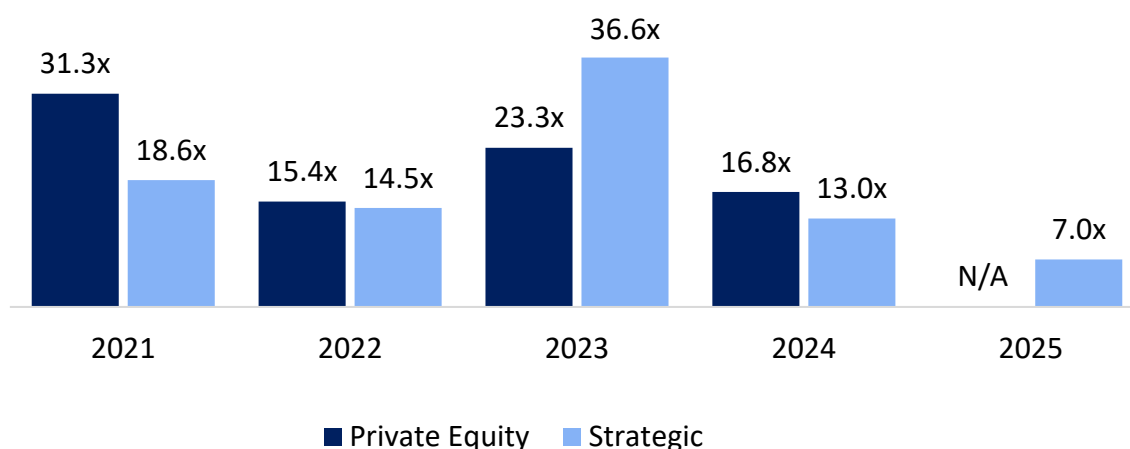


The median EV/EBITDA multiple in the Pet sector for reported strategic deals decreased to 7.0x in Q1 from 13.0x in 2024, while no private equity EV/EBITDA multiples were reported during the period.

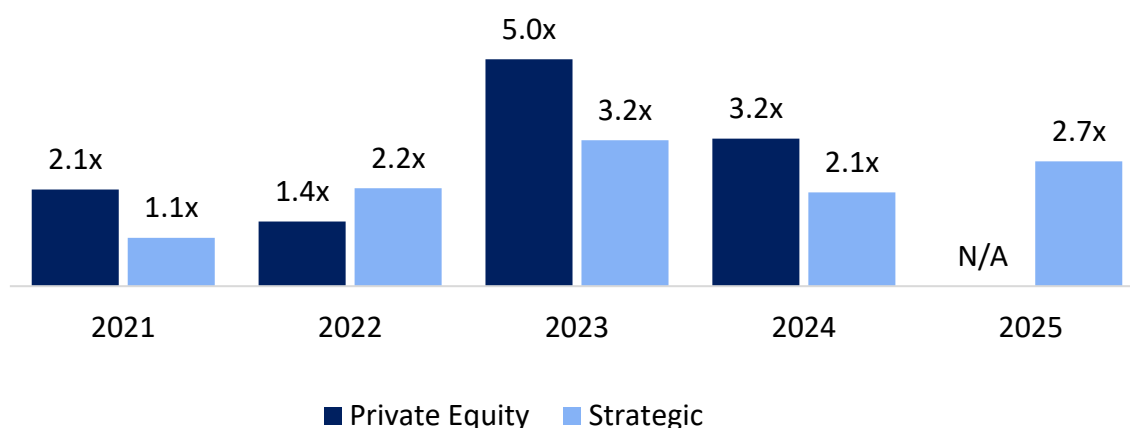
The median EV/Revenue multiple for reported strategic deals increased to 2.7x in Q1 from 2.1x in 2024, while no private equity EV/Revenue multiples were reported during the period.

Q1 marks the lowest reported median EV/EBITDA multiple for strategic buyers in the past five years.

