



# Letting Dogs Have Their Voice **Pet Differently**

 **TRANSPARENT PET GROOMING  
AT ITS BEST**

Salty Dawg is your friendly neighborhood pet salon, where knowledgeable and experienced professionals care for and love your pups as much as you do...  
*well, almost.*

**Salty D  w g**  
PET SALON





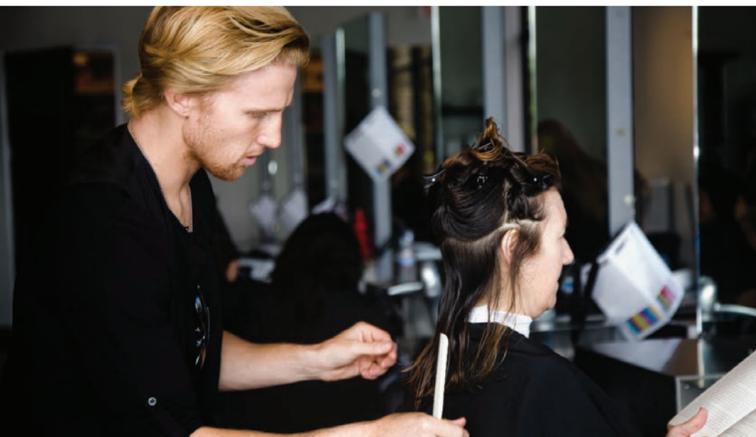
*In addition to experienced groomers, we hire licensed barbers and cosmetologists.*

**Why?** *Because they are trained on humans first.*

Professional cosmetologists and barbers are trained on **hard skills** and **soft skills**. What are these skills and how do they translate from humans to animals?

**Hard Skills** = Technical skills such as cutting, shampooing, styling, sanitation and more.

**Soft Skills** = Essential skills of communication, listening, empathy, mindfulness, love and more.





# SALTY DAWG PROVIDES **HIGH-STANDARD, INTENSIVE TRAINING AND CERTIFICATION** TO CREATE BETTER PET STYLISTS.

- Every Pet Stylist will complete our high-standard intensive care and safe-handling training.
- All Pet Stylists will complete ongoing training and evaluation certifications throughout their careers at Salty Dawg.
- Training includes but is not limited to:
  - Canine Anatomy
  - Sanitation
  - General Health and Nutrition
  - General Grooming
  - Lifestyle Grooming
  - Pet CPR and First Aid
  - Canine Massage



**Complete Transparency, Accountability and Trust**

# Pet Differently Culture

At Salty Dawg,  $E=MC^2$  is not the theory of relativity. It's how we manage our energy and create magic to make every pup's and human's day better!

**$E = MC^2$  means Energy = Magic Created Squared**



## Industry at a Glance

### Executive Summary

- Pet grooming has nearly doubled over the past decade. Rising pet ownership has driven the demand for pet grooming, pet food/treats, boarding, training and walking to an all-time high.

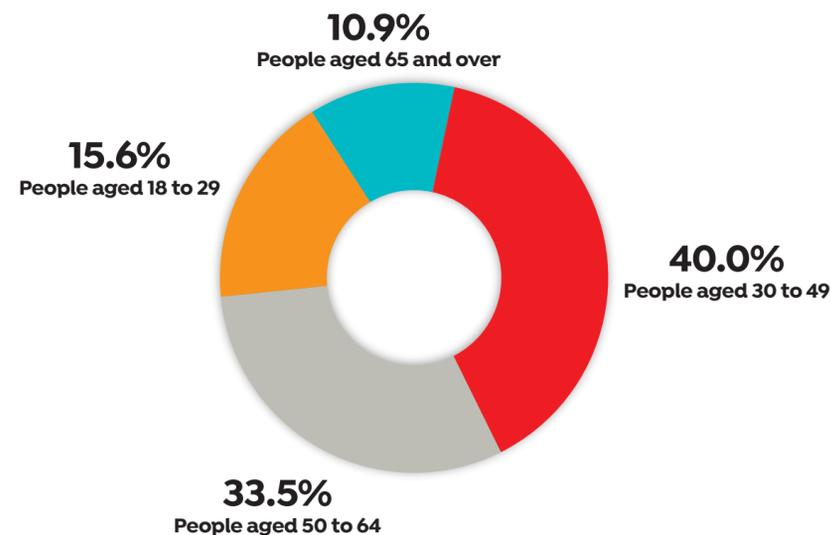
### Key External Drivers

- The industry has proven to be somewhat immune to downturns in the economy. Although consumers may decrease spending on their own goods and services during downturns, fewer consumers cut back on pet service expenses.
- Changing consumer attitudes toward pets has driven growth. According to the *U.S. Pet Ownership and Demographic Sourcebook*, more than 60% of pet owners think of their pets as family members. This humanization of pets has led to increased demand for pet services.

