

BONZA

NOSE-TO-TAIL GOOD HEALTH

PLANT-BASED FOOD
FOR DOGS

HAPPEA CHAPPEA LIMITED - 10873244



STRENGTHS

HIGHLY EXPERIENCED TEAM

With over 100 years of C-suite experience in the dog food business globally, the team has the expertise to drive Bonza to the top of the plant-based dog food market across multiple markets.

INVESTOR & MANUFACTURING PARTNER

Grupo Tejedor Lazaro, a leading Spanish petfood group, is both an investor and manufacturing partner, providing an alignment of interest in the future success of Bonza.

MARKET OPPORTUNITIES

With current experience and long-standing connections, including JV's, in both manufacturing and pet food retail markets, both D2C and wholesale, in the UK, Spain, Netherlands, Germany, Italy and China, Bonza is positioned to expand into high growth markets seamlessly and judiciously.

PRODUCT DIFFERENTIATION

Plant-based Dog Food 3.0 – Functional Nutrition

The only vegan dog food with:

- 🐾 Probiotics - Calsporin®
- 🐾 Omega-3 DHA, EPA & DPA - DHAgold®
- 🐾 PhytoPlus® - proprietary blend of herbs, botanicals and adaptogens
- 🐾 Tailored subscription plan

EXIT OPTION

In-house buyout – Grupo Tejedor Lazaro has history of taking 100% equity control in previous minority invested companies.



OUR WHY:

**TO INSPIRE
A HEALTHIER
EVERYDAY LIFE
FOR OUR DOGS
AND THE PLANET**



OUR DOGS' HEALTH PROBLEMS

Our dogs are suffering the same chronic diseases we are :

- 🐾 Almost 50% of 10 year old dogs will develop cancer [1]
- 🐾 Over 50% of dogs are overweight or obese [2]
- 🐾 Diabetes up by 850% between 2011 -2016 [3]
- 🐾 1 in 5 dogs over 1 year old suffer from osteoarthritis [4]
- 🐾 Over 20% of dogs will suffer from a skin condition [5]

THE CAUSES

Poor nutrition is at the root of many of our dog's health issues:

- 🐾 Weight [6]
- 🐾 Chronic inflammation and oxidative damage [7]
- 🐾 Dietary AGE's 122x higher than human consumption [8]
- 🐾 Insufficient fibre consumption [9]
- 🐾 Degraded nutrients including proteins and vitamins [10]

OUR ANSWER

“When diet is wrong, medicine is of no use. When diet is correct, medicine is of no need.”

- 🐾 Only vegan dog food with Probiotics and Omega-3 + DHA, EPA & DPA
- 🐾 Nutrient dense food with fibre levels that promote satiety and manage weight
- 🐾 PhytoPlus® a proprietary blend of natural plant-based phytonutrients provides powerful anti-inflammatory and antioxidant activity
- 🐾 Cold extruded to preserve nutrient integrity and reduce dietary AGE's
- 🐾 Hypoallergenic formula reduces inflammation and digestive issues
- 🐾 Added prebiotics and probiotics enhance gut and immune health



OUR PLANET'S HEALTH PROBLEMS

Our Planet faces a Triple Planetary Crisis [\[UNFCCC\]](#) :

- 🌿 Climate change
- 🌿 Biodiversity loss
- 🌿 Air and water pollution

THE CAUSES

Majority of problems are human induced [\[WWF\]](#)

- 🌿 Animal agriculture responsible for 14.5% -18% of all GHG [\[FAO\]](#)
- 🌿 Livestock grazing and feed crop production responsible for 75% of de-forestation [\[FAO\]](#)
- 🌿 Monocrops soya, corn, wheat and rice reduce biodiversity and increase risks to environment and food security [\[WEF\]](#)
- 🌿 Desertification caused by rising temperatures and land use changes [\[IPPC\]](#)
- 🌿 Animal agriculture, including feed, is responsible for over 70% of fresh-water use greatly contributing to increasing water scarcity [\[FAO\]](#)

OUR ANSWER

- 🌿 No meat or fish
- 🌿 No soy, corn, wheat or rice
- 🌿 No plastic
- 🌿 Less energy
- 🌿 Less water

SCIENCE IS CATCHING UP

The perceived wisdom, perpetuated by the industry for decades, was that our dogs needed to eat meat. A rapidly growing body of published research shows otherwise.

