CORAGGIO

Presentation 2nd September 2022

-HANROB The Pet Story-

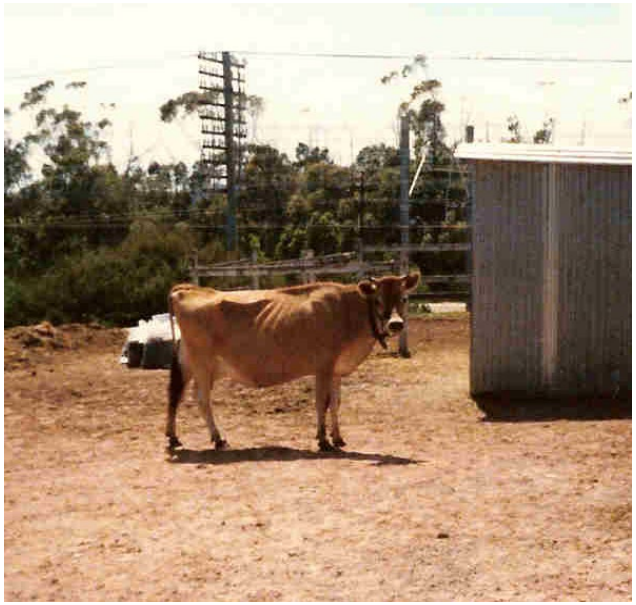
"BUSINESS REBOUND"

PRESENTATION SUMMARY

- Our Journey
- Covid Impact
- Business Rebound
- Scaling Up Challenges
- Future Workforce Planning

The Beginning August 1981

THE START OF THE BEGINNING – “TANROD KENNELS”

