

THIS IS WOOF

THE TOXIC-FREE
SUPER APP.



A PROVEN MARKET CATEGORY

In 2024 Blackstone bought our competitor rover –
A technically simple marketplace where dog owners and sitters meet and exchange services.

At that time rover had 2 million users, the price for the company was 2.3 billion usd. 1200 USD / USER.

Woofs beta has +25K users in Sweden without USD1 in marketing. This spring we release New Woof to a X550 larger crowd.



THIS IS NOT A
PRODUCT. ITS A
POSITION.

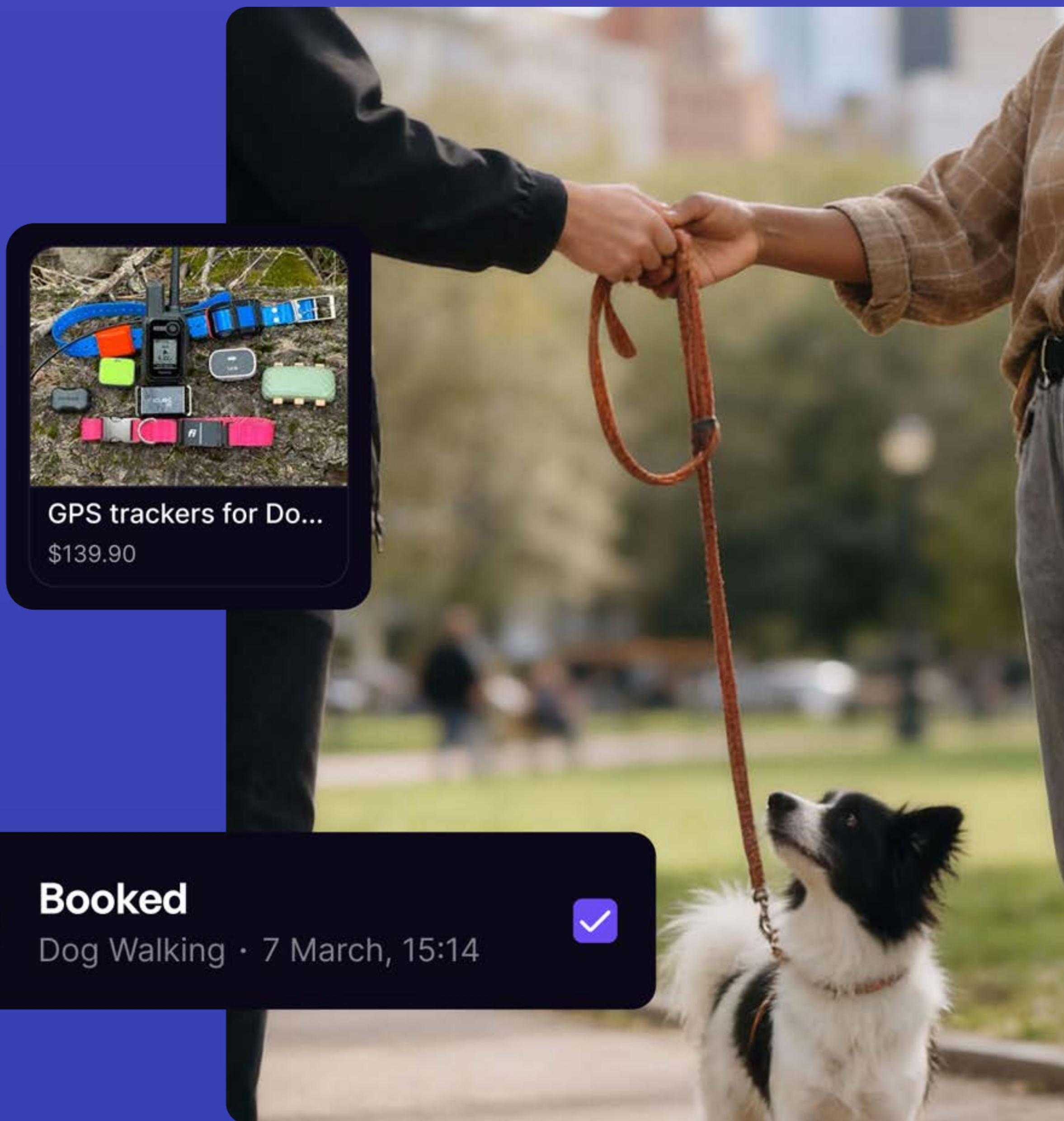
A TOXIC-FREE ENTERTAINMENT CHANNEL

Woof is the new channel for toxic-free entertainment. A fully moderated platform with zero politics and zero violence.