Reported EV/EBITDA Multiples







Reported EV/Revenue Multiples



Active Strategic Investors









Investor	2025 Pet Investments	Select Targets
	2	 
	1	
	1	

Active Private Equity Investors

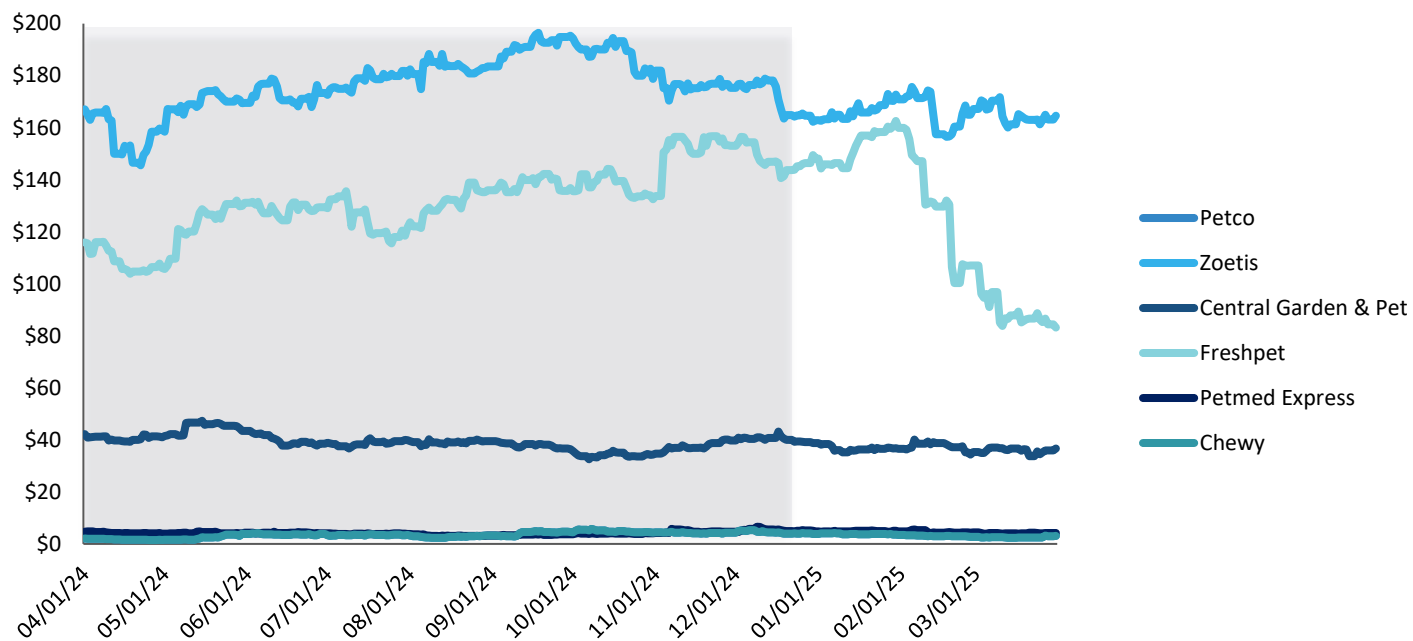
Investor	2025 Pet Investments	Select Targets
	4	 
	9	 
	1	

Largest Deals (Disclosed)

