

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.



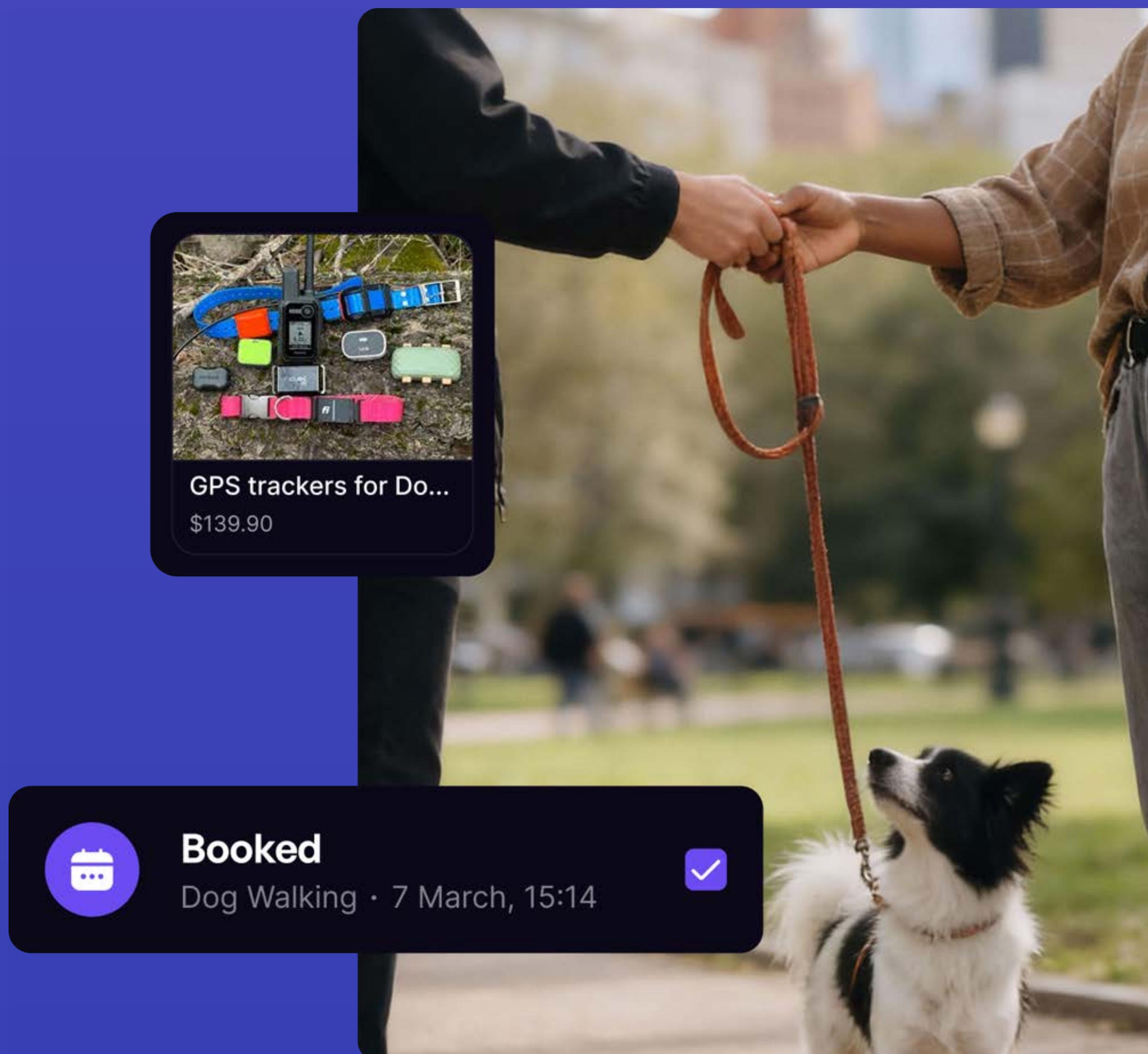
A TOXIC-FREE ENTERTAINMENT CHANNEL

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

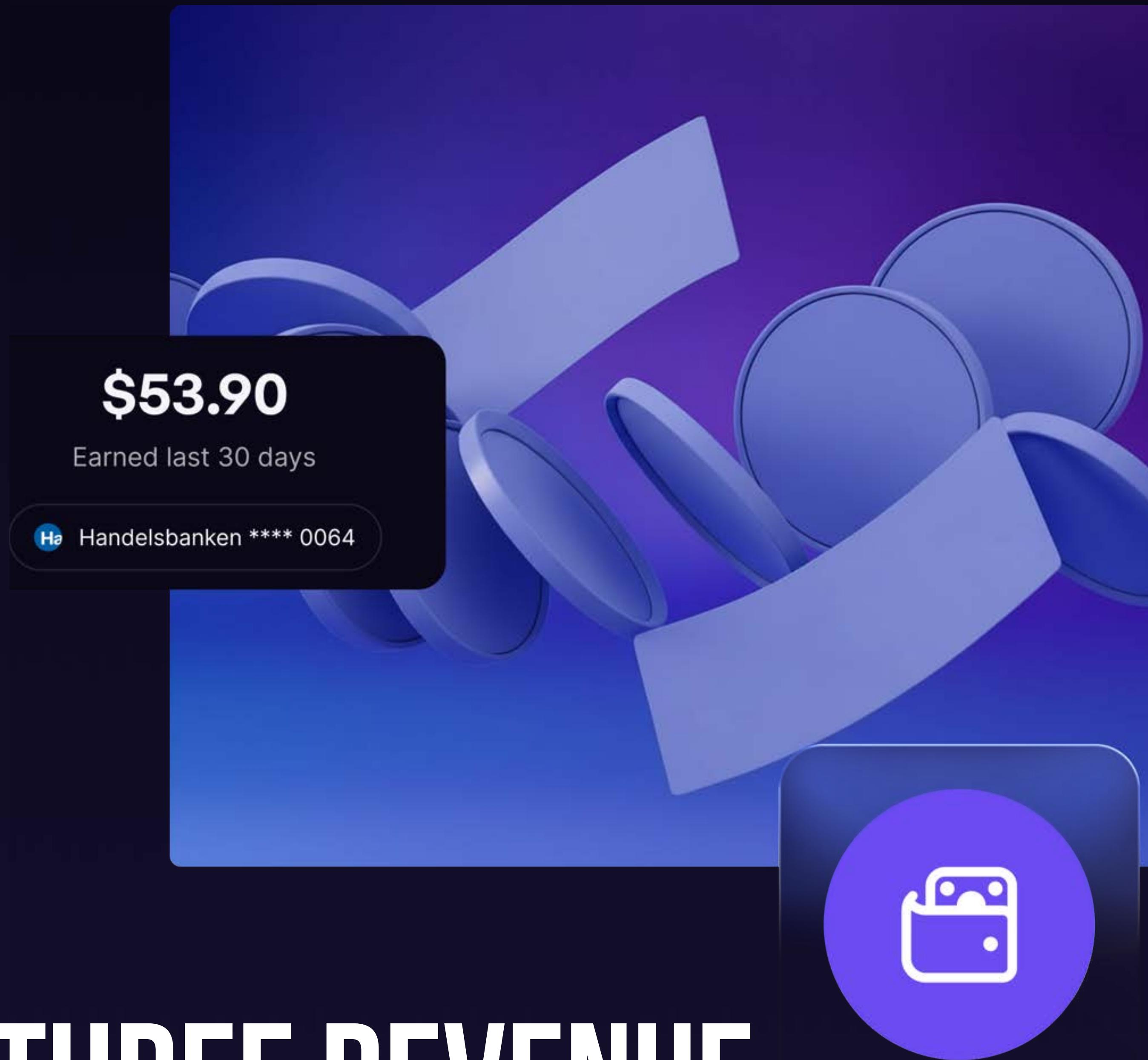
Detox from Instagram, TikTok, Facebook and X. Endless