Detox from Instagram, TikTok, Facebook and X. Endless video swiping with positive content — from cute dogs to wildlife and nature from around the world.



AT THE SAME TIME, WOOF IS A MARKETPLACE:




Find pet sitters, match with caretakers, and buy or sell pet-related services and products.



\$53.90

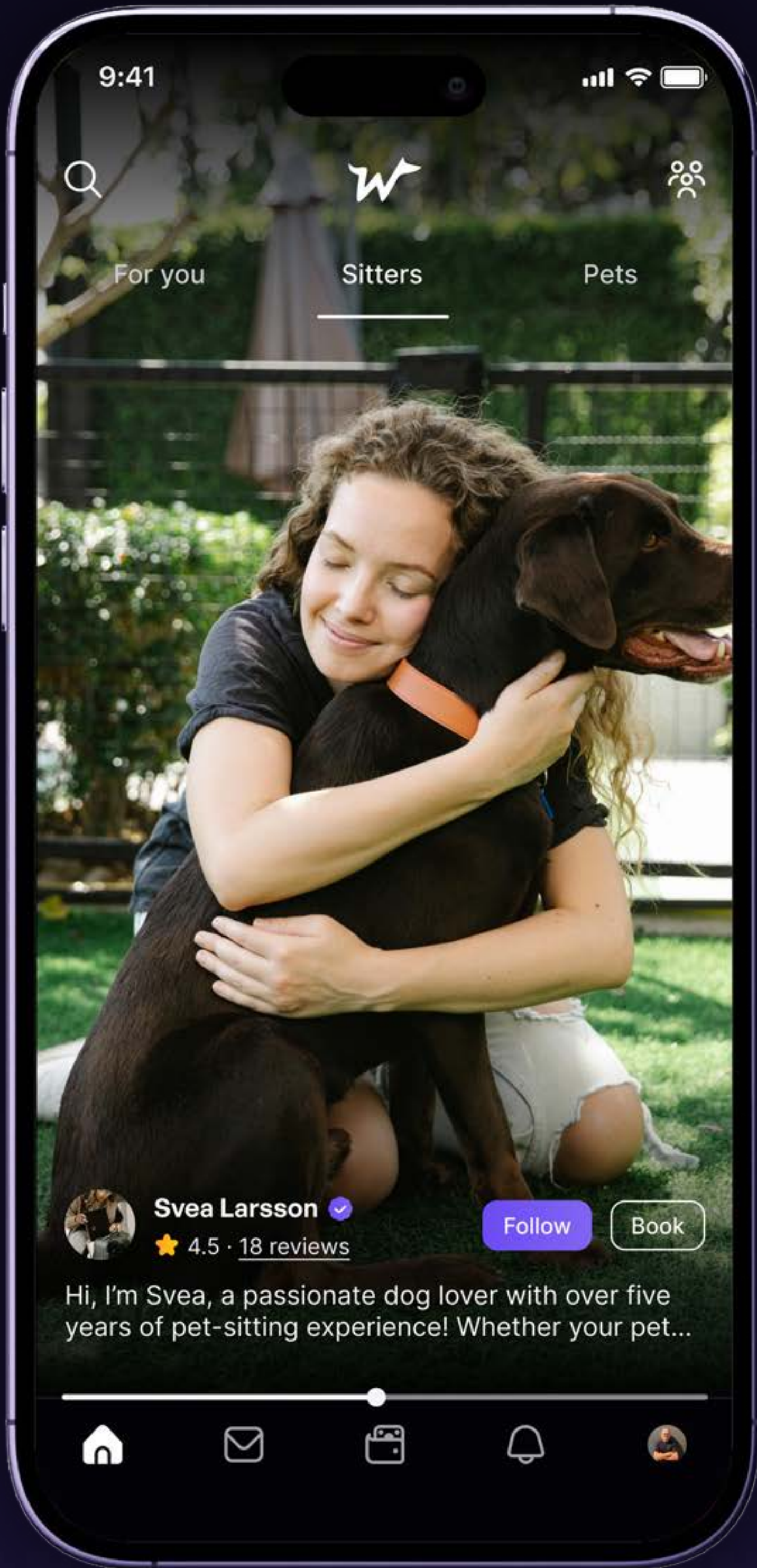
Earned last 30 days

 Handelsbanken **** 0064



THREE REVENUE LAYERS:

- ▶ 20–40% commission on all marketplace transactions and in App purchases and Subscriptions
- ▶ Advertising revenue, like Facebook and TikTok — without toxicity
- ▶ Financial revenue from payments and in-app transactions



**WOOF. ENTERTAINMENT,
MARKETPLACE,
AND FINANCE
— DONE RIGHT.**



THE WALLET

Manage money you paid your sitters, and received from working or selling stuff.