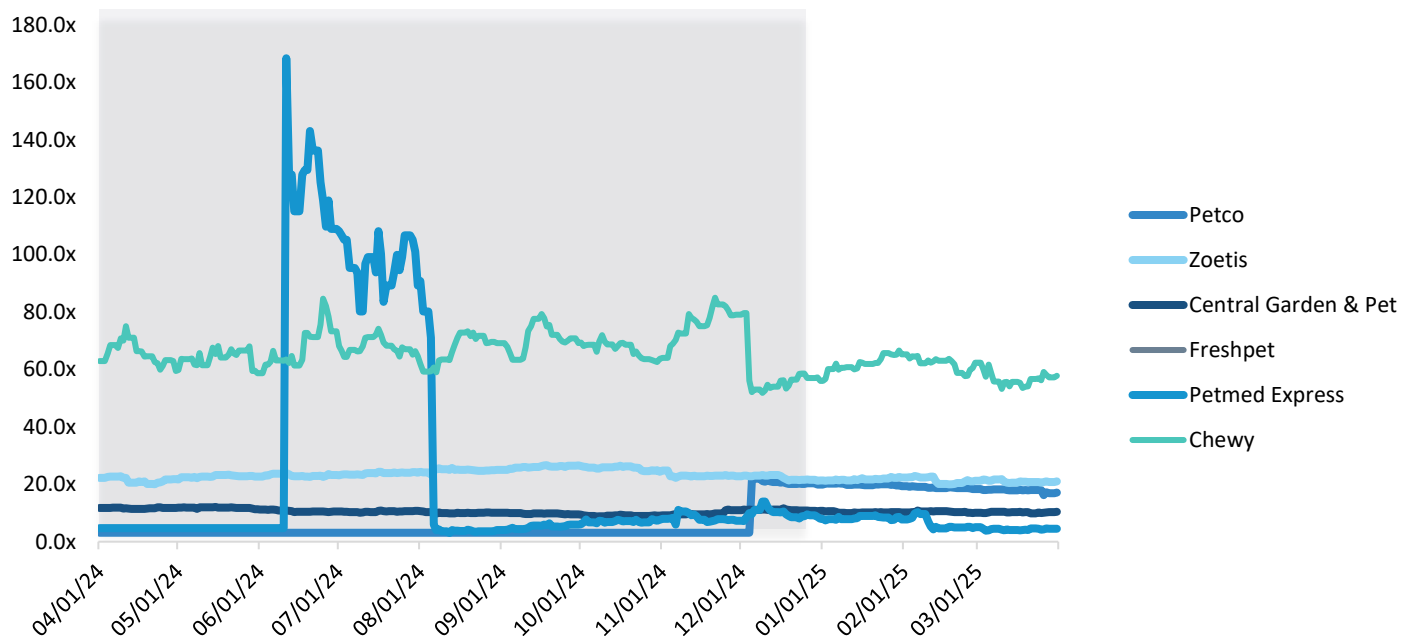
Deal Date	Company Name	Investor	Deal Type	Deal Size (\$mm)	EV		Target Business Description
					Revenue	EBITDA	
26-Mar-2025	GreenLight Biosciences	Just Climate	PE Growth/Expansion	\$ 25.0			Developer of sustainable RNA-based solutions for animal health.
26-Mar-2025	Inspire Veterinary Partners	Undisclosed Investor	PIPE	2.0			Operator of small animal general practice hospitals that serve companion pets.
18-Mar-2025	Associated Veterinary Partners	Undisclosed Investor	PE Growth/Expansion	2.4			Provider of veterinary practice management services.
27-Feb-2025	Med-Vet International	Incline Equity Partners	Buyout/LBO	15.0			Retailer of veterinary products.
27-Feb-2025	Pet Mania Comércio Internacional	Viscofan	Merger/Acquisition	5.8	0.50x	3.50x	Producer of animal-based pet treats catering to the pet food market.
17-Feb-2025	Petvi	Emerge Ventures	Buyout/LBO	3.4			Producer of veterinary-recommended supplements intended to keep dogs healthy.
13-Feb-2025	PetVivo Holdings	Undisclosed Investor	PIPE	0.7			PetVivo Holdings Inc is an emerging biomedical device company for companion animals.
07-Feb-2025	Bruce's Doggy Day Care	Undisclosed Investor	PE Growth/Expansion	3.6			Operator of a dog daycare and puppy nursery intended to help shape the future of pet care.
07-Feb-2025	Trinity Ganesh	Vivanta Industries	Merger/Acquisition	0.2			Operator of a veterinary products company catering to agro-industry.
04-Feb-2025	Kwality Animal Feeds	Indian Poultry Alliance	Merger/Acquisition	34.8			Provider of animal feed, live chickens, and processed chicken products.
03-Feb-2025	Superhome Center	Vasilitsi DIY	Merger/Acquisition	90.3			Retailer of a comprehensive range of pet products and supplies for both pets and livestock.
03-Feb-2025	CTC Bio	BIONOTE	Corporate	9.8			Producer of probiotics, enzymes, and other feed additives that promote the health of livestock.
28-Jan-2025	Wilsons Pet Food	British Business Bank	PE Growth/Expansion	1.2			Producer of pet food intended for dogs.
17-Jan-2025	+QHuellas	Alecta Tjänstepension	Buyout/LBO				Provider of veterinary services intended to ensure the health and well-being of pets.
16-Jan-2025	Mundo Animal	Biogenesis Bago	Merger/Acquisition	24.0			Manufacturer of pharmaceuticals and animal food based in Sao Paulo, Brazil.
13-Jan-2025	Antibiotice	BCR Administrare Fond de Pensii	PIPE	10.4			Manufacturer of veterinary medicines with Nystatin.
03-Jan-2025	Randlab	Animalcare Group	Merger/Acquisition	75.7	4.99x	10.43x	Developer of veterinary medicines and supplements intended for equine veterinarians and horse owners.
Mean				19.0	2.75x	6.97x	
Median				7.8	2.75x	6.97x	
High				90.3	4.99x	10.43x	
Low				0.2	0.50x	3.50x	