video swiping with positive content – from cute dogs to wildlife and nature from around the world.



AT THE SAME TIME, WOOF IS A MARKETPLACE:

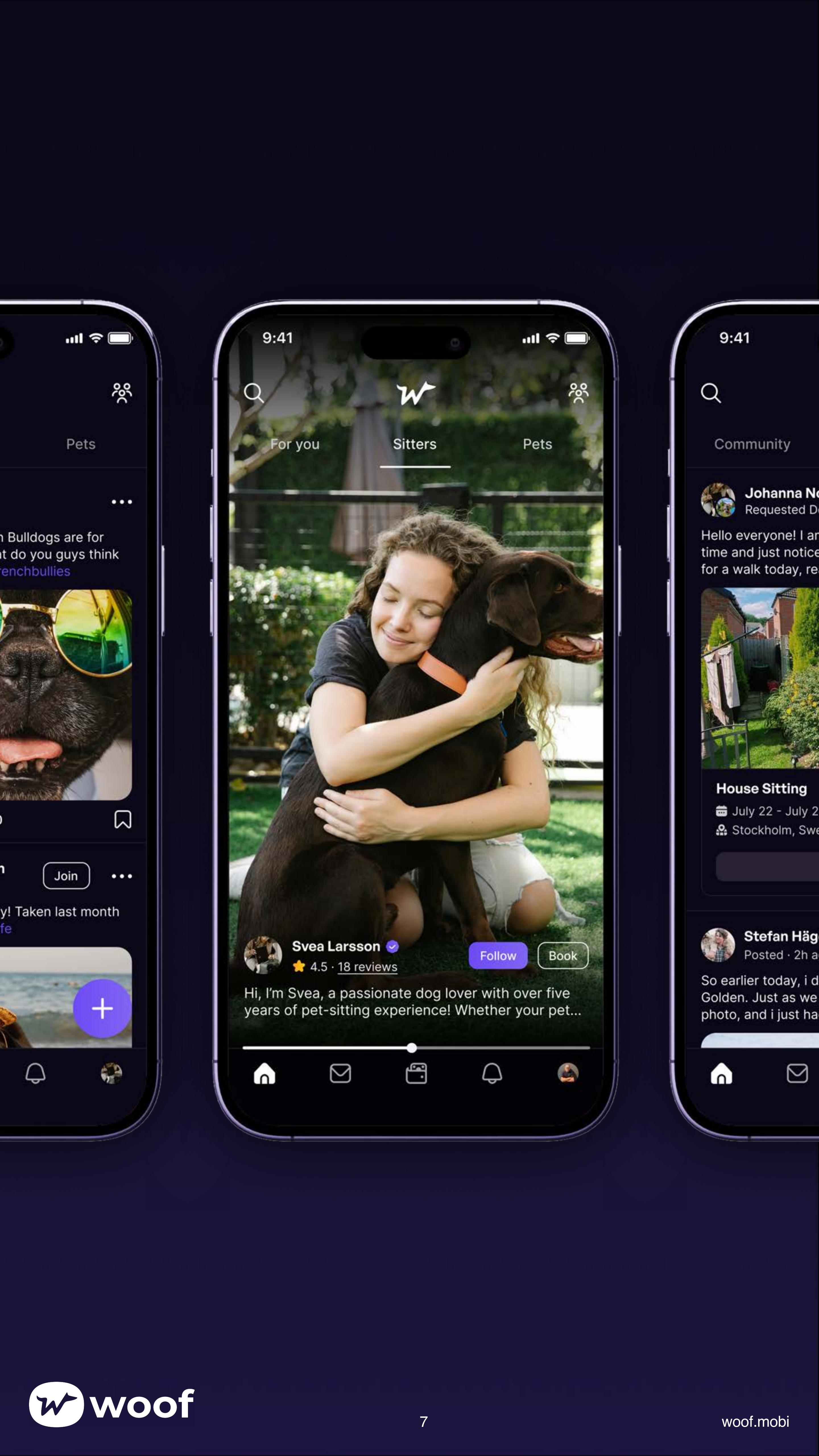


Find pet sitters, match with caretakers, and buy or sell pet-related services and products.