Send and receive money to any one in the world for free.

You also give & receive from likes in woof coins that is converted to your currency. By using the lightning protocol woof enables its own coin and lets its user send micro transactions of USD 0,04 per like, with the possibility to just hold and send more, or send / receive whatever you feel like from anybody with a smartphone.

This solves the support in real money for all content creators.

 Pay

 Pay

\$53.90

Earned last 30 days



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9:41



Wallet

\$1,500.00

1,500.00 Woof Coins



Add



Send



Receive



Scan

Transactions



Money added via Apple Pay

+\$25.00

28 March, 12:05



Isabell Johansson

-\$14.90



QUICK VIEW

01 Traction

- ▶ +2K paying customers today
- ▶ Cashflow positive at 4K
- ▶ Likely to convert 10K out of +25K when new app is launched this spring

02 Ads & Monetization

- ▶ 30% commissions on marketplace like **Airbnb** and others
- ▶ \$2–15 ad boosts for visibility and matches like **Tinder**
- ▶ Ad sales with high demand from insurance and pet foods
- ▶ Ad sales budget 2026 makes us Cash Flow positive
- ▶ 2.5% revenue share from purchases made through integrated checkout on sponsored ads

03 Financial Layer

- ▶ Lightning money transfers – the future of likes
- ▶ Conversion and transaction fees
- ▶ A wallet with conversion and a full Visa card program (a Revolut-like experience) enabling users to spend Woof coins or convert to fiat, pay, send and receive money seamlessly

04 Community & Growth

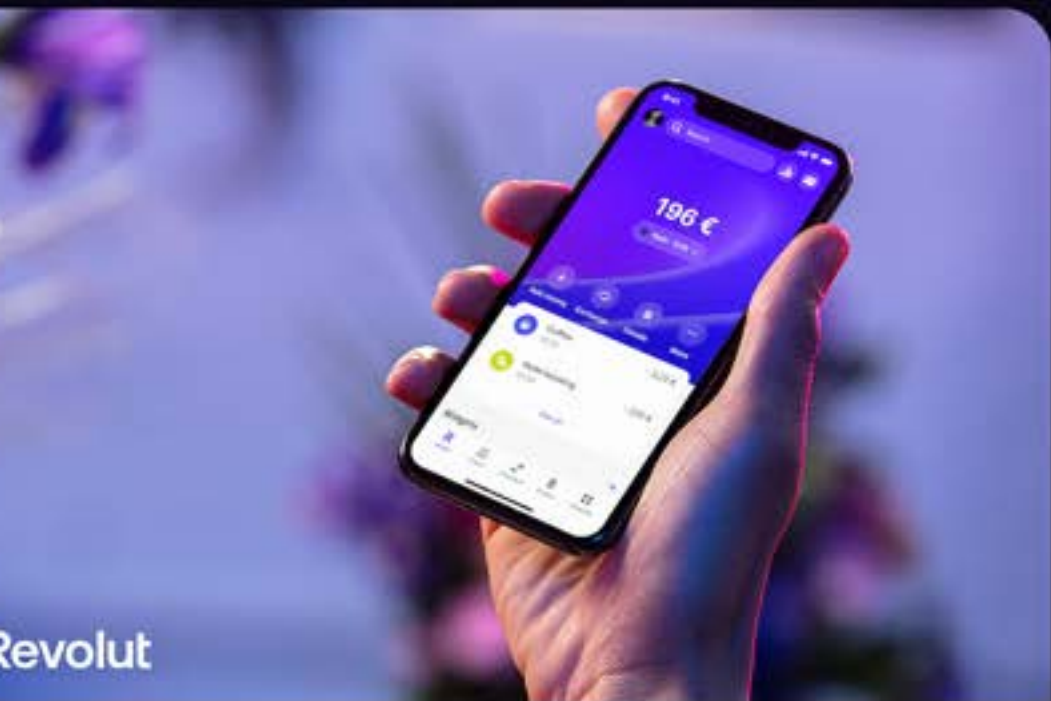
- ▶ Referral program where ambassadors / influencers see their wallet fill up with 5USD per recruit / ad they contribute with
- ▶ Each ad gives an average of 14USD per month and we pay 5USD in the referral program one time
- ▶ Woof Rescue Program – where we let people advertise for free for a new home for their beloved pet