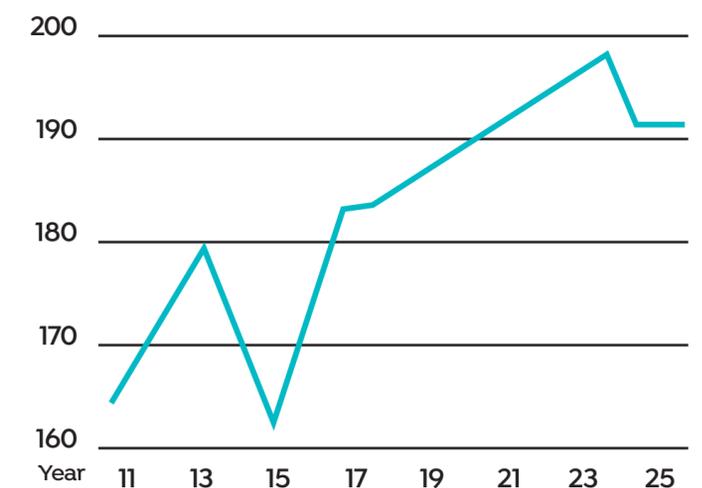
### Industry Lifecycle

- Pet grooming is in the growing phase of its industry lifecycle.
- Pet owners aged 30 to 49 generate the most industry revenue. In 2019,\* 40% of revenue came from this segment and people in this age group had the highest percentage of pet ownership. This age group also had one of the highest annual expenditures for their pets.

### PRODUCTS & SERVICES SEGMENTATION (2019)\*



### NUMBER OF PETS\* (cats and dogs)



## PET GROOMING & BOARDING IN 2019\*

**MARKET SHARE**  
There are no major players in this industry.

Revenue  
**\$9.0bn**

Profit  
**\$1.2bn**

Annual Growth 2014–2019  
**6.2%**

Wages  
**\$3.5bn**

Annual Growth 2019–2024  
**0.3%**

Businesses  
**123,432**

\*IBISWorld Industry Report 81291: Pet Grooming & Boarding in the US – June 2019



## Current Relationships

- Paul Mitchell Schools
- Cloud Cover Music
- Meevo 2
- One Architecture
- Salty Dawg Pet Care
- Scent Air
- Wadsworth Design



# Why “Salty” Dawg?

At Salty Dawg Pet Salons, we focus on the well-being of every pup that walks in by carrying top-of-the-line food and treat options and offering our proprietary Lifestyle Maintenance Groom.

We know life gets busy and Pet Parents might not have time to brush their pups as needed. Our Lifestyle Maintenance Groom keeps the pup’s hair at an easily manageable length while offering Pet Parents a few options for how they would like the face, ears, paws and tail groomed.

This one-length, all-around groom lets the pup’s personality and energy shine while being easy to maintain from home. The Lifestyle Maintenance Groom is also one of the most common grooms: it can be done at a high quality in a short amount of time. As an added benefit for Salty Dawg franchisees, this grooming type can be taught and reproduced at a quicker rate.

**Be the *best in show* and join the *Salty Dawg* pack today!**

# Meet the Team



**Co-Founder and Chief Executive Officer**  
John Kanski

Our co-founder has served as the chief executive officer since Salty Dawg's inception. John is a corporate Paul Mitchell School owner with locations in Illinois, Texas, Georgia and Wisconsin. His entrepreneurial leadership drives the success of all he does, from business to family, with wife Jenni and their two beautiful children.



**Co-Founder**  
Winn Claybaugh

Winn Claybaugh is the dean and co-founder of Paul Mitchell Schools. His franchising experience resulted in numerous awards for the Paul Mitchell School network, including repeated recognition for fast growth, best in category and franchisee satisfaction from *Franchise Times*, *Franchise Business Review*, and the *International Franchise Association*. Winn and his husband George Morales-Claybaugh also bring education, fashion, and branding background to the team.



As a Salty Dawg franchisee, you'll have access to these key leaders and to the entire Salty Dawg team, representing more than 50 years in the franchise industry.

**By thinking differently, we created  
Pet Differently.**