Target	Investor	Driver	Deal Synopsis
		Buyout/ LBO	<p>Randlab, an Australian-based developer of veterinary medicines and supplements, was acquired by Animalcare Group for \$75.7 million in February 2025. Animalcare Group acquired Randlab to enhance their presence in the Australian and New Zealand equine veterinary markets, expanding beyond the UK and Europe.</p>
		Merger/ Acquisition	<p>Mundo Animal (“Mundo”), a Brazilian manufacturer of pharmaceuticals and pet food, was acquired by Biogénesis Bago (“Biogénesis”) for \$24.0 million in January 2025. The transaction leverages Mundo’s brand recognition and veterinary pharmaceutical portfolio to diversify Biogénesis’ portfolio beyond livestock, enabling cross-selling opportunities and strengthening their position across Latin America.</p>
Antibiotice 		PIPE	<p>In January 2025, BCR Administrare Fond de Pensii acquired Antibiotice, a Romanian manufacturer of veterinary medicines, for \$10.4 million. The acquisition will expand BCR’s reach in the veterinary pharmaceutical sector, bolstering Antibiotice’s manufacturing capacity and research and development capabilities.</p>
		Merger/ Acquisition	<p>Kwality Animal Feeds (“Kwality”), an Indian provider of animal feed, live chickens, and processed chicken products, was acquired by Indian Poultry Alliance (“IPA”) for \$34.8 million in February 2025. The acquisition of Kwality supports IPA’s goal of vertical integration across the poultry value chain by securing reliable feed supply, cost efficiencies, and strengthened quality control from production to distribution.</p>