25 ❤️ 340 🗨️ 13 ⚡ 16

Revolut Sponsored ad

ed of jumping between different bank apps? Handle money related things in one place with Revolut 🍷
n up in minutes



Revolut

Revolut: Send, spend & save 51k reviews
Free · Finance

Install

25 ❤️ 140 🗨️ 13 ⚡ 100



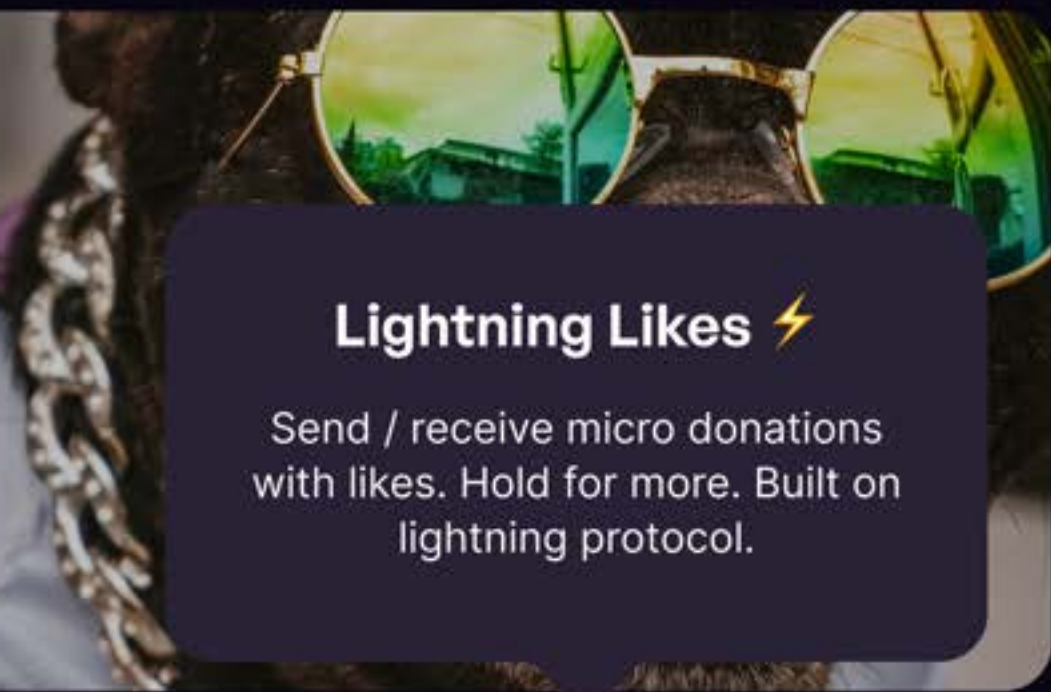
9:41



Community Sitters Pets

Johan Lagerqvist 2 hours ago

st love this dog so much! French Bulldogs are for
e the best breed out there. What do you guys think
out this breed? 🍷 #frenchies #frenchbullies



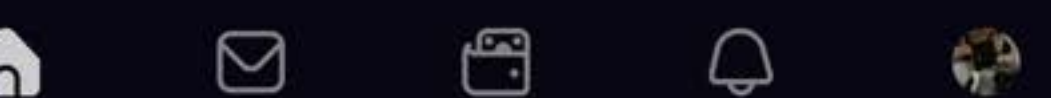
Lightning Likes ⚡

Send / receive micro donations with likes. Hold for more. Built on lightning protocol.

25 ❤️ 340 🗨️ 13 ⚡ 100

Labradorer på Södermalm Join Suggested for you

ally cool picture of me and Monty! Taken last month
the farm 🍷 #farmdog #countryslife



Alex Mangiella

2 hours ago



I just love these people so much! What would i do without you guys? My biggest supporters, i love you! 🍷



12 ❤️ 40 🗨️ 21 ⚡ 89



9:41



Community Sitters Pets



Woof Rescue Program

Adopt a Pet



Adina is a girl who appeared one day in May when she was found hiding in a large bush. She had probably been thrown into the enclosure at night as... read more



Adina · Rescue dog

Romanian

♀ Female ♂ 10.5 kg

📅 Estimated age · 4 years, 3 months old

Contact



Stefan Hågerstrand

Posted · 2h ago



So earlier today, i decided to go out for a walk with my Golden. Just as we reached the halfay point, i t
photo, and i just had to share it 🍷

