

LOONAWELL

HEALTHIER DOGS, HAPPY LIVES

THE LOONAWELL DIFFERENCE

Leading with science
and excellence in pet
health & wellness



Loonawell AG Zurich, Switzerland

“WELCOME TO LOONAWELL,

where pet nutrition is more than a passion; it's what we live by. What sets us apart is a dedication to unrivaled quality, rigorous scientific scrutiny, and an unyielding pursuit of excellence. For this reason, all our products are organic, human-grade and adhere to a strict guideline: if an ingredient doesn't contribute to a dog's nutritional needs, it won't find its way into our products. This commitment to quality and nutrition makes us truly one-of-a-kind.”

Dr. Maria de Bettencourt Tavares

Founder and CEO of LOONAWELL

TABLE OF CONTENTS

| | |
|--|----|
| Introduction | 2 |
| Meet our Founder | 4 |
| Meet our Team | 6 |
| History | 8 |
| Swiss Excellence: The LOONAWELL Standard | 10 |
| Our Products | 12 |
| Baked Treats Collection | 13 |
| Paté Collection | 20 |
| LOONAWELL's Board of Directors | 24 |



OUR MISSION: A HEALTHIER, HAPPY LIFE FOR DOGS

Our mission is simple yet profound: to enhance the health and well-being of all dogs by providing products that customers can trust blindly. We believe that the path to a healthier, happy life starts with exceptional nutrition. Every LOONAWELL product reflects this mission without compromise.

SCIENTIFIC RIGOR: UNVEILING NATURE'S BEST

The development of our products starts with a meticulous scientific approach. We explore which ingredients truly benefit a dog's health and well-being, and which manufacturing processes best preserve the quality of these ingredients in the final product. Our products are packed with vitamins, amino acids, and minerals, sourced exclusively from premium, human-grade quality organic ingredients.

SWISS CRAFTSMANSHIP

From the sourcing of our raw materials to the shipping of all our products, we personally oversee every step of the chain in our facilities in Zurich, Switzerland. Our products are hand-made and prepared using traditional cooking processes under the highest standards.



**“We believe that
the path to a
healthier, happy
life starts with
exceptional
nutrition.”**

Dr. Maria de Bettencourt Tavares
Founder and CEO of LOONAWELL





LOONAWELL: WHERE SCIENCE MEETS PURPOSE

Founded by Dr. Maria de Bettencourt Tavares, an expert in Biomedical Sciences and Food Ingredient Development, LOONAWELL emerged from a personal mission to provide Luna, her beloved Westie, with healthier dog food and treats. Driven by Maria's scientific rigor and expertise, and fueled by her lifelong passion for understanding life's complexities, she embarked on a mission: to create a new standard in pet nutrition.

Meet our Founder

“With the knowledge that I had acquired during my career, I could soon understand that the drivers behind animal nutrition are quite different from those of human nutrition, and the reason is simple.



In the case of animal nutrition, the consumer is a silent one, one that never complains, one that doesn't push for new and healthier trends.

There is no voice objecting against the 'profit at all costs' growth strategy of the leading corporations in this industry.

LOONAWELL brings it all together but at an all-new level of meaning and purpose. Our company is based on strong knowledge, and a careful thought process behind every ingredient, every concept, and every product. A transparent, healthy, and nutritious choice for our dogs providing happiness and peace of mind to dog owners.”

Dr. Maria de Bettencourt Tavares
Founder and CEO of LOONAWELL

MEET OUR TEAM



Dr. Maria de Bettencourt Tavares
Founder & CEO



Steve Zosso
Commercial Lead



Dr. Cristina Lupo
Food Development Lead



Denisse Coquet
Editor



Lucie Goguelin
Senior Manufacturing Manager



Margarita Strigaleva
Senior Graphic Designer



Dr. Med. Vet. Neus Torrent Ample
Veterinarian & Animal Nutritionist



Kerissa Peasley
Project Manager



Isabella De Rosa
Social Media Manager



Joao Ferrao
Chef and Culinary Advisor



Simon Baker
Packaging Strategist and Designer

AT LOONAWELL, WE HAVE A DIVERSE AND SKILLED TEAM

We are committed to excellence, pushing boundaries, and ensuring that every dog receives the best. We are passionate about what we do and feel purpose in our shared goal of becoming the leading brand in premium pet nutrition.