Stock Price

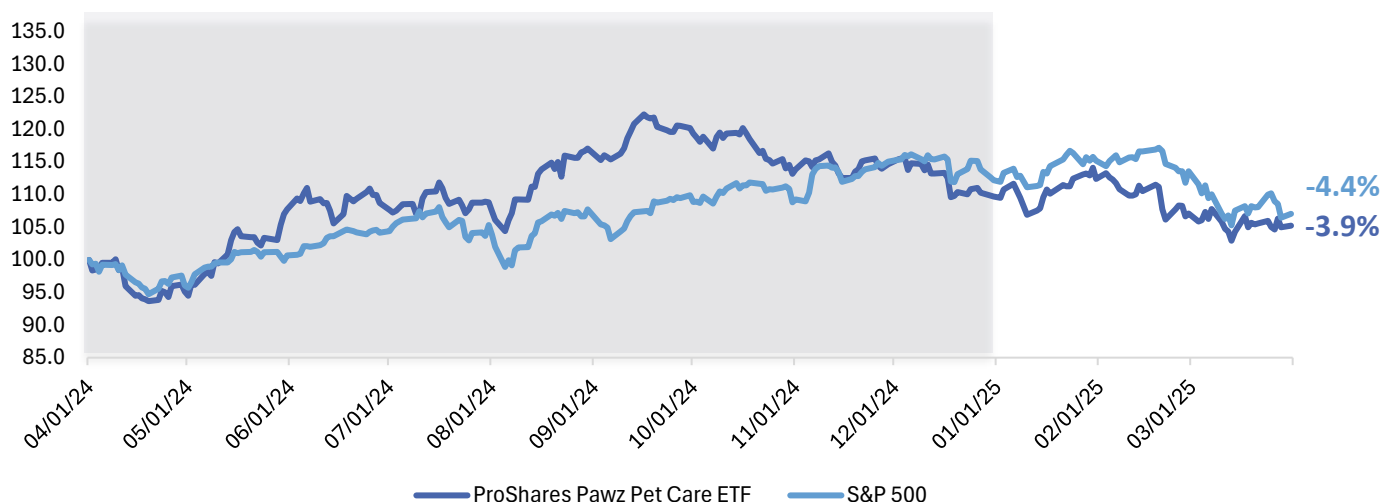


EV/EBITDA



Index Performance

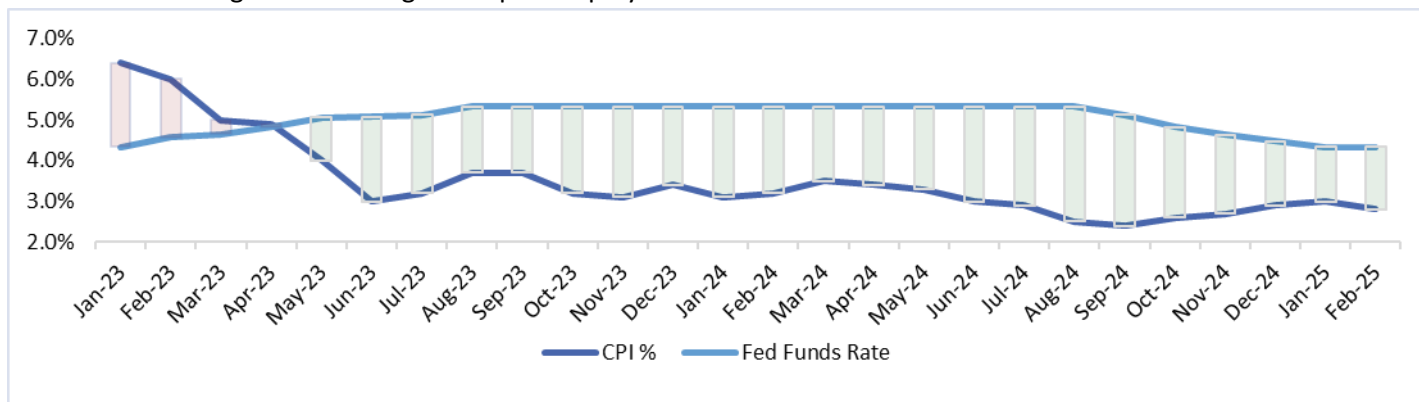
The ProShares Pawz Pet Care ETF decreased by 3.9% but outperformed the S&P 500, which decreased by 4.4% over the same period.



Key External Drivers

The Pet industry is dependent upon consumer discretionary spending and as a result, tends to be more sensitive than other industries to downturns in the economy. Having said that, spending on pets is one of the more difficult things for consumers to sacrifice as human attachment to their pets continues to grow.

In March 2025, the Federal Reserve left the federal funds rate unchanged, maintaining its target range of 4.25%–4.50%, as expected. The central bank reaffirmed its forecast for two quarter-percentage-point cuts later in the year, following three rate reductions in 2024 due to slowing inflation. Despite this cautious stance, looming tariffs could reignite price growth and hinder economic expansion. The Fed also revised its forecast for U.S. gross domestic product (GDP) growth down to 1.7%, a decrease from the 2.1% growth rate projected in December. This strategy reflects the Fed's ongoing efforts to balance inflation control with sustaining economic momentum amid challenges, including the threat of higher tariffs. While market volatility remains, the M&A environment continues to be favorable for strategic deal-making and capital deployment.



Emerging trends in the Pet Industry:



Rising Focus on Pet Wellness and Fitness

Growing consumer focus on pet health and fitness solutions

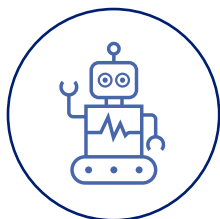
Pet wellness is becoming a top priority for many owners, with a growing focus on pet fitness. The pet fitness market, valued at \$5.98 billion in 2024, is projected to reach \$8.91 billion by 2029. As awareness about pet obesity increases, more pet owners are seeking fitness solutions to maintain their pets' health and well-being. Examples include owners spending money on treadmills designed for dogs or paying for professional pet fitness classes.