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.



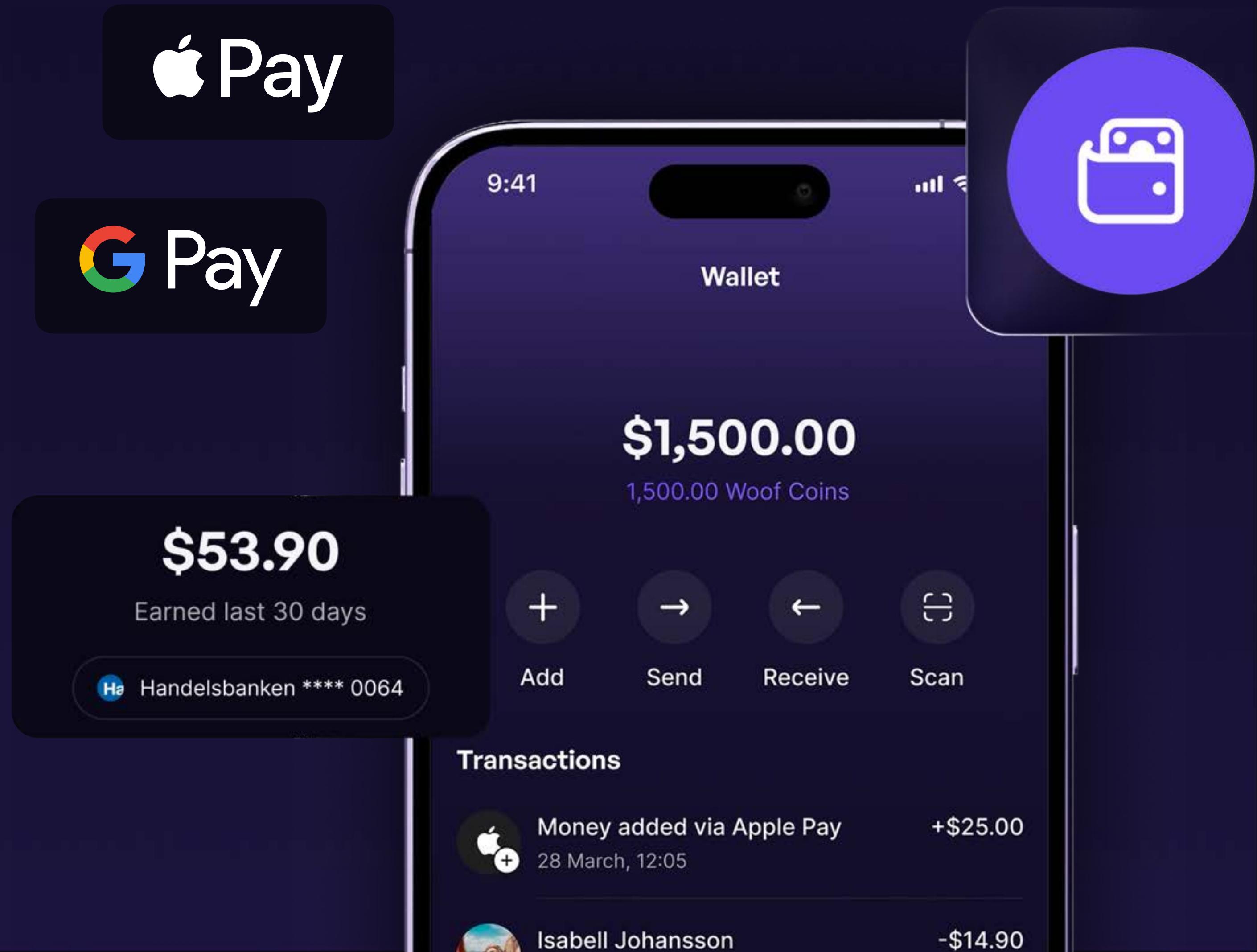
THE WALLET

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.