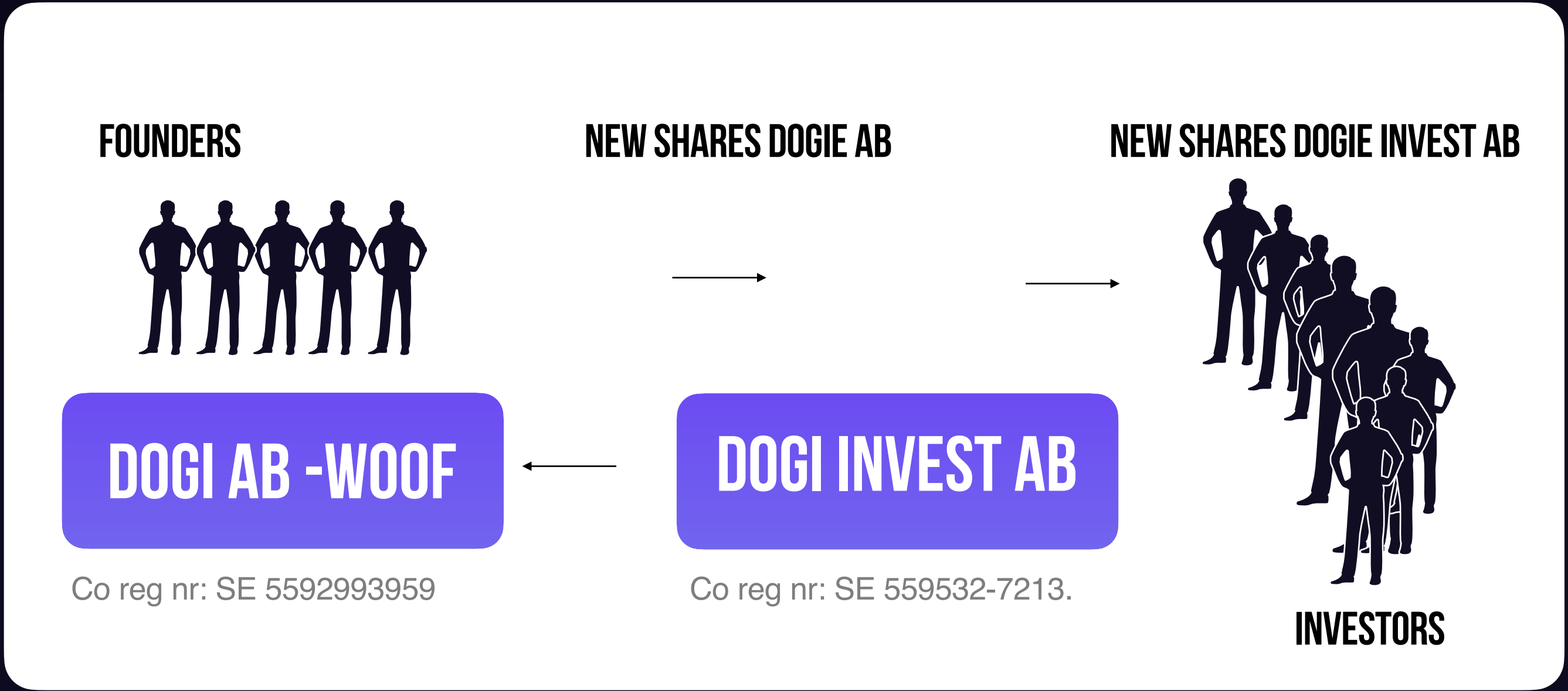


STRUCTURE INVESTOR

Woof - dogie AB issues up to 20% of the capital in class b shares with a 1:10 Voting rights to the company DOGI INVEST AB.

The use of funds is to secure a major increase in users and to Prepare a profitable company for a series B round with an international institutional investor.