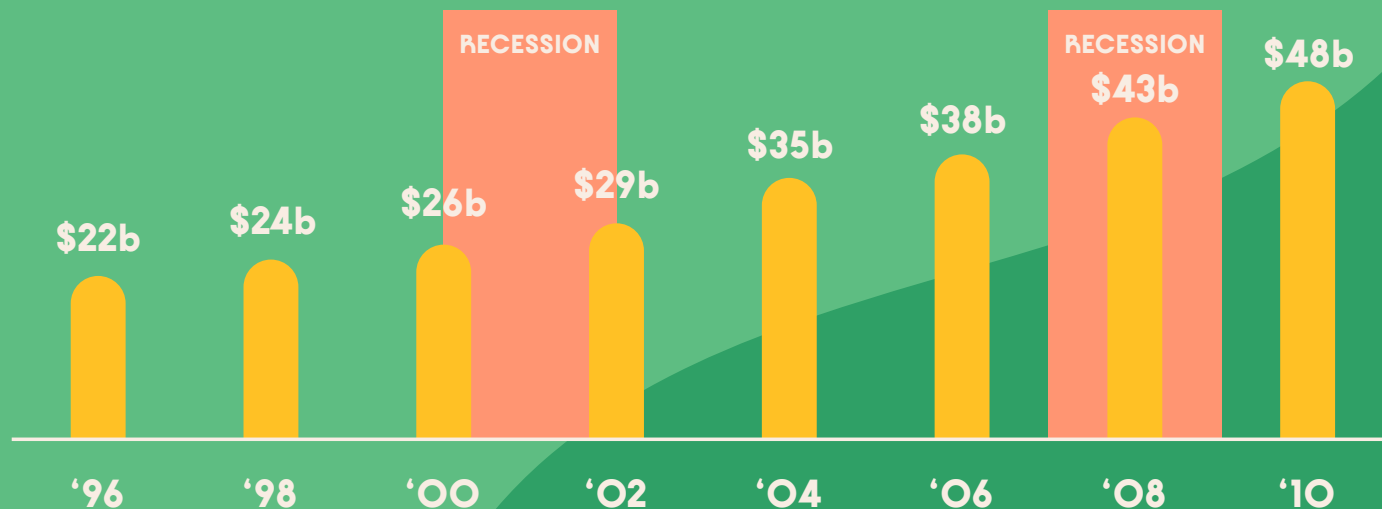
- 🐾 2023 study concludes dogs can thrive long-term on vegan kibble, a healthy option while addressing environmental concerns [\[1\]](#)
- 🐾 2023 Petfood UK, who represent 90% of manufacturers amend their stand on plant-based dog food – ‘Dogs are omnivorous carnivores ...Their physiology can adapt to a well-balanced and carefully formulated vegetarian or vegan diet....’ [\[2\]](#)
- 🐾 2022 study concludes ‘Nutritionally sound vegan diets are the healthiest and least hazardous choice for dogs [\[3\]](#)
- 🐾 2022 study in UK concludes ‘... indicating that the feeding of vegan food to dogs does provide health benefits.’ [\[4\]](#)
- 🐾 2022 a Canadian study found that dogs fed a plant-based diet had fewer ocular or gastrointestinal and hepatic disorders and lived 1.5 years longer than meat fed dogs [\[5\]](#)
- 🐾 2022 British Veterinary Association president Justine Shotton: “We recognise that there is growing interest in this area – particularly from a sustainability per-spective – and that this goes hand in hand with a growing body of scientific re-search. We are really open to exploring how this evidence base could support vegan diets as a more sustainable option and plan to review this in depth in due course.”
- 🐾 2021 research in Canada concludes ‘There were no nutrients unable to be provided from non-animal sources.’ [\[6\]](#)
- 🐾 2021 study in St Kitts finds that ‘.... the health of the dogs was maintained and did not deteriorate..’ for meat-fed dogs transitioned to plant-based food. [\[7\]](#)

A BURGEONING MARKET

The number of dogs in the UK has increased by 35% since 2019, from 9.6 million to 13 million. Sales of dog food expected to increase by 22.9% over the next 5 years [1]

PROTECTED FROM ECONOMIC HEADWINDS

US SPENDING ON PET INDUSTRY (US\$B)



HUMANISING THEIR DOGS

Blue Cross' Big Pet Census in 2022 found that 96% of us consider our dogs as part of the family and 50% a best friend [2] Owners increasingly making dietary changes for their dogs to reflect their own.

