

Darmstadt, December 2021

IoT Venture forms partnership with Fressnapf Group – second business field launched

IoT Venture GmbH has developed a GPS tracker for dogs in collaboration with the European market leader for pet supplies, the Fressnapf Group. The product is available from all German Fressnapf stores now and will also be on sale online shortly. The solution detects the pet's current position and monitors the animal's fitness and activity patterns.

The plan is to produce quantities within a six-figure range for Fressnapf for 2022. "As with IT'S MY BIKE, we wanted the solution for our four-legged friends to offer a variety of benefits. Dog owners are not only able to use the tracker app to see where their dog is at any particular moment. They will also be able to verify what distance their animal has covered within a particular time and will also receive recommendations on calorie and water requirements," explains Thomas Ullmann, Chief Operating Officer at IoT Venture GmbH. "Fun fact: the tracker for dogs brings us back to our original business idea, which we had initially shelved in favour of the e-bike."

Robert Dorsemagen, Vice President New Business and Innovation at Fressnapf says: "In our omnichannel ecosystem, we increasingly rely on both brick-and-mortar and digital services. Our tracker and the IoT Venture team's expertise will help us to interconnect dog owners and their pets in the best possible way, making it easier and more enjoyable for people and animals to live together."

Company portrait IoT Venture GmbH

The scale-up IoT Venture GmbH relies on the innovative radio standards NB-IoT and LTE-M for its products. Both are so-called Low-Power-Wide-Area (LPWA) technologies and are characterised by low energy requirements as well as high building penetration and range. Further advantages: The technologies use the existing networks. The services of IoT Venture GmbH include the development of hardware and software (embedded systems), the provision of the necessary data platform (cloud solution) and support in the development of new digital business models. IoT Venture GmbH offers its services across different industries for various applications. The service world for e-bikes IT'S MY BIKE was the first application to be successfully launched at the end of 2018. Since 2021, a tracking solution in the pet supplies sector has complemented the offering. IoT Venture GmbH is part of the globally active investment and service holding mind venture AG (500 employees, 15 locations).

About the Fressnapf Group

The Fressnapf Group is the European market leader for pet supplies. Since the opening of the first "Freßnapf" store in Erkelenz (NRW) in 1990, founder Torsten Toeller has remained the company's owner. The company's headquarters are in Krefeld, with additional offices in Düsseldorf, Venlo (NL) and the ten national subsidiaries. Today, around 1,800 Fressnapf and Maxi Zoo stores in eleven countries and almost 15,000 employees from over 50 nations belong to the group of companies. In Germany, the majority of the stores are operated by independent franchise partners, in other European countries as own shops. The group of companies achieves an annual turnover of more than 2.6 billion euros. In addition, the Fressnapf Group supports various non-profit animal welfare projects and is constantly expanding its social commitment under the "Tierisch engagiert" initiative. With the vision "Happier Pets. Happier People." the Fressnapf Group sees itself as a channel-independent, customer-centric retail company that creates an ecosystem around pets. The product range currently includes 16 brands in all price categories that are exclusively available at Fressnapf I Maxi Zoo. The company's mission is: "We connect products, services, animal lovers and their animals in a unique way, around the clock and everywhere, and thus make the coexistence of humans and animals

easier, better and happier!"

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