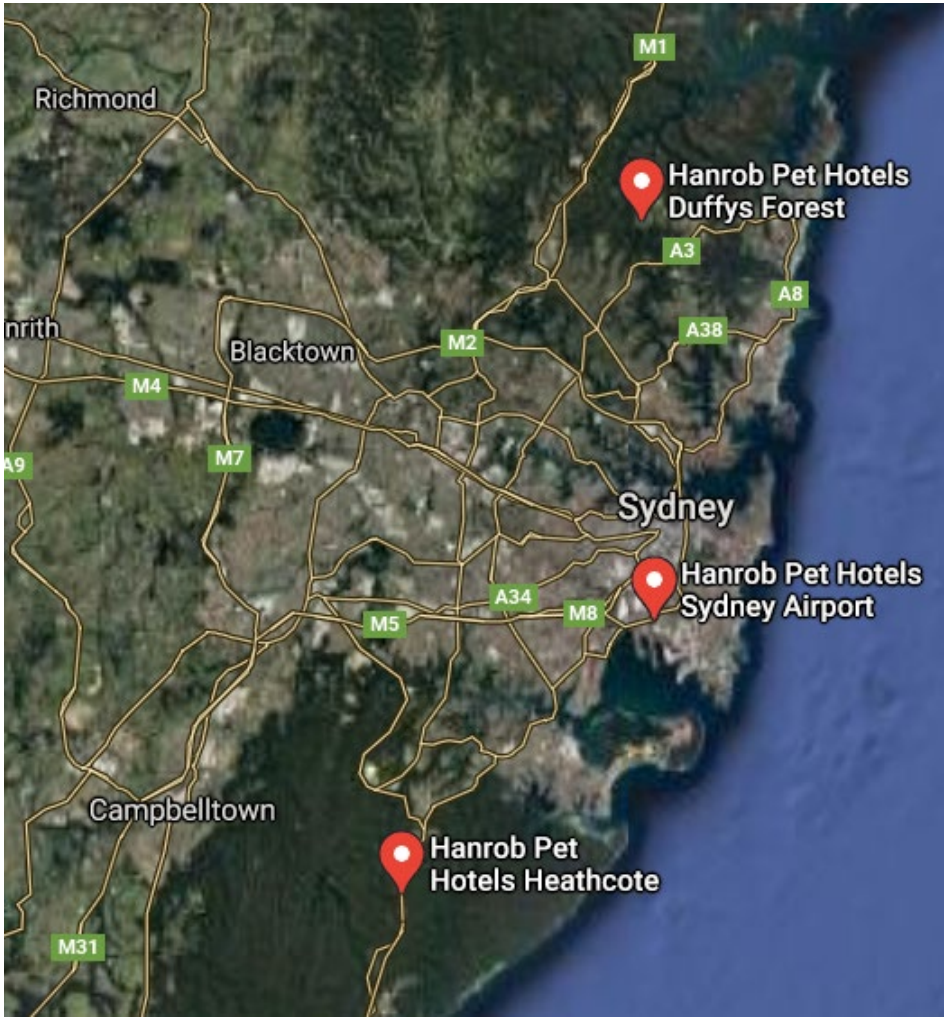


THE START OF THE BEGINNING

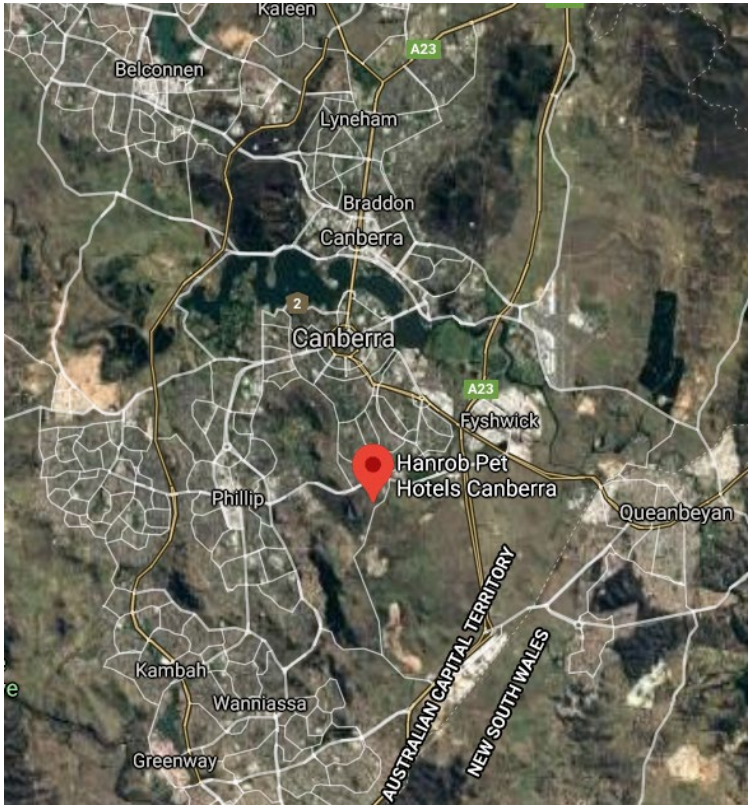
THE TEAMS

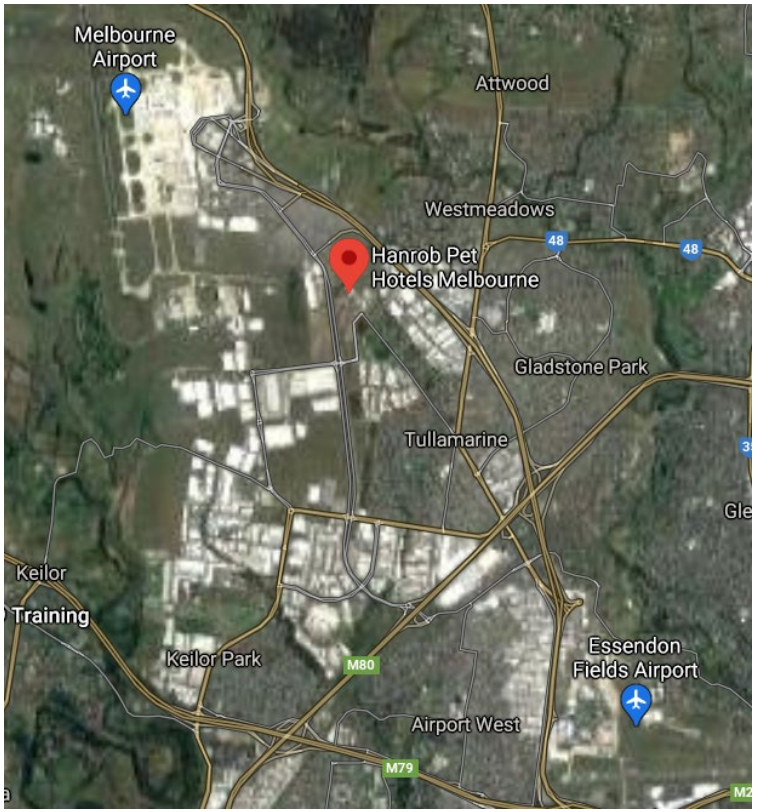
Locations
Pre Covid

OUR LOCATIONS (NSW)