Personalized Pet Products

Meeting consumer expectations with customized pet products

The demand for customized and personalized pet products is on the rise. Pet owners now seek unique items tailored specifically to their pets' needs, from custom-made collars to personalized food blends. This trend is driven by a desire for greater consumer satisfaction and loyalty, as personalized offerings make customers feel their pets are receiving special attention.



Digital and Online Sales

Embracing e-commerce in the pet retail industry

The shift towards e-commerce and online sales has been in the works for some time and is undeniable. Consumers enjoy the convenience of shopping online, and this trend is equally relevant in the pet retail industry. Online platforms offer broader product availability and an enhanced shopping experience. Chewy, a leading online pet retailer, exemplifies this evolution, with its online Autoship program accounting for over 80% of Q4 2024 net sales and contributing to a 14.9% year-over-year revenue increase.



Subscription Services

Convenience and consistency in subscription services

Subscription-based models for pet products are on the rise, providing convenience for consumers and consistent revenue for retailers. These services ensure that pet owners never run out of essential items and often include curated products tailored to their pets' needs.



Proven, Professional, Principled.

Investment Bankers for the Middle Market

About

R.L. Hulett is a middle-market investment bank based in St. Louis, Missouri, providing M&A and financial advisory services to middle-market companies. Since its founding in 1981, the firm has advised in over 285 transactions in a variety of industries including Pet, Industrials, Food & Consumer, packaging, business services, transportation & logistics, healthcare and software/tech-enabled services. The firm has an experienced team of M&A advisors consisting of former business owners, seasoned corporate executives, professional service firm partners, CPAs and MBAs. Our ability to deliver customized solutions to meet or exceed our clients' expectations is what sets us apart from our competitors.

Our Clients

\$10 - 250MM
Revenue

\$2 - 20MM
EBITDA

Middle Market
Privately Owned

Industries Served



Pet



Healthcare



Plastics &
Packaging



Industrials



Transportation
& Logistics



Food &
Consumer



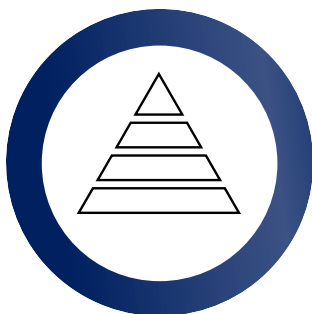
Sell-Side Advisory: Sell your business

Sell your business for the highest price and for the best terms. At R.L. Hulett, communicating the value of your business to targeted buyers and finding the best fit for your team is our forte. We strive to maintain your company's culture and heritage even as you transition out of your business.



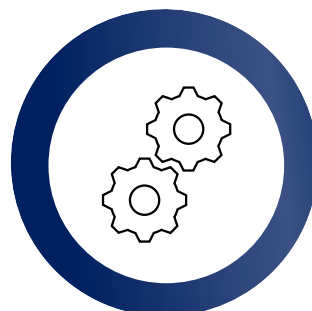
Buy-Side Advisory: Buy a business

Searching for acquisition targets can be a challenging and time-consuming task when trying to run your own business at the same time. Navigating the risks and pitfalls in negotiating valuation and deal structure can also be a daunting task for many business owners. Let our team help you minimize your risk and reduce time wasting efforts with our decades of experience in advising in both buy and sell-side M&A transactions. We utilize industry-leading M&A databases to scout for opportunities and pre-screen for "real" actionable targets so you can stay focused on what matters.



Capital Raise: Gain financial support

With nearly 40 years of experience in middle-market M&A advisory, we know how to package up your deal and put you in front of the right kind of investors who have the capital and the industry expertise you need to grow your business. Our team will develop a go-to-market strategy and advise on deal structure, valuation, due diligence and transition issues. Whether you are seeking capital for growth or trying to buy out other shareholders, we have the tools, expertise, and experience to execute a strategic process and find the optimal outcome to meet your objectives.