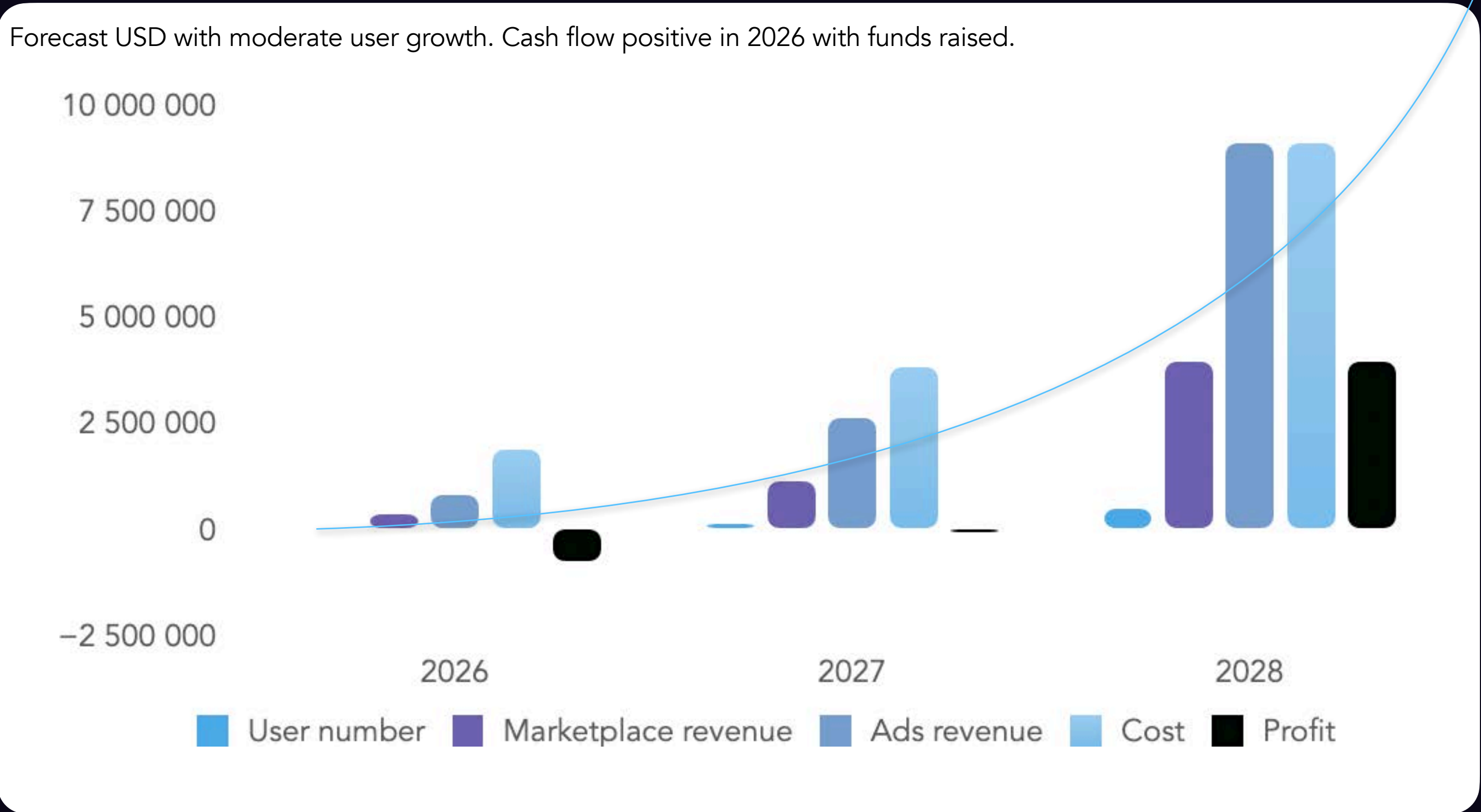
The listing of Dogie Invest AB is planned on Spotlight once the shareholder base has reached approximately 400 owners and Dogi AB is cash flow positive. Dogi AB plans to continuously repurchase shares once Dogie Invest AB is listed. In the event of a listing of Dogi AB on a larger exchange, the shareholders of Dogie Invest AB will, on the same terms, have the right to convert their shares into shares of Dogi AB.



TIMELINE

		Rover value comparison* Rover Value (USD)
<div><div>STEP 1</div><div>Spring -26</div></div>	Issued shares step 1 Pre money 7,5M USD New capital 1m USD Users 25k	30M
<div><div>STEP 2</div><div>Fall-26</div></div>	Issued shares step 2 Pre money 15M USD New capital 1m USD Users 40k	48M
<div><div>STEP 3</div><div>Spring-27</div></div>	Issued shares step 3 Pre money 22,5M USD New capital 1m USD Users 75k	90M
<div><div>STEP 4</div><div>Fall-27</div></div>	Issued shares step 4 Pre money XXXX New capital XXXX Users +150K	+120M
<div>←</div>		* Blackstone purchase price. Based on forecasted user base

USER GROWTH & KPIS



KPI:S / YEAR

ACTIVE USERS

45%

From registred

MARKETPLACE

2,5%

Pet owners

7,5%

Sitters

REVENUE PER REGISTERED USER

USD 51

Dogi AB’s Commitment to Liquidity and Transparency in Woof SPV.

Dogi AB is committed to supporting a **transparent and fair secondary marketplace** for shareholders in DOGI INVEST AB. The goal is to provide existing investors with the opportunity to **partially or fully exit their holdings**, while also allowing new investors to **register interest in acquiring shares**. This initiative aims to maintain **healthy liquidity among existing owners** and foster an active and accessible ownership community.