INCREASINGLY CLIMATE CONCERNED AND PLANT FORWARD

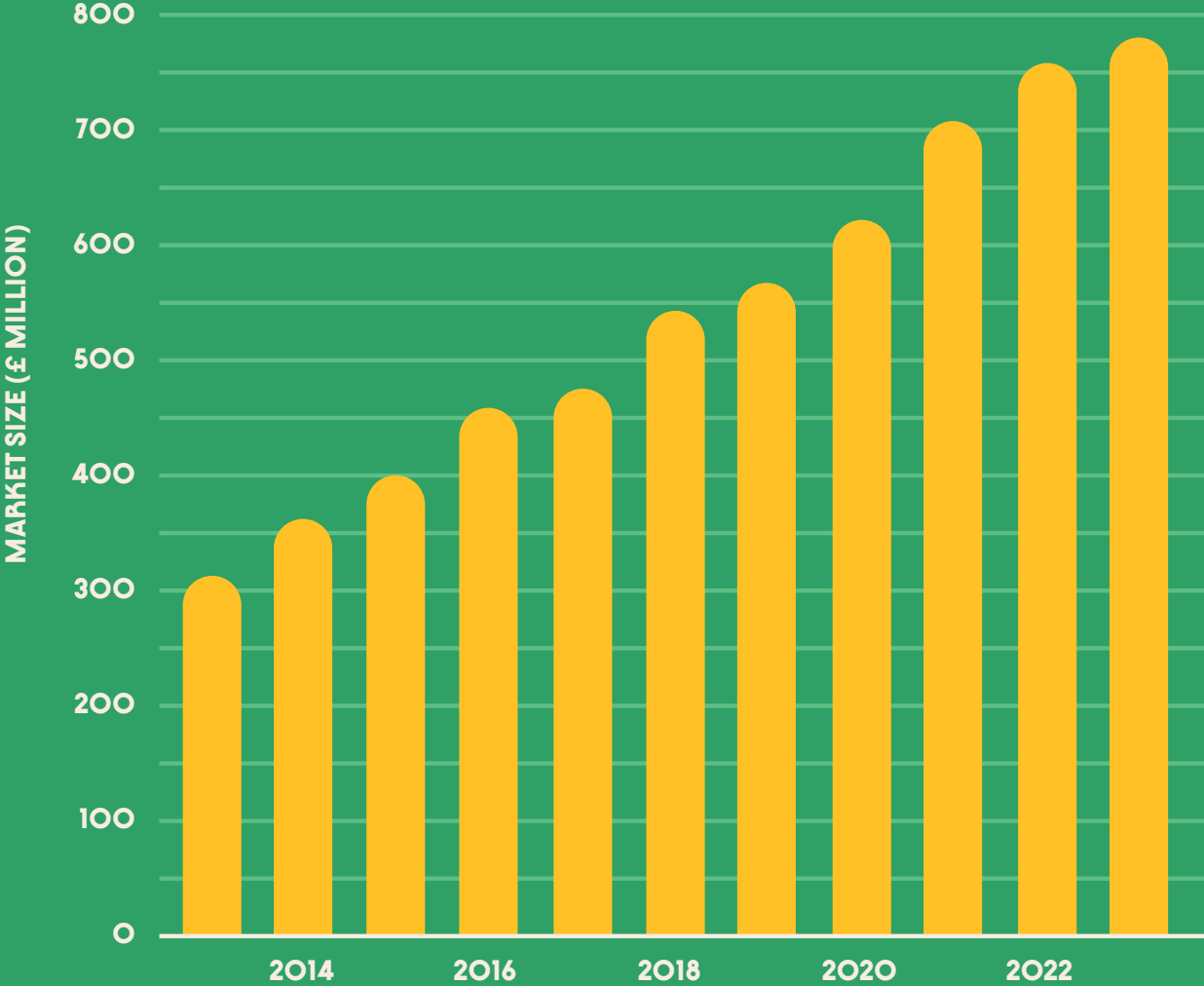
34% of UK dog food buyers believe it is good for pets to regularly have a plant-based meal instead of a meat-based one. For the next generation of buyers, 16-24 year olds, this jumps to 40% with almost 60% believing it is healthier to limit red meat in their dog's diet [3]