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

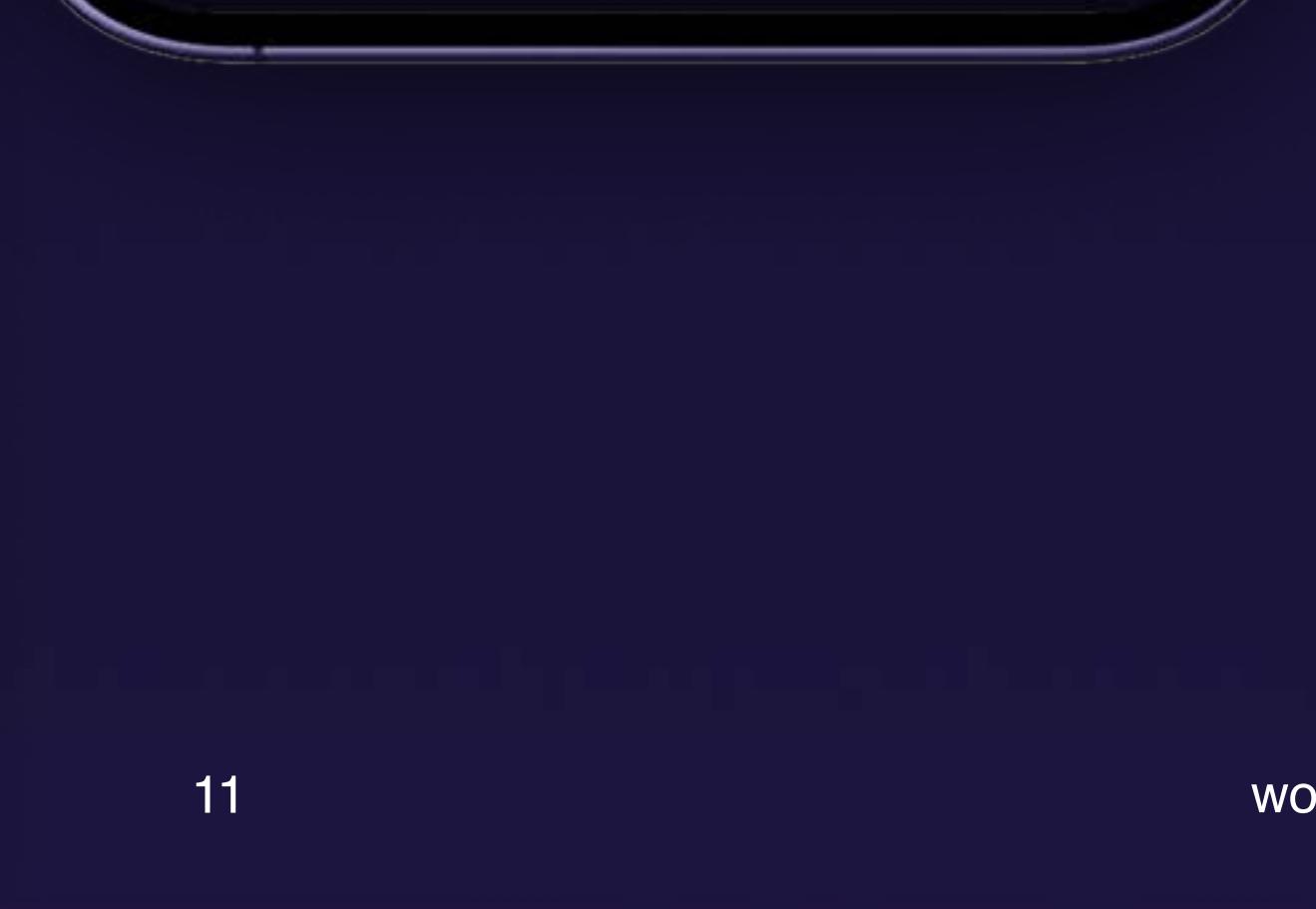
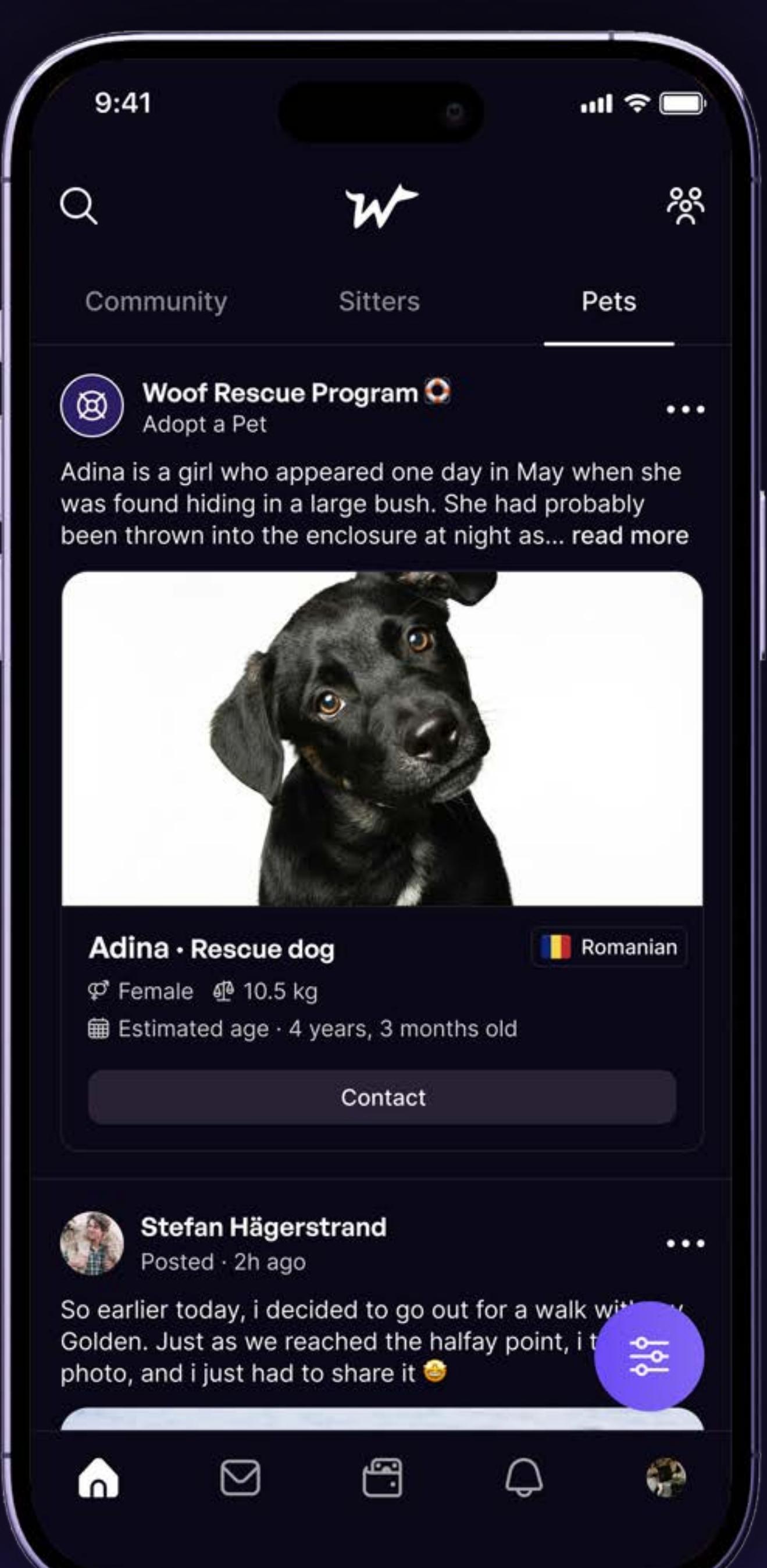
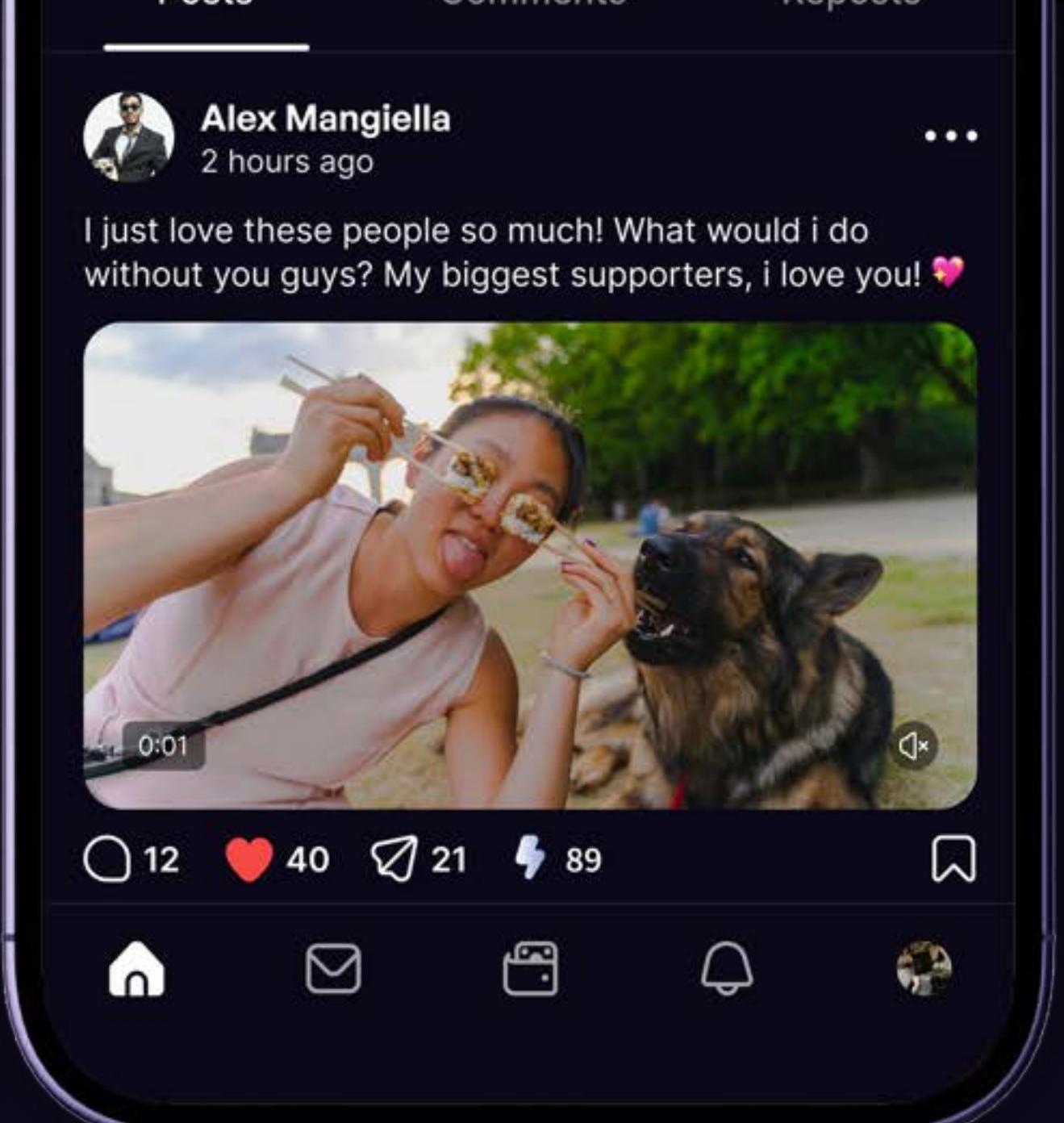
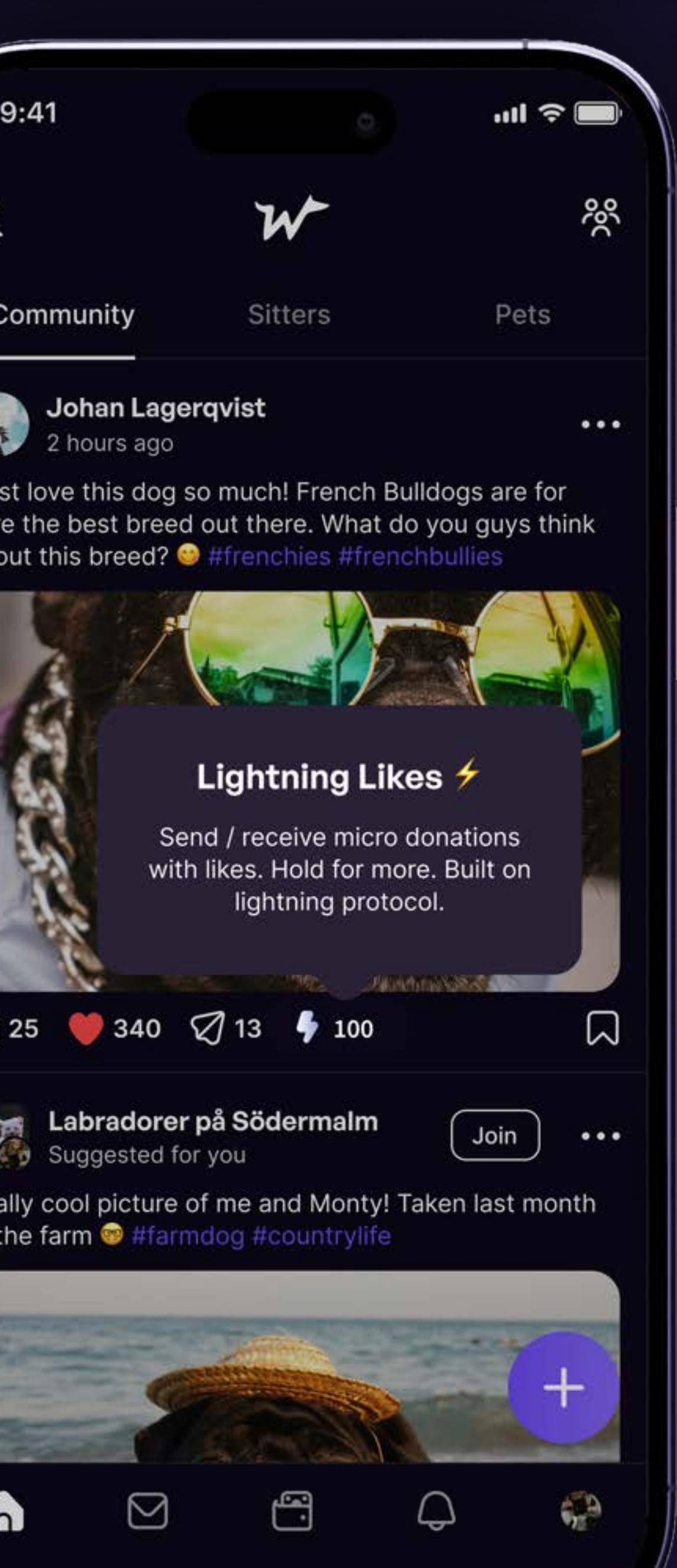
- 30% commissions on marketplace like **Airbnb** and others
- \$2–15 ad boosts for visibility and matches like **Tinder**
- Ad sales with high demand from insurance and pet foods
- Ad sales budget 2026 makes us Cash Flow positive
- 2.5% revenue share from purchases made through integrated checkout on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