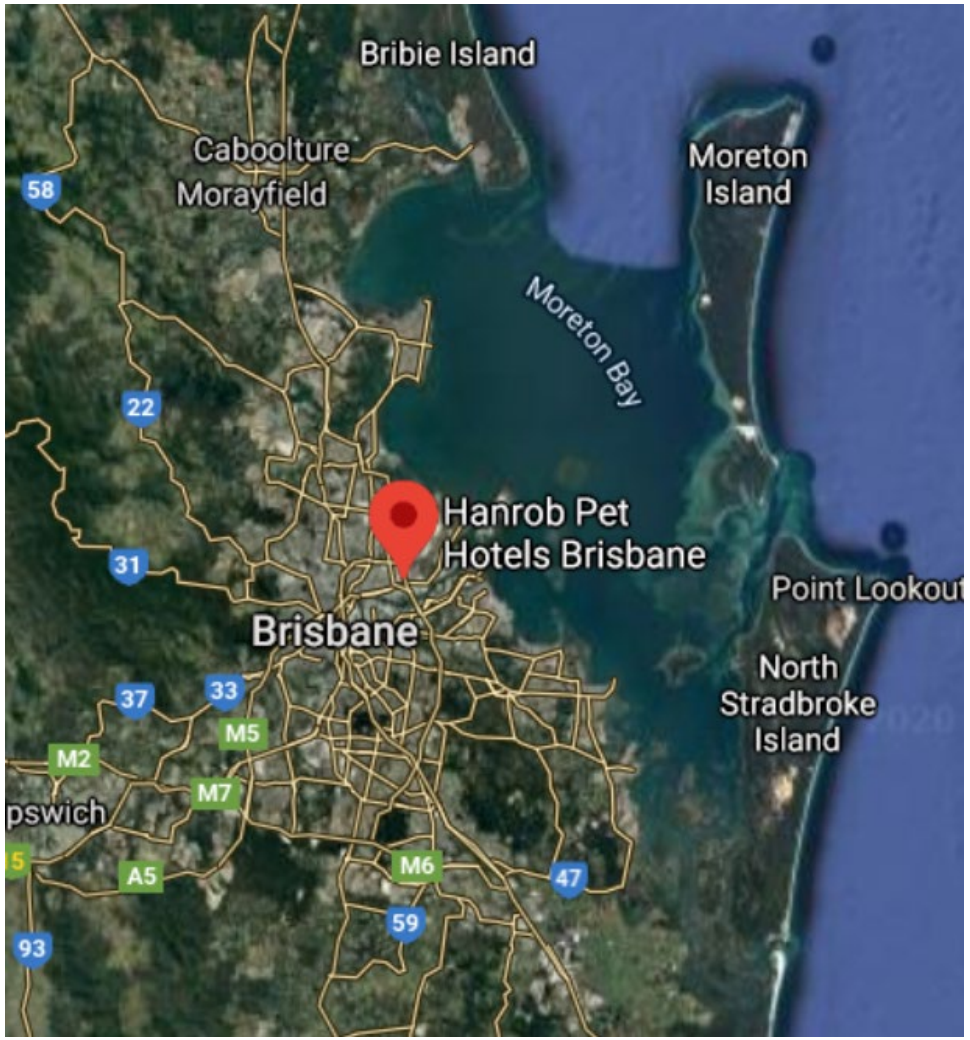


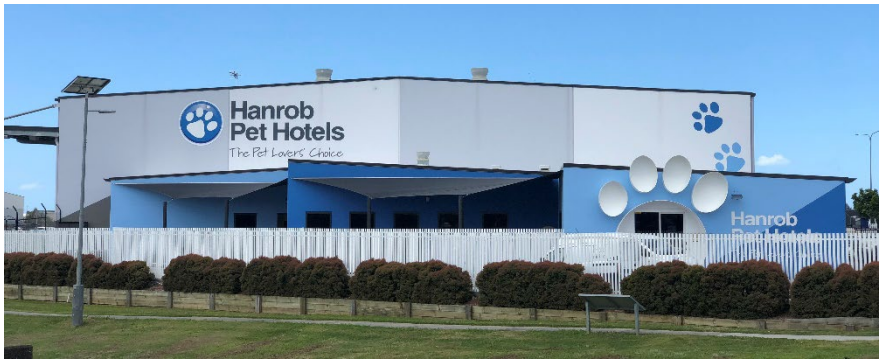
OUR LOCATIONS (VIC & ACT)