SUPPLEMENTING THEIR DOGS NUTRITION

38% of dog owners now adding supplements to their dog's diet [4]



ONLINE & VEGAN MARKET SHARE CONTINUE TO INCREASE



\$781.4m

Online Pet Food & Pet Supply Retailing in the UK Market Size in 2023 [\(1\)](#)

2.9%

Online Pet Food & Pet Supply Retailing in the UK Market Growth in 2023

7.5%

Online Pet Food & Pet Supply Retailing in the UK Annualized Market Size Growth 2018 - 2023

70.5%

increase in Internet Share of Petfood Retail Sales 2018-2022 [\(2\)](#)

Vegan pet food market globally was estimated at £5.66 billion in in 2021 and is estimated to reach £9.61 billion by 2028, registering a CAGR of 7.8% from 2021 to 2028 [\(1\)](#)



AT THE INTERSECTION OF FOOD + TREATS + SUPPLEMENTS MARKETS

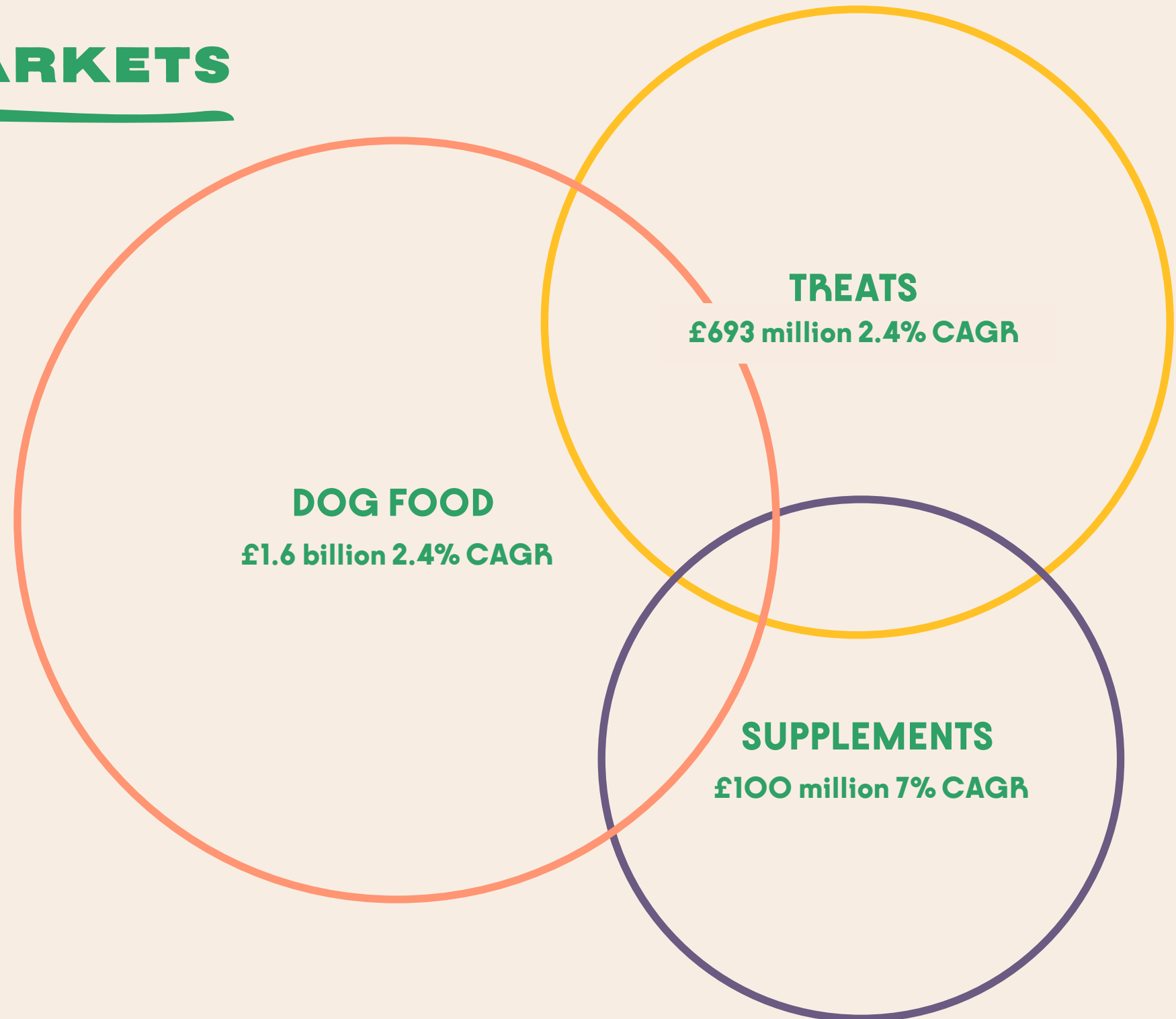
Over 75% of consumers believe food can have preventative or therapeutic benefits, or at times can be the best medicine' [\(1\)](#)