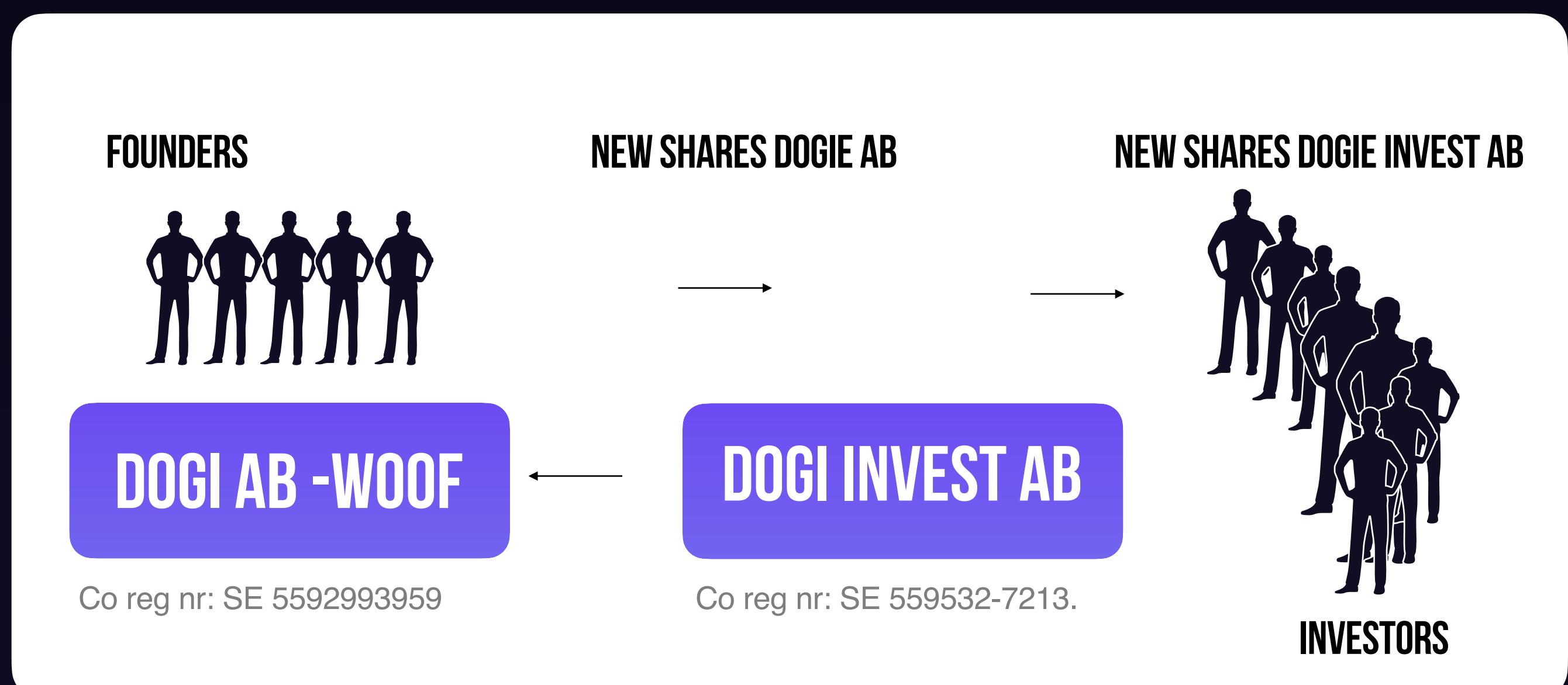


STRUCTURE INVESTOR

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

STEP 1

Spring -26

Issued shares step 1
Pre money 7,5M USD
New capital 1m USD
Users 25k

Rover value
comparison*

Rover Value (USD)