Once Dogi AB completes its current **Class B share issue**, the company intends to allocate capital to **purchase shares in the SPV** from shareholders looking to exit. This ensures an orderly market and encourages long-term confidence among both existing and new participants.

The administration of the SPV is provided free of charge, with a 2.5% transaction fee (courtage) applied:

- ▶ When trading existing shares, this fee is deducted as a transaction cost.*
- ▶ When subscribing to new shares, it is applied as a FEE of the total amount subscribed.*

*I.e. subscribe or buy 100 usd in shares, you get 97,5% in shares and pay a fee of 2,5% of the 100 usd. This structure ensures the ongoing **management and accounting of the SPV** is sustainably financed, with all administration handled by Dogi AB.

REPUBLIC


NEW MARKETS BY DEFAULT

We are approved by Republic, one of the world’s largest crowdfunding platforms with more than 3 million investors. We will shortly launch the same offering on Republic, raising USD 500,000.

INVESTORS AS AMBASADOURS


Our objective is to onboard 10,000+ investors through Republic’s SPV, turning them into long-term ambassadors who actively help spread Woof into new markets. **Revolut** followed a similar strategy at an early stage—leveraging thousands of investor-ambassadors to accelerate global adoption and achieve a rapid international rollout.

All Republic Investors invest on equal terms there a Republic SPV.



InvestorsBusinesses



EuropeLog inSign up



The First Toxic-Free Social Network — Powered by 20K Pet Lovers

Coming Soon

woof.mobi



Our Beta has 20K users with out one USD in advertising. We entertain and exchange services and stuff for pet owners wit up to 40% commission of money exchange in our universe in a very profitable bussinessmodel like AirBnB and our competitor Rover. Now we launch the toxic free version of TikTok with positive content that makes you feel good and united with your fellow human beings. With ad revenues like Facebook with a premium makes us extremely profitable.

Get priority access



Opportunity

In April 2024 Blackstone bought our competitor Rover for 2,3 BILLION USD. A simple market place like our Beta with approx 2 million users at the time. Thats USD 1200 per user that Blacksrone paid cash for. Woofs capital raise is in the evaluation of USD 375 per user and we forecast to grow 10X the coming month and be cash flow positive on the money we now raise.



VS



MARKET PLACE



ENTERTAINMENT



SMART VIDEO ADS



LIGHTNING LIKES



SMART WALLET



PASSIVE INCOME



CRYPTO



NEO BANK

+2 MILLION USERS



MISSION

Our mission is to build a platform powered by AI — one that continuously learns from user feedback, enhances and improves itself, buys its own marketing, and drives its own growth.

