

Business Model

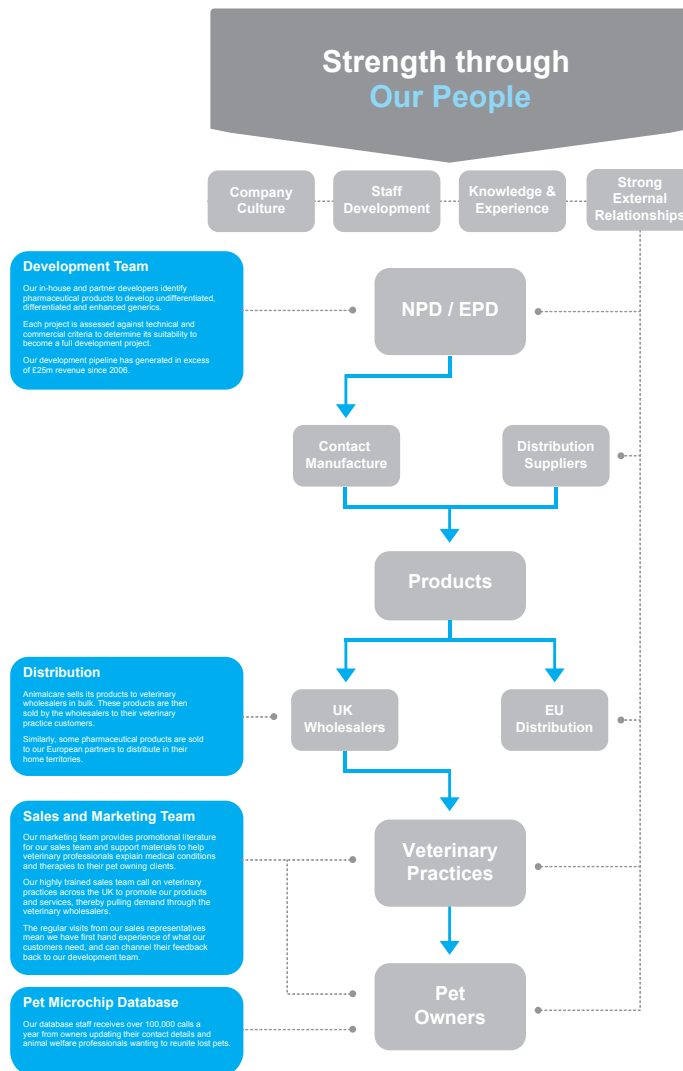
“This is the Animalcare Group plc Business Model, which seeks to outline how we create, deliver and capture shareholder value.”

Primary Markets: Supply of goods and services to veterinary professionals.

Animal Types: Primarily companion animals.

Products and Services: Licensed veterinary medicines, companion animal identification and animal welfare products.

Geographic Reach: Currently 90% revenue in the UK; 10% in EU with expansion plans further into EU.



- Robust process of identification of generic pharmaceuticals
- Core competence in pharmaceutical licence applications
- Broad experience of pharmaceutical formulation and contract manufacturers
- Strong EU partner network for pharmaceuticals co-development projects and *quid pro quo* distribution
- Extensive reach of sales and marketing into UK veterinary customer base

Our Business

Our Performance

Our Governance

Our Financials