Restructuring: reorganization of your business

In today's uncertain economic times, more and more companies are finding themselves in unfamiliar, and unwanted, positions. Many business owners are hoping recovery is just around the corner; however, proactive measures are often required to maximize the remaining value of the business. Our team can aid banking institutions with workout situations by implementing internal controls over cash management and performing on-going cash flow modeling for their clients. We can also help business owners avoid having trouble making payments on their debts and avoid the cumbersome and low-value asset liquidation process.

Below are several representative transactions facilitated by R.L. Hulett, showcasing our expertise in the Pet sector. Each transaction exemplifies our commitment to delivering exceptional value and strategic growth for our clients.



have been acquired by

Finney Enterprises, Inc.



The Seller: W.R. Sweeney Manufacturer, Inc. is a manufacturer of Sweeney's Poison Peanuts, a mole and gopher bait. This product is an effective bait and has been readily accepted in the marketplace. The Company sells to national, mass merchandisers including Home Depot, Wal-Mart, Lowe's and Ace Hardware outlets. W.R. Sweeney Manufacturer was founded in 1892.

The Buyer: Finney Enterprises is a St. Louis, Missouri-based holding company founded by Tim Finney, a successful owner/operator of a number of businesses including Gateway Surgical, Midwest Medical Products, Gateway Aesthetics, and Timothy'S Skin Care.

Transaction Rationale: In 2001, Finney Enterprises acquired the 100-year-old family-owned business and expanded its retail presence to major chains like Walmart and Home Depot, and ultimately tripled its revenue and earnings.



have been acquired by



The Seller: Classic Equine Equipment, LLC is a Midwest-based manufacturer and designer of equestrian stabling products. The Company is revered for producing the highest quality and most comprehensive selection of stall fronts and partitions, barn doors and windows, entrance gates, flooring, mats, and accessories, while delivering superior customer service. Since its founding, the Company has built an impeccable reputation with a large growing following in the equine marketplace.

The Buyer: Founded in 1903, Morton Buildings, Inc. ("MBI") is the largest post-frame manufacturing and construction company in the United States and a strong player in the equestrian barn market. In 2017, after over 113 years as a family-owned company, MBI transitioned to 100% employee ownership (ESOP), providing a stable, long-term plan for the company, and ensuring the longevity of an iconic brand in the industry.

Transaction Rationale: As two leading brands, Classic Equine and MBI are natural partners in the equestrian market, with MBI's premium barn offerings, and Classic Equine's premium grade stall systems and components.

Over the years, R.L. Hulett has completed hundreds of transactions in a wide variety of industries. Below are several representative transactions. Please note that this list is not comprehensive.



has partnered with



has sold substantially all
of its assets to



inventive-group

has been recapitalized by



in collaboration with



have been acquired by



a portfolio company of



has been recapitalized by



has been acquired by





R. Trevor Hulett, CPA
Managing Director
(314) 721-0607 x112
thulett@rlhulett.com

Mr. Hulett has led M&A transactions in a variety of industries including manufacturing/industrial, software development/IT, business services and value-added distribution for over 15 years. Prior to joining the firm, he held senior level accounting and financial management positions in both public accounting and large corporations. Mr. Hulett began his career as a Certified Public Accountant with MPP&W, a St. Louis-based public accounting firm specializing in middle market companies. He then held various management positions in internal audit and corporate accounting with a Fortune 1000 industrial manufacturing company and also spent nine years with Enterprise Rent-A-Car Company as a department manager in the Corporate Accounting group. Mr. Hulett holds his Series 62, 63 and 79 securities registration. Mr. Hulett earned a Bachelor's Degree in Accounting from the University of Missouri, Columbia.



David T. Vass
Director
(314) 721-0607 x115
dvass@rlhulett.com

Mr. Vass has over 30 years of business management experience including more than 10 years as President of a highly successful consumer products manufacturing company with revenues exceeding \$25 million. During this time, he not only reversed a declining sales and earnings trend, but increased both sales and operating income over 100%. In addition, he has spent over 20 years at the executive level of Vice President of Sales and Business Development. Mr. Vass also has experience in a number of other industry niches including consumer products, commercial furniture and fixtures and metal recycling. He holds a Bachelor's Degree in Economics from DePauw University and an MBA from the University of Michigan.