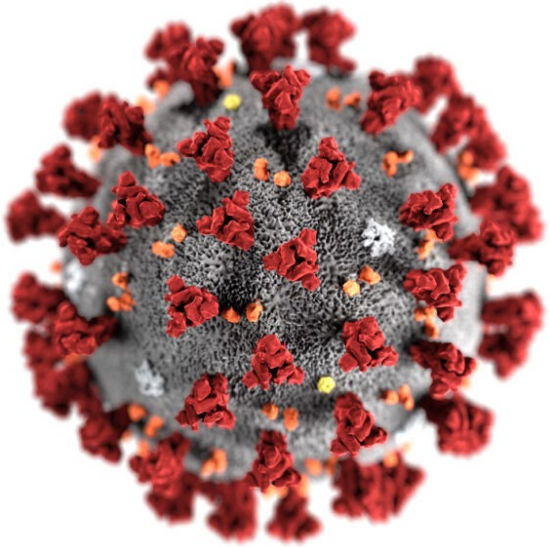


OUR LOCATIONS (QLD)





Fires and Covid Impacts



2019 & 2020 BUSINESS IMPACT – FIRES AND COVID INITIAL IMPACT

Bushfires – approximate booking cancellations in November through January;

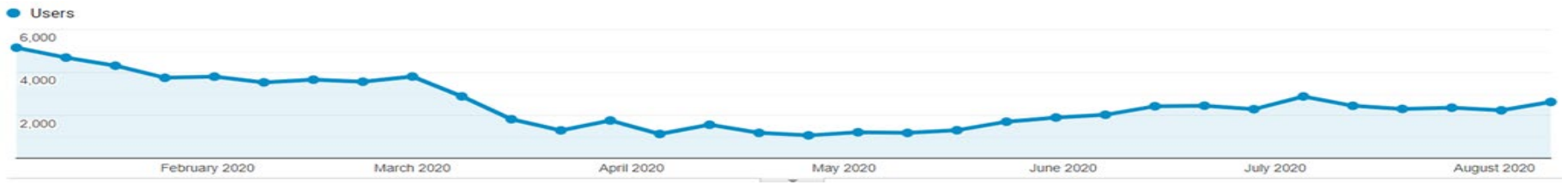
Number of cancellations	1,553
Value of the cancellations	$512,477

Covid-19 approximate booking cancellations February and March

Number of cancellations	2,249
Value of the cancellations	$834,625

Total value of cancellations from these two events is **$1,347,102**

From March through to May our written sales were approximately **12%** of last year's actuals due to the lockdowns and restrictions in travel. **Decrease in revenue of 3,795,000**