Bonza's 'food as medicine' approach to nutrition taps into this emerging trend and the humanisation of this for their dogs through the supplementation of diets

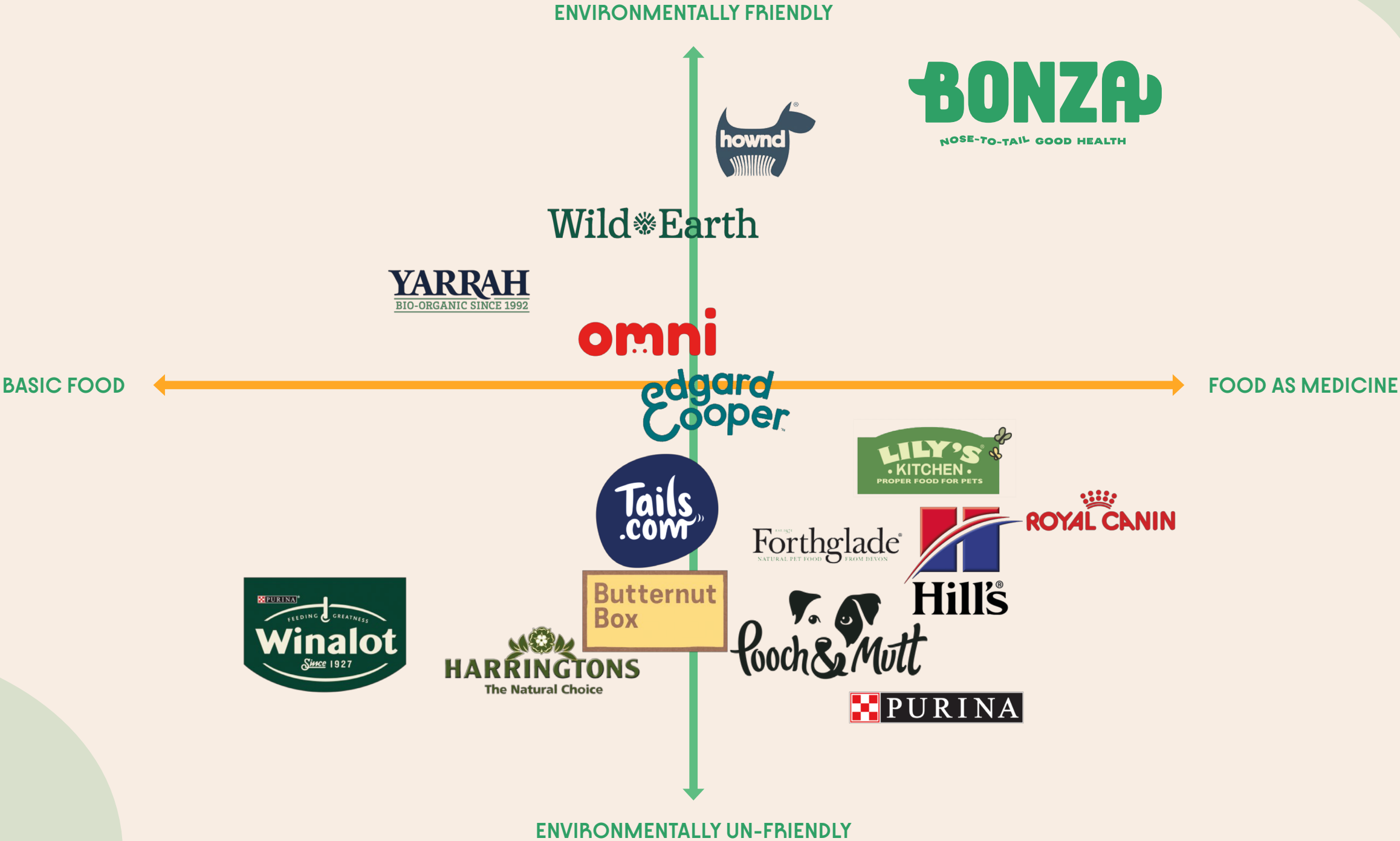
**NO NEED FOR
SUPPLEMENTS**



**IT'S ALL
IN THE BAG**



A MARKET OPPORTUNITY



IN SUPPORT OF CAUSES THAT HELP THE PLANET & HER PEOPLES



RAINFOREST
TRUST®

TR[1]BE™ 
5,405 TREES
PROTECTED

Certified



corporation
PENDING

We are currently working towards
achieving B Corp certification



A TEAM TO MAXIMISE THE OPPORTUNITY

DIRECTORS



GLENDON LLOYD
30+ years business