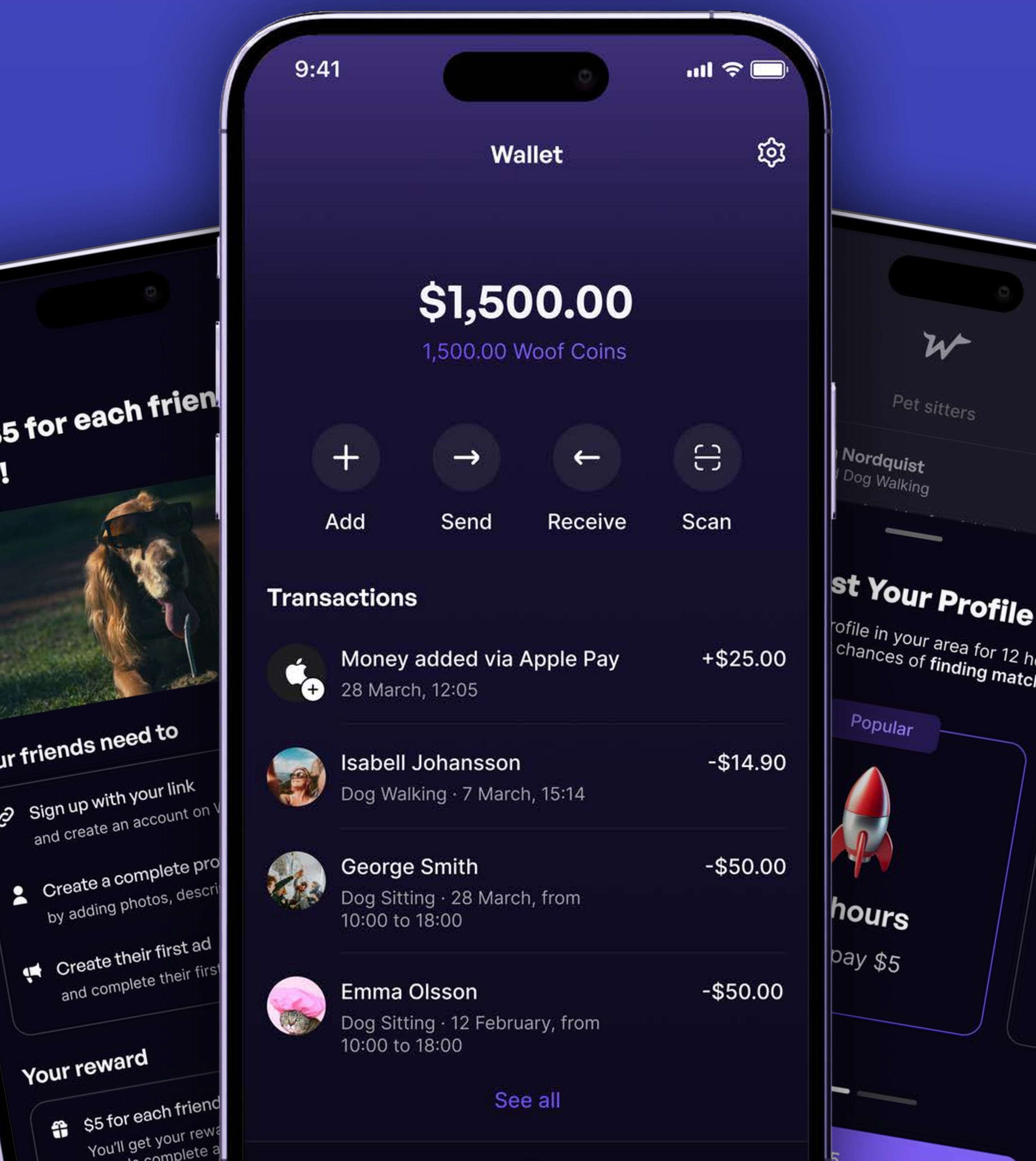
We're creating a self-sustaining digital organism — designed for us as shareholders to own and cherish.

Christofer Adel-Carlsson
CEO, Co-founder & investor

[+46 737 26 50 51](tel:+46737265051)
cc@woof.mobi

A PROVEN BILLION-DOLLAR CATEGORY

High demand. Strong margins.



Transactions

	Money added via Apple Pay 28 March, 12:05	+\$25.00
	Isabell Johansson Dog Walking · 7 March, 15:14	-\$14.90
	George Smith Dog Sitting · 28 March, from 10:00 to 18:00	-\$50.00
	Emma Olsson Dog Sitting · 12 February, from 10:00 to 18:00	-\$50.00

[See all](#)

THE TEAM



Christofer Carlsson

CEO

Entrepreneur since 2009. Schooled in Kinnevik's MTG. Owner of Aktiebolaget Stora Hälsingland. Founder of Billo, Investor & Co-Founder of Woof.

Cell: +46 737 26 5051

Mail: cc@woof.mobi



Oussama Bennis

TECH

Previously CTO at Billo and Coop. Has worked for Capgemini, Accenture, Brightstep, and SQLI. Co-Founder of Billo. Investor & Co Founder of Woof.

Cell: +46 72 993 85 20

Mail: ob@woof.mobi



Hanaa Asari

COO

Previosly CEO of Billo Marocko, has an extensive experience in building tech teams and operations.

Cell: +46 737 26 5051

Mail: hanaa@woof.mobi



Karin Källström

LEGAL

Lawyer since 2013. Worked for Klarna, MTG, European Parliament, Gerart & Danielsson, Partner at Afirm and Co-Founder of Woof.

Cell: +46 70 303 97 89

Mail: karin@afirm.law

THE TEAM



Erik Bergstrand

CFO

Previously Head of Finance at Sweep Bank, multitude of roles at OKQ8. B.Sc. and M.Sc. Stockholm School of Economics . Investor & Co-Founder at Woof.

Cell: +46 73 944 33 47

Mail: eb@woof.mobi



Sebastian Olsson

CPO

Founder of Woof together with Victor Kennedy. Backed by Christofer since the start.

Cell: +46 70 592 58 40

Mail: so@woof.mobi



Anton Lander

Account Manager AD Sales
& Creative Solutions

Cell: +46 73-393 52 15

Mail: anton@woof.mobi



The Stig of Crypto

ADVISOR

Mail: nvk@woof.mobi



woof

Bark away. | woof.mobi