

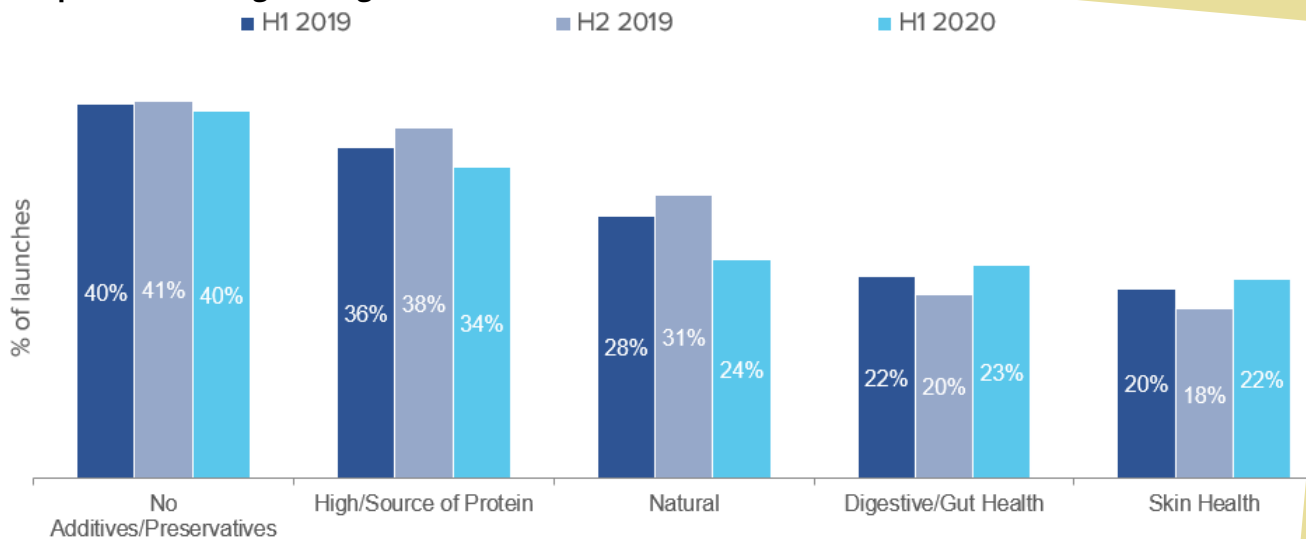


BATORY FOODS®
Ingredients in Motion™

Dog owners have high standards when it comes to pet food

Escalating demand for human grade ingredients

Top - 5 Positioning for Dog Food



Key Growth Drivers

100% organic



Antioxidants
enriched foods



Indulgent flavors



Pure Meat

PLANT-BASED

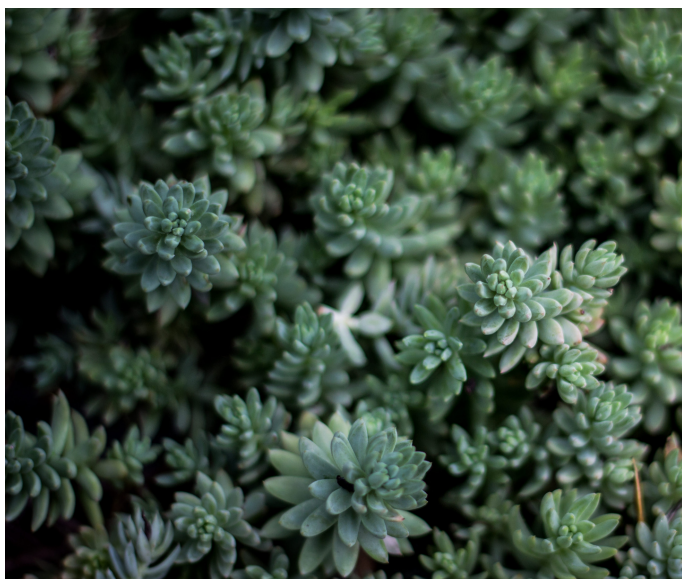
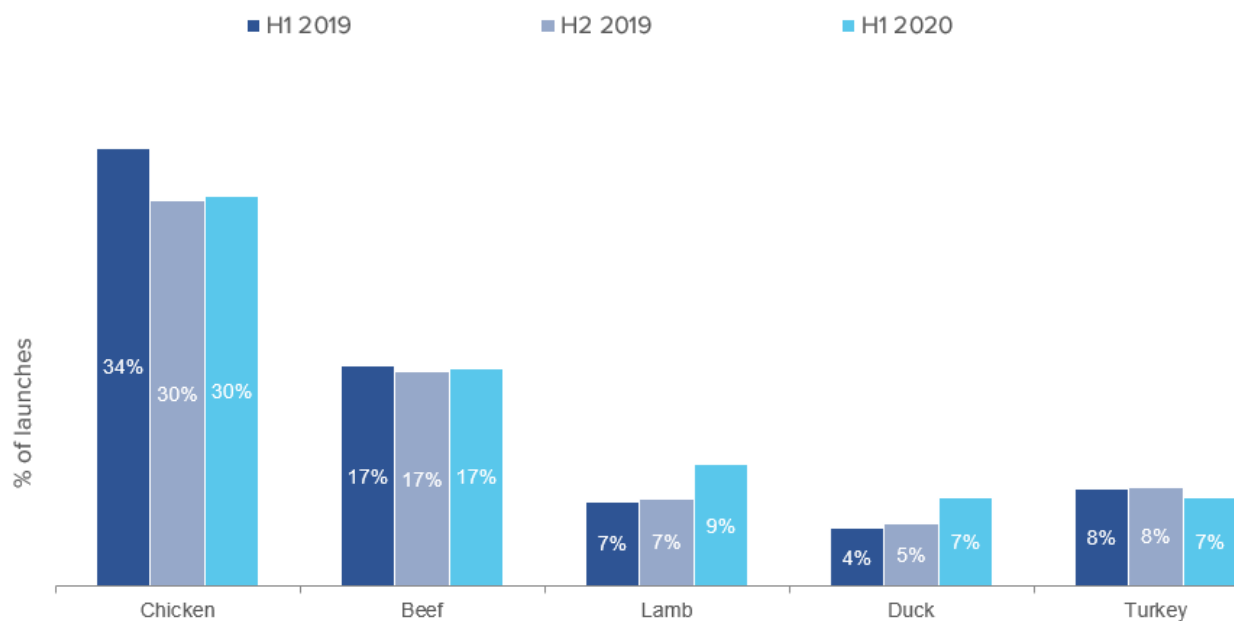


Meat and poultry flavors are in the limelight

Chicken has been the prominent flavor for dog food over the past 3 years

Other popular flavors are green apple, heart meat, pear, veal, mango, rabbit, pumpkin, strawberry, cod and blueberry.

Figure 11 | Top 5 flavors for Dog Food



Functional formulas seeing continued growth

Dog owners seek pet food with fortified health benefits such as digestive gut/health, skin health, brain health, joint & bone health and heart health.