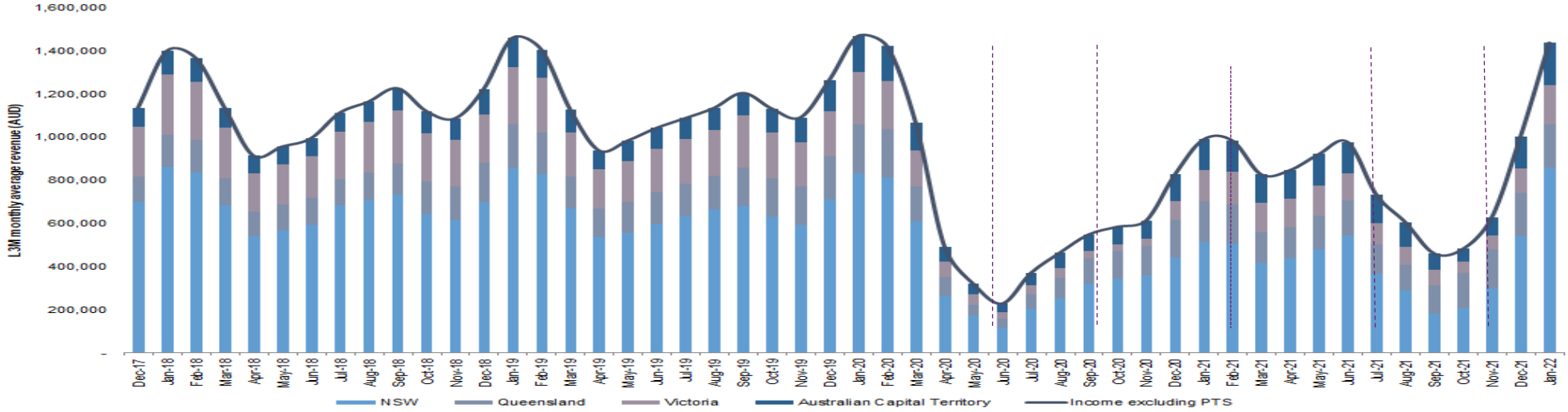
Reserving Cash

Reduced budgeted cost of 3,181,000

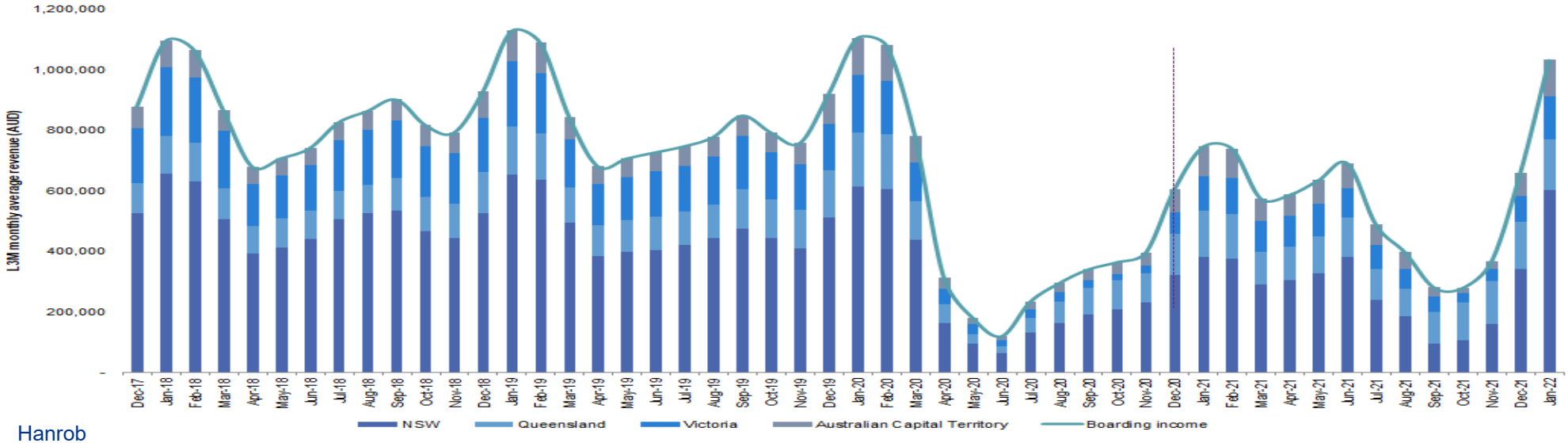
COVID MEDIUM TERM IMPACT

HANROB

Covid-19 impact on Revenue by State - L3M average



Covid-19 impact on Revenue by State - L3M average (Boarding only)