Christopher Riley
Senior Advisor
(314) 721-8039
criley@rlhulett.com

Mr. Riley has owned, operated, and sold multiple businesses spanning five decades in the technology, fabrication, hospitality, real estate, social media, financial services, automotive, private equity and business services industries. He owns multiple companies, United Cutwater and Cutwater Advisory Partners, that focus on identifying, funding, growing, and exiting businesses at their Optimum Value. Prior to joining the firm, he worked in New York in the investment banking industry for 10 years. He began his career with American Express as an Estate and Tax Planning Specialist. With degrees in Finance and Philosophy and a Master's in Organizational Psychology, Chris was educated at Santa Clara University, the London School of Economics and the Harvard Business School. Chris is Series 79 and Series 63 licensed, has seven board certifications in cyber intelligence, and is a licensed forensic investigator.



Ron Litton
Director
(816) 810-0799
rlitton@rlhulett.com

Mr. Litton has been advising business owners in mergers and acquisitions since 2013. His primary industry focus areas have included industrials, paper and packaging, distribution, energy, promotional products and direct to consumer e-commerce. Prior to 2013, Mr. Litton held a variety of C-level roles with several companies in the paper and packaging industry including Unisource, Maverick Paper, Universal Graphics and Sabin Robbins. He has bought and sold a number of businesses, advised in the sale of family/founder owned businesses, and advised in start-ups and turnaround situations for banks, owners, and private equity firms. He enjoys working with owners that want to sell or transition out of their businesses. Ron covers the Kansas City and surrounding markets for the firm. He graduated from Central Missouri State University with a BS in Graphic Arts Technology and Management.



Ryan Hartman
Senior Analyst
(314) 721-8027
rhartman@rlhulett.com

Ryan provides analytical support for senior-level deal managers and, as a senior analyst, supervises the preparation of confidential memorandums, financial models and industry research reports. Ryan graduated with a Bachelor of Science degree in Finance from The Freeman School of Business, Tulane University. Prior to joining the firm, Ryan worked as an equity analyst for Burkenroad reports, an equity research program that produces widely circulated financial reports on small- to medium-sized companies. During his time at Tulane University, Ryan was elected as Vice President of Administration for Tulane's community government, took extensive courses in Investment Banking M&A transactions, and volunteered as a data analyst for American Red Cross.



Lynda Hulett
Marketing
(314) 721-0607 x 104
lhulett@rlhulett.com

Lynda Hulett leads the firm's marketing, administrative and communication efforts. She maintains the firm's proprietary CRM database, manages outbound firm communications and provides administrative support to senior deal managers. Prior to joining R.L. Hulett, Lynda spent the previous ten years in various marketing and administrative functions. Most recently, she worked as a client liaison providing administrative support for a CPA firm. Prior to that, she was employed by Moneta Group, a financial services advisory firm, where she provided marketing and administrative support to the client managers. Lynda graduated from the University of Missouri – Columbia, receiving her business degree with an emphasis in Marketing.



Robert L. Hulett
In Memoriam:
1943-2024

Mr. Hulett founded the firm in 1981 and has negotiated and completed more than 200 transactions throughout his career. He began his career as a Certified Public Accountant and practiced with Peat, Marwick, Mitchell & Co. in St. Louis as an Audit Manager and in New York as the Director of Training for Private Business. Mr. Hulett has also served as Chief Executive & Board Member for various middle market companies. As an educator, he was an adjunct professor at New York University and a tenured faculty member at Lindenwood University in St. Louis. He conducted training sessions for middle market CPA firms throughout the country for more than ten years. Mr. Hulett earned his BS/BA Cum Laude in Accounting from the University of Missouri-Columbia, and an MBA from Lindenwood University.



Trusted Advisors. Tenacious Advocates.

The data in this document has been derived from PitchBook Data and has been compiled by R.L. Hulett. This document is strictly for illustrative purposes only. The data presented in this document is not comprehensive and should not be used for benchmarking, valuation, or for any other decision making. R.L. Hulett accepts no responsibility for loss or damage caused by dependence on the information in this document.