experience in manufacturing,
imports & logistics and
investment management



CATHERINE LLOYD
25+ years experience
in C-suite Executive
Assistance and
Administration



**CARLOS TEJEDOR
LAZARO**
40+ years petfood sector
experience. CEO Grupo
Tejedor Lazaro and
Dibaq Diproteg



ADVISORY BOARD



CEO
Major Petfood Brand



JOSE LUIS TEJEDOR
Director General



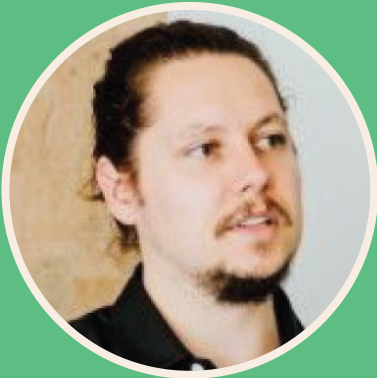
MARCEL BLOK
Director
Change Stranamics



SPECIALISTS



DONNA HERRON
Social Media Head
Extreme



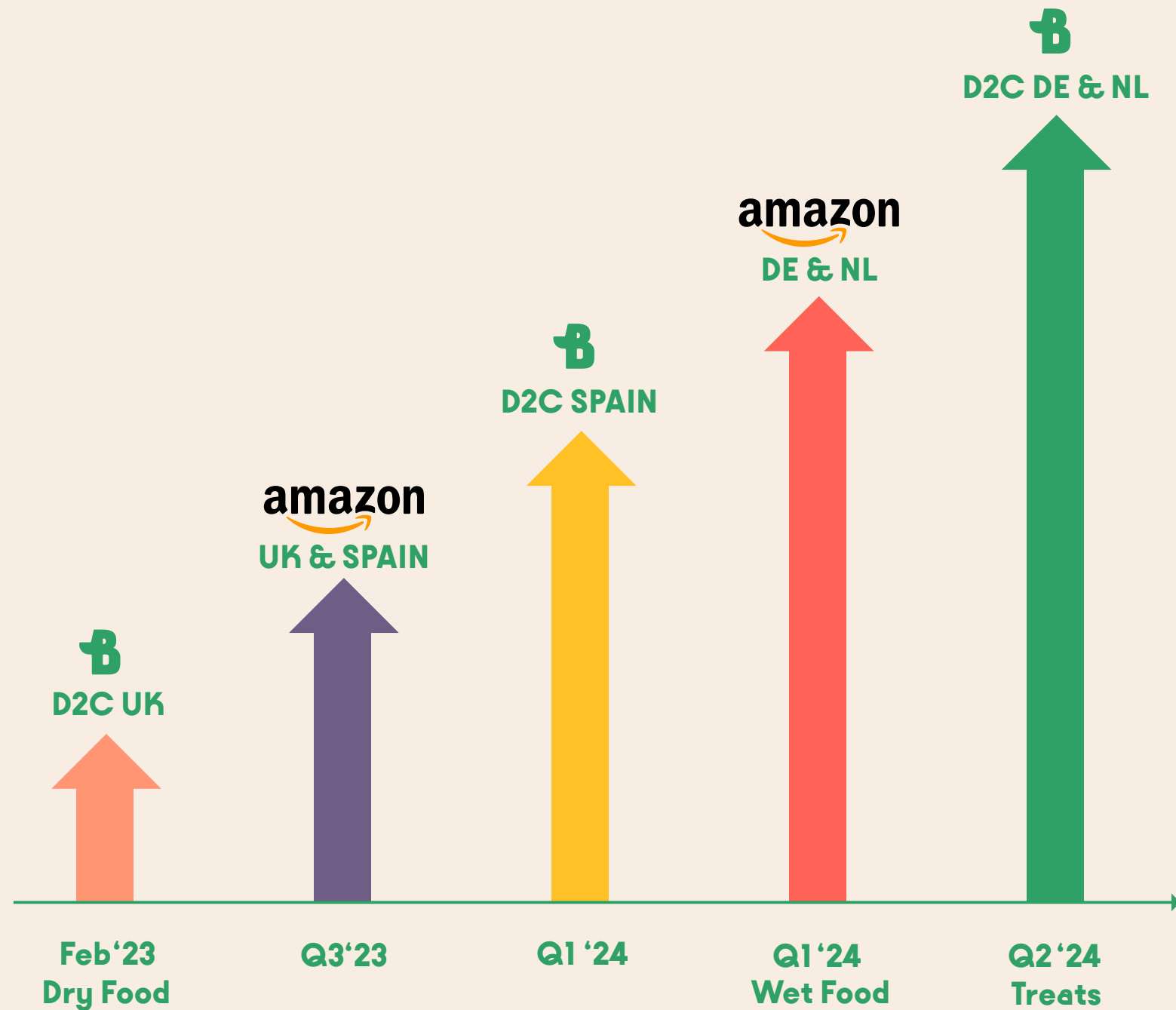
LUKE FERRAND
Creative Director
Rhythm Studio