BUSINESS REBOUND
The Hanrob Difference

2019 COMPARISONS

REVENUE

- 200% REVENUE GROWTH ON 2019

FTE

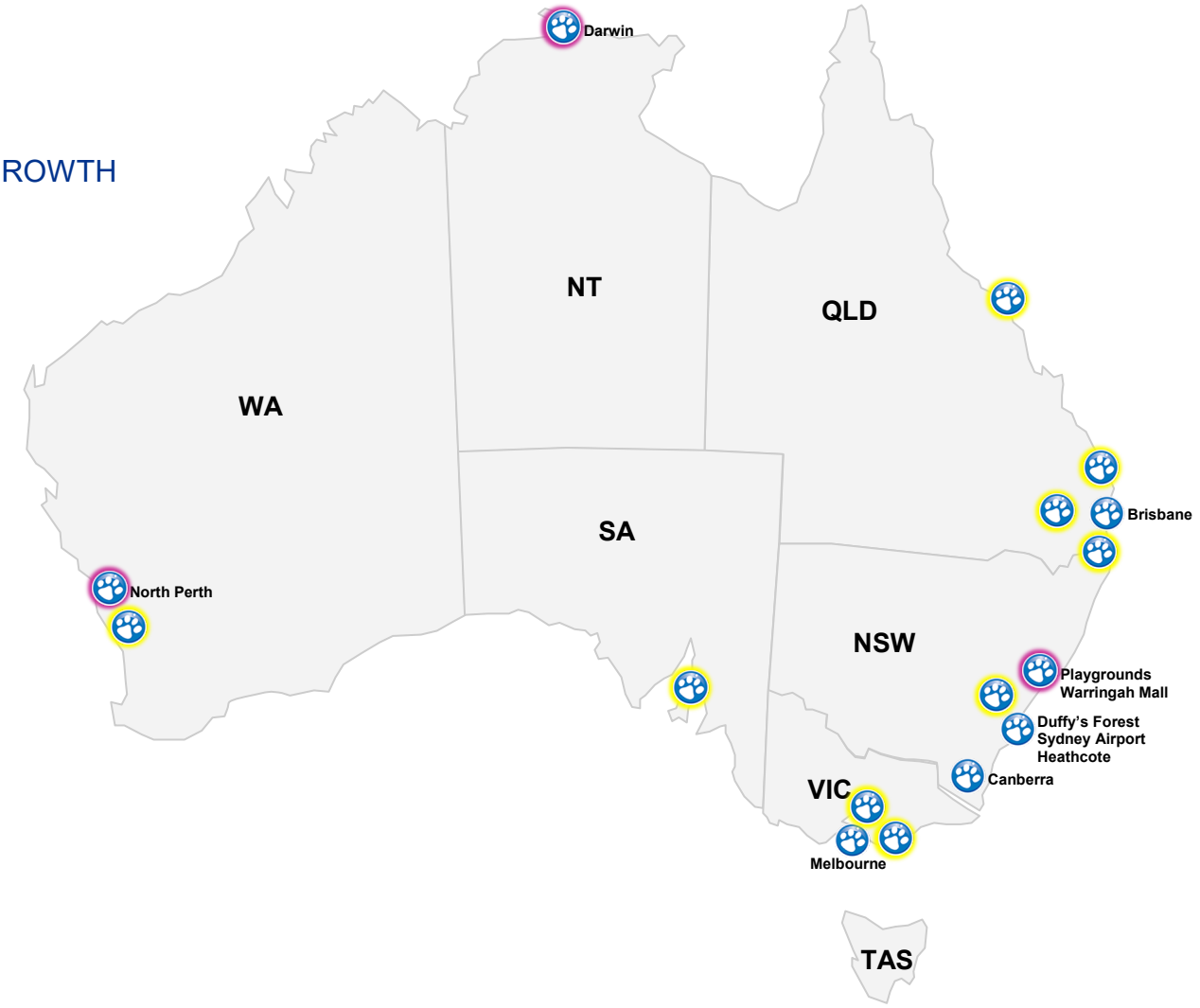
- 55 TO 120

NEW BUSINESS

- PLAYGROUNDS
- RETAIL
- PET TRANSPORT

GROWTH CAPITAL

- 1.6M



STRATEGY BY CATEGORY

Roll Up

Expansion
- Acquire existing **Boarding** facilities to increase network size and footprint

Value Add
- Retrofit Grooming, Training and Daycare services into **Boarding** facilities to smooth out seasonal effects

New To Industry (NTI)

Expansion
- Fill in **Boarding** network gaps with NTI facilities, focused on Airport partnership and locations to complement Transport business line