OUR HISTORY



FEBRUARY 2020

LOONAWELL was founded by sole founder Dr. Maria de Bettencourt Tavares, an expert in Biomedical Sciences and Food Ingredient Development. She initially launched our vegetarian and plant-based collection which includes the Super Foodies, Multi Vitamin, Healthy Glow, and Happy Tummy treats.

JUNE 2021

LOONAWELL became the first Pet Food brand in the world to receive the globally recognized Swiss Vitamin Institute (SVI) label.

2020

2021

202



Certified organic

JANUARY 2022

LOONAWELL launched two new products: Beef Delight and Salmon Delight Bio Baked Treats.

LAST QUARTER 2020

LOONAWELL received the EU-Bio certification guaranteeing that LOONAWELL's products are organic, support climate and environmental protection, the conservation of soil fertility, preservation of biodiversity, and the absence of GMOs.





2022

LOONAWELL is selling in over 16 countries through its Online Shop.

SEPTEMBER 2022

LOONAWELL participated in the Village Capital and Visa Foundation Greentech accelerator program.

JULY 2023

Successful 3 million CHF Seed Round Financing. LOONAWELL increases its capital and changes from GmbH to AG.

Q4 2023

LOONAWELL incorporates new full-time members to its team.

Launch of the Paté Collection: Sardine, Sleepy, and Beef & Bacon.



2

2023

FEBRUARY 2022

LOONAWELL was selected to participate in the Google for Startups Growth Academy: Women Founders Program.

NOVEMBER 2023

LOONAWELL opens a new office next to its production space in Zürich Binz, Switzerland.



AUGUST 2023

LOONAWELL rebrands its packaging to incorporate LOONA, the new face of the brand.

OCTOBER 2023

LOONAWELL expands into the Global B2B Market with selected Premium Retailers.

LOONAWELL becomes a member of the Made in Zurich Initiative.



SWISS EXCELLENCE: THE LOONAWELL STANDARD

At LOONAWELL, we uphold the Swiss tradition of precision and quality in hand-crafting our products. LOONAWELL isn't just a pet food company; it's a Swiss-made revolution in the Pet Food category.

EXCEPTIONAL INGREDIENT QUALITY

We believe in the power of healthy and natural nutrition. That's why we choose our raw materials with great care. All our ingredients are organic to ensure they have a high nutritional content and are free from synthetic pesticides. Over 50% of our ingredients are of BIO Swiss origin, and the rest are carefully sourced from certified BIO suppliers worldwide, hand-picked for their quality and nutritional value. All our ingredients also meet human-grade quality standards.

END-TO-END TRACEABILITY

We reject the industry norm of scattered manufacturing. Everything happens under the same roof in Zurich where every step is carefully monitored to ensure maximum quality, traceability, and product integrity.

HIGHLY-MONITORED PRODUCTION PROCESS

Our meticulous production process combines cutting-edge technology with time-honored craftsmanship. From ingredient selection to packaging, every detail matters. We follow stringent quality control protocols to create products that meet our demanding standards.

TRANSPARENT LABELS

We believe in transparency. Our labels are the most comprehensive you'll find in the pet food industry. We list all the vitamins, minerals, and amino acids present in our products, so you can make informed choices. No hidden ingredients, no misleading claims – just honest, wholesome nutrition.

LOONAWELL isn't just a brand; it's our commitment to delivering top-tier, premium, organic, and human-grade pet nutrition that prioritizes every dog's health and happiness.



OUR PRODUCTS





BAKED TREATS COLLECTION

At LOONAWELL we combine all our knowledge and expertise in Biomedical Sciences & Food Nutrition and put it at the service of our dogs. Using only premium (organic, 100% natural), fresh, and human-grade quality ingredients, we create recipes that are not only healthy but also super tasty... so tasty you will feel tempted to try them yourself! Handmade and traditionally baked, each of our treats has been carefully designed to cover different dogs' needs. They also contain all dogs' essential amino acids

and are recommended for puppies, adults, and senior dogs.

Our low-calorie treats are ideal for a healthy lifestyle as well as for training and any on-the-go activity.