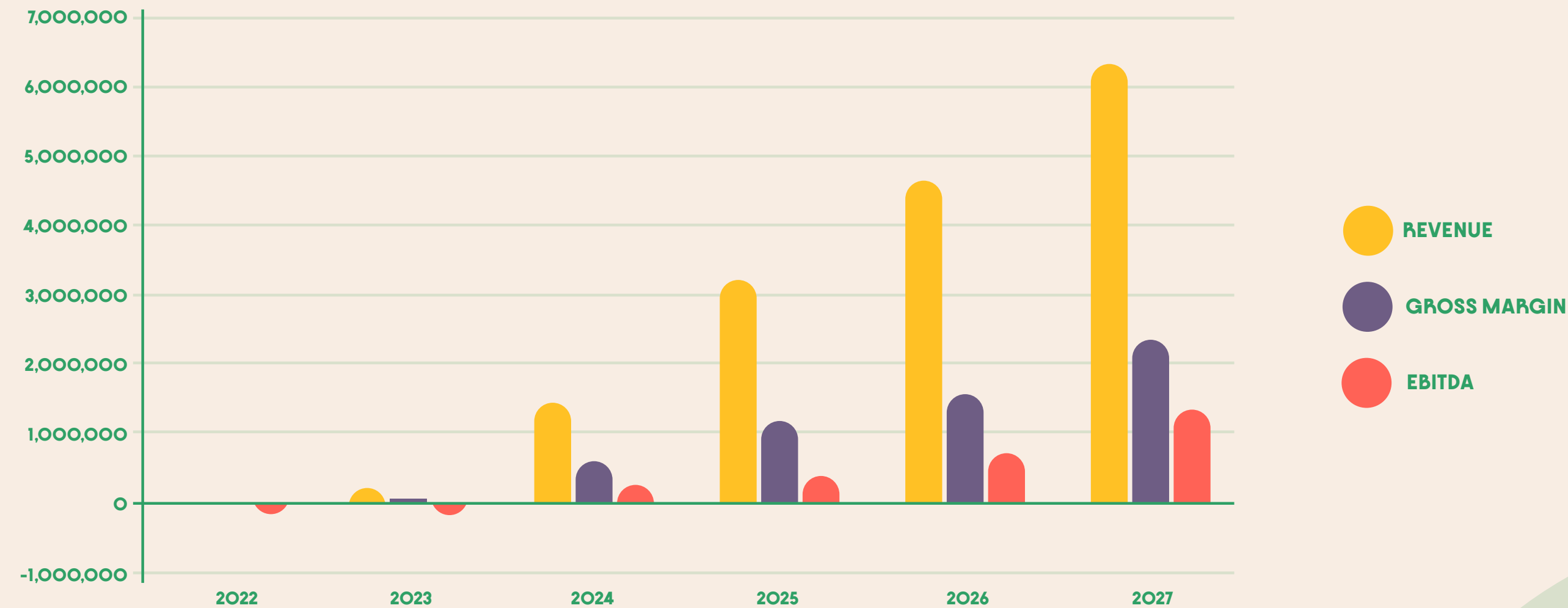
ANDY GERMAN
Creative Director



STRATEGY FOR GROWTH



FINANCIALS



	2022	2023	2024	2025	2026	2027
Revenue	0	89,529	1,151,697	3,120,014	4,664,019	6,321,272
Gross Margin	0	31,380	400,860	1,087,203	1,626,175	2,205,404
EBITDA	-112,579	-115,014	110,091	376,914	789,892	1,255,219



INVESTMENT & FUNDS DEPLOYMENT