30M

STEP 2

Fall-26

Issued shares step 2
Pre money 15M USD
New capital 1m USD
Users 40k

48M

STEP 3

Spring-27

Issued shares step 3
Pre money 22,5M USD
New capital 1m USD
Users 75k

90M

STEP 4

Fall-27

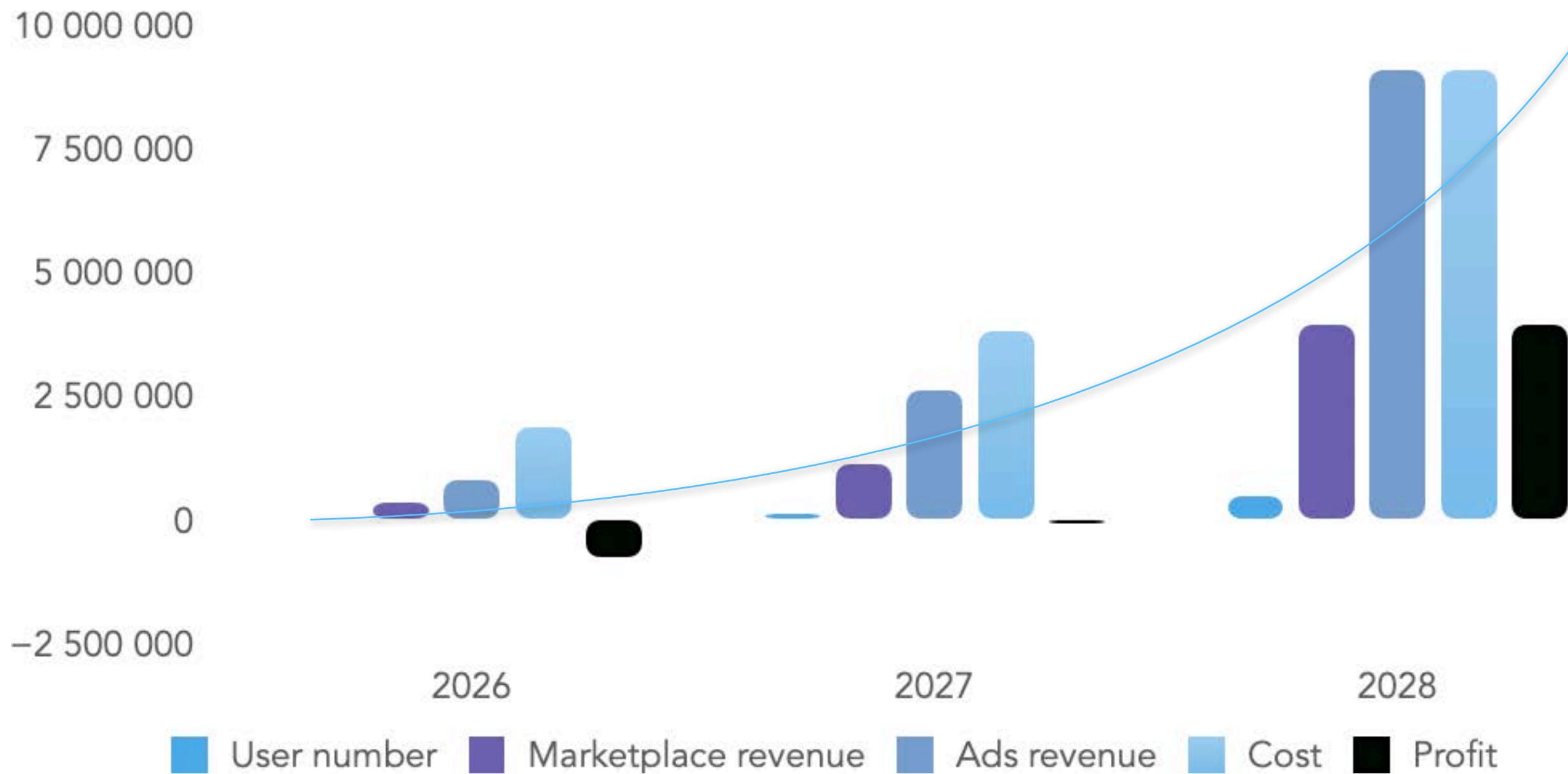
Issued shares step 4
Pre money XXXX
New capital XXXX
Users +150K

+120M

* Blackstone purchase price.
Based on forecasted user base

USER GROWTH & KPIS

Forecast USD with moderate user growth. Cash flow positive in 2026 with funds raised.



KPI:S / YEAR

ACTIVE USERS

45%

From registered

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

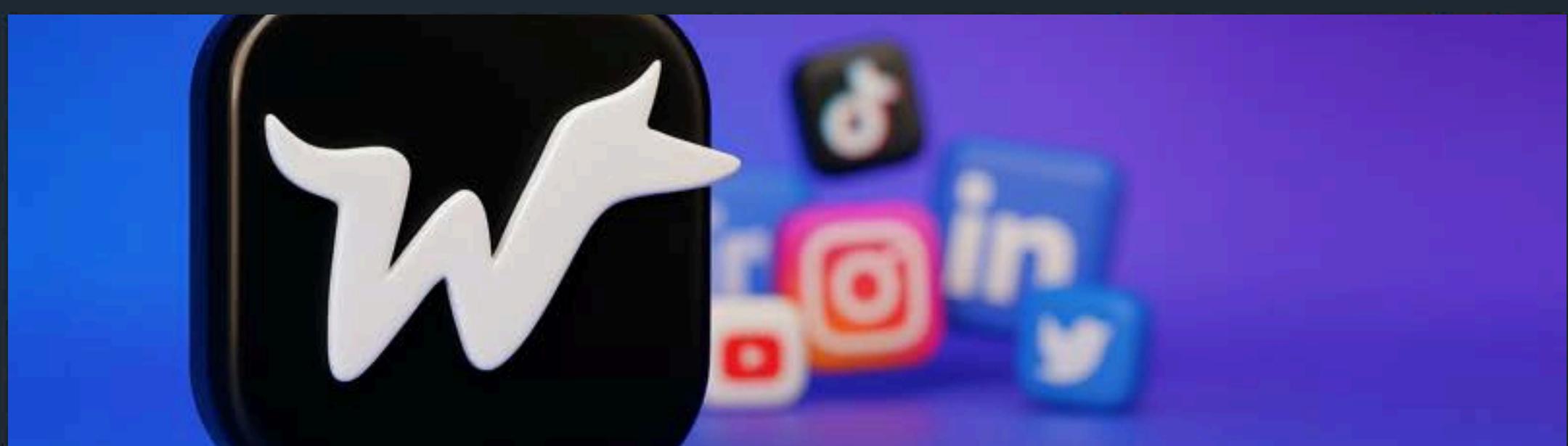
We are approved by Republic, one of the world's largest crowdfunding platforms with more than 3 million investors. We will shortly launch the same offering on Republic, raising USD 500,000.