There are 60 treats in each box: Each individual box includes ten easy-to-carry sachets (resealable) that preserve the freshness of the treats. Each sachet contains six treats. Our treats are freshly baked every week and will last one year unopened.



SUPER FOODIES

Bio Baked Dog Treats

These easily digestible dog treats are made with hand-picked, premium organic superfoods (such as blueberries, coconut, bananas and oats) that contribute to your dog's healthy immune system.



Certified organic



Vegan

INGREDIENTS:

Organic-bananas, organic-blueberries, organic-buckwheat flour, organic-oats, organic-coconut flour, organic-coconut oil, organic-lemon, organic-cinnamon, additives: antioxidant (tocopherol rich extract of natural origin).

VITAMINS: B1, B3, B5, B6, B8, B9, E, K1, Choline

MINERALS:

Calcium, Phosphorus, Sodium, Manganese, Copper, Zinc, Potassium, Magnesium

AMINO ACIDS:

Alanine, Aspartic Acid, Arginine, Cysteine + Cystine, Glutamic Acid, Glycine, Histidine, Isoleucine, Leucine, Lysine, Methionine, Phenylalanine, Proline, Serine, Threonine, Tyrosine, Tryptophan, Valine



Swiss-Made



MULTI VITAMIN

Bio Baked Dog Treats

These easily digestible dog treats are perfect for dogs that want to live an active and healthy life. With apples, carrots, ginger, olive oil and nutritional yeast, that all together contribute with folic acid, choline and B-complex vitamins, contributing for a healthy dog life.



Certified
organic



Vegan

INGREDIENTS:

Organic-buckwheat flour, organic-apples, organic-carrots, organic-olive oil, organic-lemon, organic-apple cider vinegar, organic-ginger, nutritional yeast, organic-oregano, additives: antioxidant (tocopherol rich extract of natural origin).

VITAMINS: B1, B2, B3, B5, B6, B8, B9, E, K1, Choline

MINERALS:

Iron, Calcium, Phosphorus, Sodium, Manganese, Copper, Zinc, Potassium, Magnesium

AMINO ACIDS:

Alanine, Aspartic Acid, Arginine, Cysteine+Cystine, Glutamic Acid, Glycine, Histidine, Isoleucine, Leucine, Lysine, Methionine, Phenylalanine, Proline, Serine, Threonine, Tyrosine, Tryptophan, Valine



Swiss-Made



HAPPY TUMMY

Bio Baked Dog Treats

Perfect for dogs with a sensitive stomach or that just want to keep a healthy gut. These easily digestible dog treats are made with hand-picked, premium, organic soothing ingredients that are highly nutritious.



Certified
organic



Vegan

INGREDIENTS:

Organic-buckwheat flour, organic-green peas, organic-broccoli, organic-olive oil, organic-lemon, organic-ginger, nutritional yeast, organic-mint, organic-aniseed, additives: antioxidant (tocopherol rich extract of natural origin).

VITAMINS: B1, B2, B3, B5, B6, B8, B9, K1, E, Choline

MINERALS:

Iron, Calcium, Phosphorus, Manganese, Copper, Zinc, Potassium, Magnesium

AMINO ACIDS:

Alanine, Aspartic Acid, Arginine, Cysteine + Cystine, Glutamic Acid, Glycine, Histidine, Isoleucine, Leucine, Lysine, Methionine, Phenylalanine, Proline, Serine, Threonine, Tyrosine, Tryptophan, Valine



Swiss-Made



HEALTHY GLOW

Bio Baked Dog Treats

These easily digestible dog treats are made with a specific set of ingredients that contribute to a healthy skin and fur and therefore ideal for dogs with sensitive or irritated skin.



Certified
organic



Vegan

INGREDIENTS:

Organic-buckwheat flour, organic-quinoa, organic-spinach, organic-coconut oil, organic-lemon, organic-ginger, organic-coriander seeds, additives: antioxidant (tocopherol rich extract of natural origin).