Raising £150,000
Valuation: £1.5 million
Key Objectives:

 UK & Spain Q3 '23

 D2C Spain Q1 '24

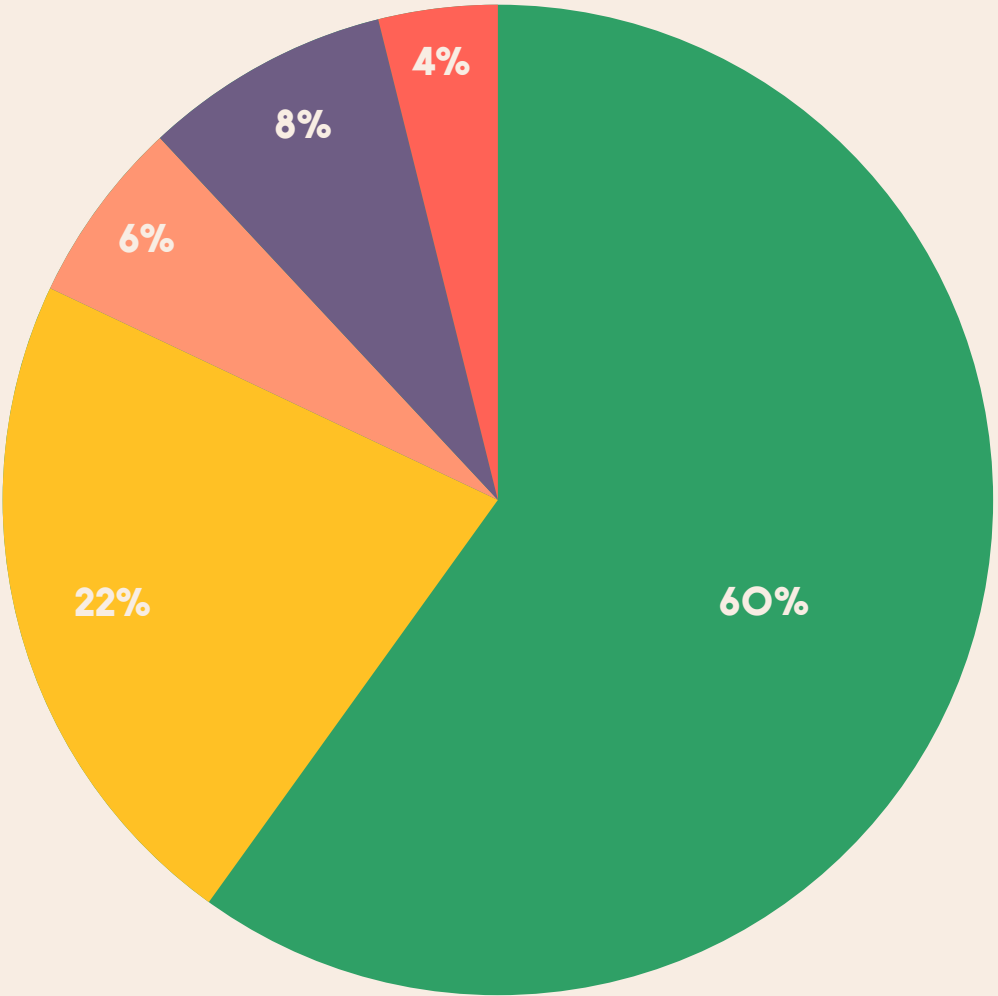
 DE & NL Q1 '24



Wet Food Q1 '24



Treats Q2 '24



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**THANK YOU FOR
YOUR ATTENTION**

Glendon, Catherine and Carlos

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