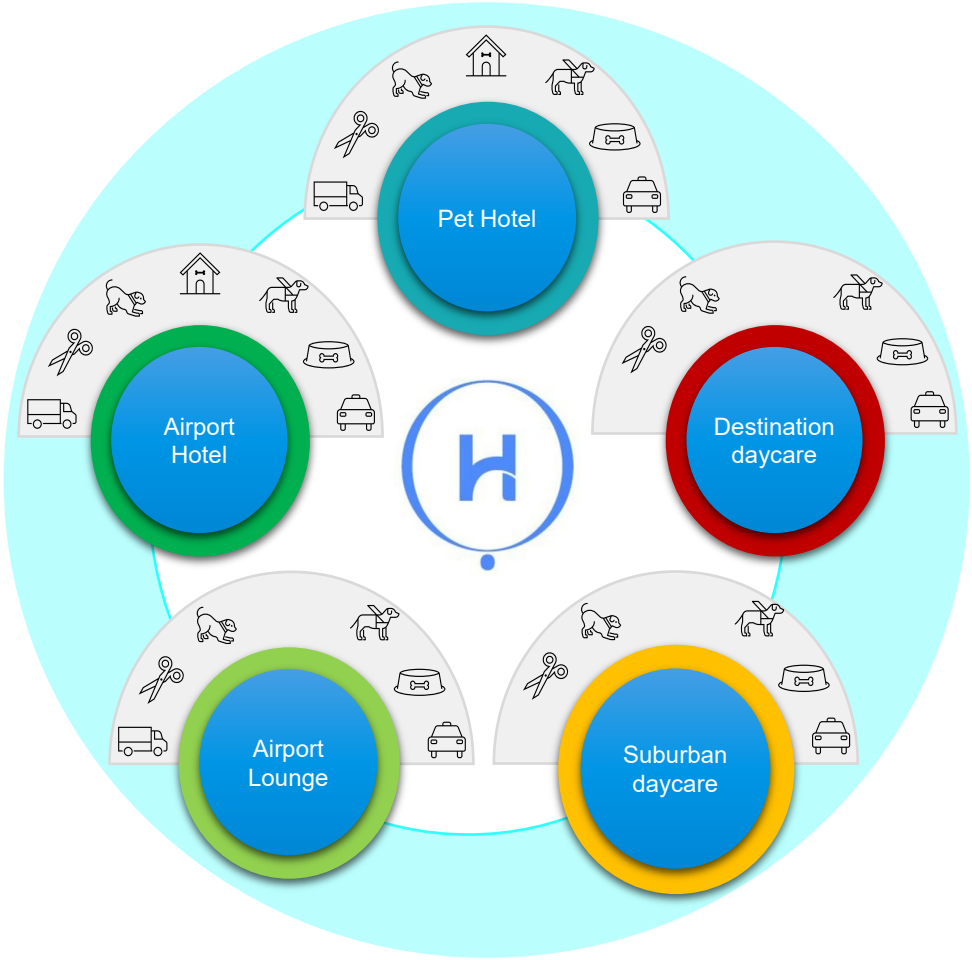
Extension

Expansion
- Development of **Transportation** business line to capture share of growth market, with unique end-to-end pet care model

- Development of convenient and innovative stand-alone **Daycare** sites offering daycare, grooming, training and plug in to national **Boarding** and **Transportation** network

STRATEGY BY INTEGRATION

Pet Hotel	Outer Suburban, large acreage
Airport Hotel	W/in 5km of Airport
Airport Lounge	Airport Footprint
Destination daycare	Suburban Mall
Suburban daycare	Suburban Precinct



- **Long Term Boarding**
- **Dog Training**
- **daycare**
- **Grooming**
- **Retail**
- **Pet Taxi**
- **Animal Transport**

SCALING UP CHALLENGES

SCALING UP CHALLENGES

Team Productivity and Culture*

- Invest in culture, upskilling and management – we can not afford low performing people
- Team to Understand a scalable vision - an integrated model – Low skilled industry needs more comms
- Keep a hiring/firing balance (talent search always ON!!) – take advantage on probation period if not adding value within 60 days exit

Customer acquisition, GTM and brand

- Reducing the GAP Acquiring repeat purchase
- Go to Market (GTM) plan is critical – clear service and product offering and USP.
- New Brand Category - Playgrounds

Upgrading our Tech

- Development Pathway – pay for quality experts for each development milestone
- Distractions - delaying integral value add activities for ongoing strong store growth

Business monitoring and financials

- Acquisition systems and reporting – Bookings, CRM, phone, email, sales and expenses
- Cash monitoring per site is KING

Investment

- COVID Financial Impact Writebacks
- The right investment fit – people, process and funding expectations
- Time and Resources to update/adjust investment deck and ongoing engagement

Entrepreneur Expectations

FUTURE WORKFORCE PLANNING

FUTURE WORKFORCE PLANNING

Workforce Design

- Go with Employee expectations trends and re-model your workforce planning strategy
- Employee Type Mix – fulltime, permanent part time (PPT) and casual

Employee Type	Pre 2022	2022
Fulltime	50%	32%
Permanent Part Time	10%	48%
Casual	40%	20%

Note: PPT generally work 2, 3 or 4 days with agreement to work 5 days per week with no penalties

- Ensure Roles are Specific for skills and capability - don't multi mix roles

Career Employment Hub

- Role vs career pathway

Workforce Retention

- Skills gap training
- Bi monthly staff appreciation activities

Hanrob