VITAMINS:

B1, B3, B5, B8, B9, K1, E, Choline

MINERALS:

Calcium, Phosphorus, Manganese, Copper, Zinc, Potassium, Magnesium

AMINO ACIDS:

Alanine, Aspartic Acid, Arginine, Cysteine + Cystine, Glutamic Acid, Glycine, Histidine, Isoleucine, Leucine, Lysine, Methionine, Phenylalanine, Proline, Serine, Threonine, Tyrosine, Tryptophan, Valine



Swiss-Made



BEEF DELIGHT

Bio Baked Dog Treats

These easily digestible dog treats are rich in protein, from Swiss organic beef, as well as antioxidants, vitamins, minerals and essential amino acids, which are all key for your dog's good health.

INGREDIENTS:

Organic-buckwheat flour, organic-lentils, organic-beef, organic-raspberries, organic-apples, organic-apple cider vinegar, organic-rosemary, organic-olive oil, additives: antioxidant (tocopherol rich extract of natural origin).



Certified
organic

VITAMINS:

B1, B3, B5, B6, B8, C, K1, E, Choline



MINERALS:

Iron, Calcium, Sodium, Phosphorus, Manganese, Copper, Zinc, Potassium, Magnesium



AMINO ACIDS:

Alanine, Aspartic Acid, Arginine, Cysteine + Cystine, Glutamic Acid, Glycine, Histidine, Isoleucine, Leucine, Lysine, Methionine, Phenylalanine, Proline, Serine, Threonine, Tyrosine, Tryptophan, Valine



Swiss-Made



SALMON DELIGHT

Bio Baked Dog Treats

These easily digestible dog treats contain omega-3 fatty acids, from the organic salmon, to support your dog's healthy immune system. The mango, lemon and capers, together with the remaining ingredients, bring a variety of vitamins, minerals and essential amino acids, essential for a healthy life-style.

INGREDIENTS:

Organic-quinoa, organic-buckwheat flour, organic-salmon, organic-mango, organic-lemon, organic-capers, organic-ginger, nutritional yeast, organic-coriander seeds, organic-curcumin, organic-olive oil, additives: antioxidant (tocopherol rich extract of natural origin).

VITAMINS: B1, B3, B5, B6, B8, C, K1, E, Choline

MINERALS:

Iron, Calcium, Sodium, Phosphorus, Manganese, Copper, Zinc, Potassium, Magnesium

POLYUNSATURATED FATTY ACIDS:

Omega 3, Omega 6

AMINO ACIDS: Alanine, Aspartic Acid, Arginine, Cysteine + Cystine, Glutamic Acid, Glycine, Histidine, Isoleucine, Leucine, Lysine, Methionine, Phenylalanine, Proline, Serine, Threonine, Tyrosine, Tryptophan, Valine



Certified organic



Swiss-Made



PATÉ COLLECTION

Our Patés are not only an indulgence for dogs thanks to their moist texture and delectable flavors but are also packed with premium organic and human-grade ingredients.

Make sure fresh water is always available when offering. Once opened, our Patés should be refrigerated and consumed within four weeks.



SARDINE PATÉ

The Sardine Paté is a delicatessen packed with Omega 3 fatty acids. This pate promotes a healthy immune system, keeping dogs looking and feeling their best. The supreme and distinguishable sardine flavor is surrounded by notes of capers and lemon, adding a burst of freshness to every mouthful.

DAILY FEEDING GUIDELINES:

| | | |
|-------------|----------|--------------|
| Dog weight: | < 5 kg | 12 g per day |
| | 5-9 kg | 20 g |
| | 10-13 kg | 32 g |
| | 14-18 kg | 42 g |
| | > 19 kg | 52 g |

INGREDIENTS:

Organic-chickpeas, water, sardines, organic-olive oil, organic-lemon, organic-capers, organic-rosemary, additives: antioxidant (tocopherol rich extract of natural origin)

OMEGA-3 FATTY ACIDS/100G: 150mg

VITAMINS: B1, B2, B5, E, Choline

MINERALS:

Calcium, Copper, Iron, Potassium, Magnesium, Manganese, Sodium, Phosphorus, Zinc

AMINO ACIDS:

Alanine, Aspartic acid, Arginine, Glutamic acid, Glycine, Histidine, Hydroxyproline, Isoleucine, Leucine, Lysine, Ornithine, Phenylalanine, Proline, Serine, Threonine, Tyrosine, Valine, Cysteine +Cystine, Methionine, Tryptophan



Gluten Free



Swiss Made



SLEEPY PATÉ

Designed for dogs who need a little extra relaxation, our Sleepy Paté is the perfect solution. Infused with a blend of calming herbs such as chamomile, fennel, and lemon balm; this paté is specially designed to soothe and comfort dogs during restless nights or stressful moments. It also includes apple and chickpeas to introduce earthy notes that add a touch of sweetness to the mix.