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.

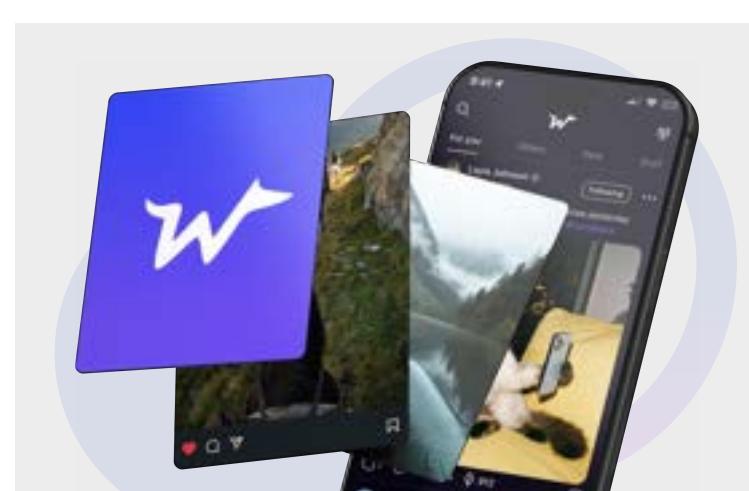


The First Toxic-Free Social Network — Powered by 20K Pet Lovers Coming Soon

woof.mobi [f](#) [in](#)

Our Beta has 20K users with out one USD in advertising. We entertain and exchange services and stuff for pet owners with up to 40% commission of money exchange in our universe in a very profitable businessmodel 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 Blackstone paid cash for. Woof's 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.

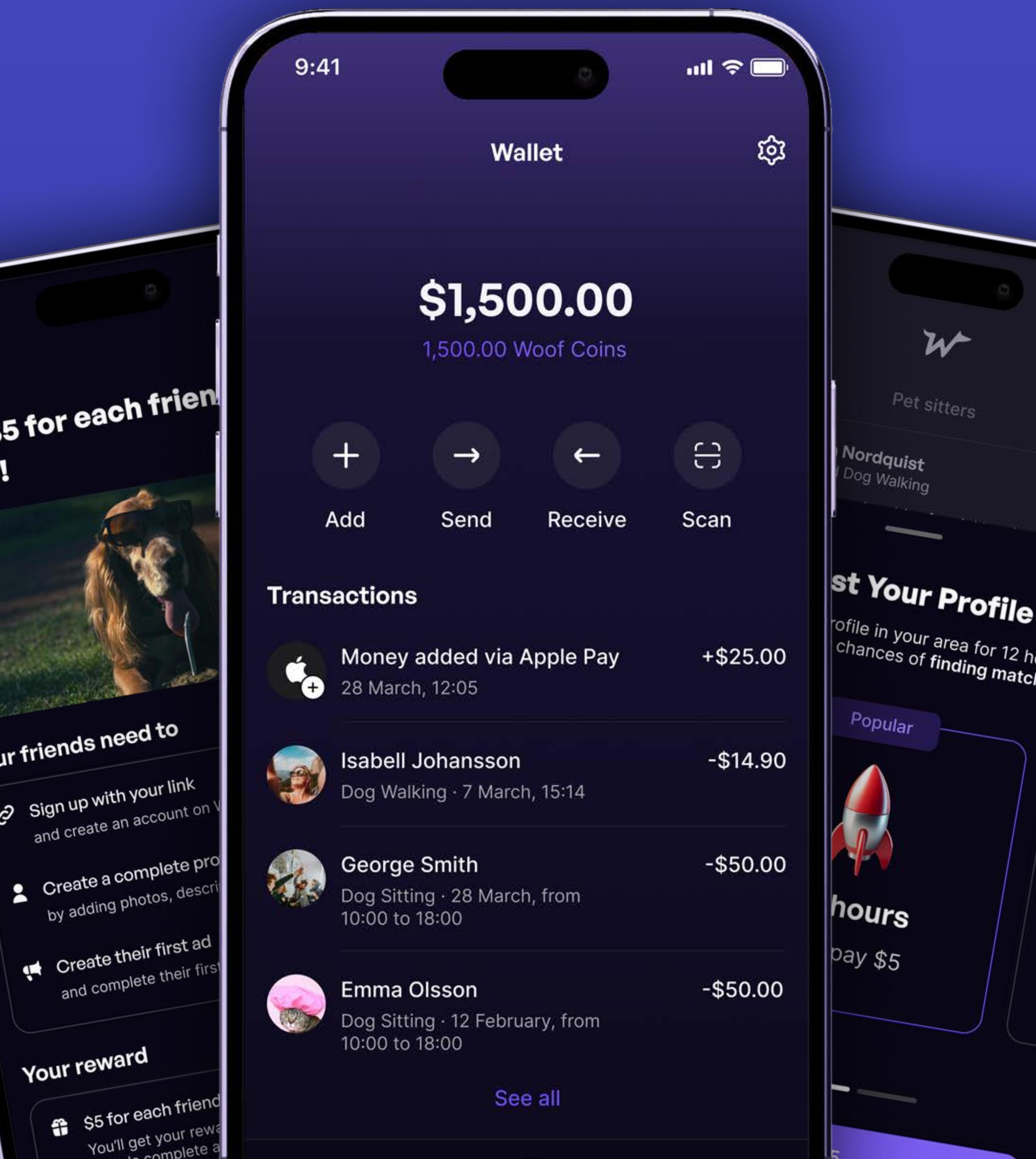
We're creating a self-sustaining digital organism – designed for us as shareholders to own and cherish.

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CEO, Co-founder & investor

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A PROVEN BILLION-DOLLAR CATEGORY

High demand. Strong margins.



THE TEAM



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woof

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