DAILY FEEDING GUIDELINES:

| | | |
|-------------|----------|--------------|
| Dog weight: | < 5 kg | 16 g per day |
| | 5-9 kg | 30 g |
| | 10-13 kg | 50 g |
| | 14-18 kg | 70 g |
| | > 19 kg | 80 g |

INGREDIENTS: Organic-chickpeas, water, organic-apples, organic-lemon, organic-camomile, organic-fennel, organic-lemon balm, additives: antioxidant (tocopherol rich extract of natural origin).

VITAMINS: B1, B2, B5, E, Choline

MINERALS: Calcium, Copper, Iron, Potassium, Magnesium, Manganese, Sodium, Phosphorus, Zinc

AMINO ACIDS: Alanine, Aspartic acid, Arginine, Glutamic acid, Glycine, Histidine, Hydroxyproline, Isoleucine, Leucine, Lysine, Ornithine, Phenylalanine, Proline, Serine, Threonine, Tyrosine, Valine, Cysteine +Cystine, Methionine, Tryptophan



Swiss
Made



Vegan



Gluten
Free



Certified
organic



BEEF & BACON PATÉ

Our Beef and Bacon Pate is the epitome of indulgence, featuring tender, organic Swiss beef and bacon that dogs can't resist. With hints of ginger, thyme, olive oil, and lemon, this pate is a flavor explosion but it's also an excellent source of protein to keep dogs strong and healthy.

DAILY FEEDING GUIDELINES:

| | | |
|-------------|----------|--------------|
| Dog weight: | < 5 kg | 12 g per day |
| | 5-9 kg | 22 g |
| | 10-13 kg | 36 g |
| | 14-18 kg | 46 g |
| | > 19 kg | 54 g |

INGREDIENTS:

Organic-chickpeas, water, organic-beef, organic-olive oil, organic-lemon, organic-bacon, organic-ginger, organic-thyme, additives: antioxidant (tocopherol rich extract of natural origin).

VITAMINS: B1, B2, B3, B5, E, Choline

MINERALS:

Calcium, Copper, Iron, Potassium, Magnesium, Manganese, Sodium, Phosphorus, Zinc

AMINO ACIDS:

Alanine, Aspartic acid, Arginine, Glutamic acid, Glycine, Histidine, Hydroxyproline, Isoleucine, Leucine, Lysine, Ornithine, Phenylalanine, Proline, Serine, Threonine, Tyrosine, Valine, Cysteine +Cystine, Methionine, Tryptophan



Gluten Free



Certified organic



Swiss Made

MESSAGE FROM OUR BOARD

In the world of startups, success hinges on solid foundations, and at the core every successful venture is a strategic board. At LOONAWELL, every decision is a collective effort, backed by expertise and vision.



Stewart Harris

Head of Group Finance Functions &
Business Development at Givaudan
Chairman of the Board of LOONAWELL AG



Dr. Maria de Bettencourt Tavares

Founder, CEO & Board Member of
LOONAWELL AG



Caspar Coninx

Head of Employee Data, Analytics and
Experience at MIGROS Group
Board Member of LOONAWELL AG



Sebastian Melchor

Partner at Food Compliance Int.
Board Member of LOONAWELL AG



“At LOONAWELL, we strive to be the leading, premium pet-care nutrition company through building on our strong foundation in nutritional science, the best in natural organic ingredients & leveraging the highest standards in Swiss manufacturing to bring moments of happiness to pets and their owners.”

Stewart Harris

Chairman of the Board of Directors



LOONAWELL

HEALTHIER DOGS, HAPPY LIVES

LOONAWELL AG

Binzstrasse 12, 8045 Zürich, Switzerland

+41 43 818 57 91

b2b@loonawell.com