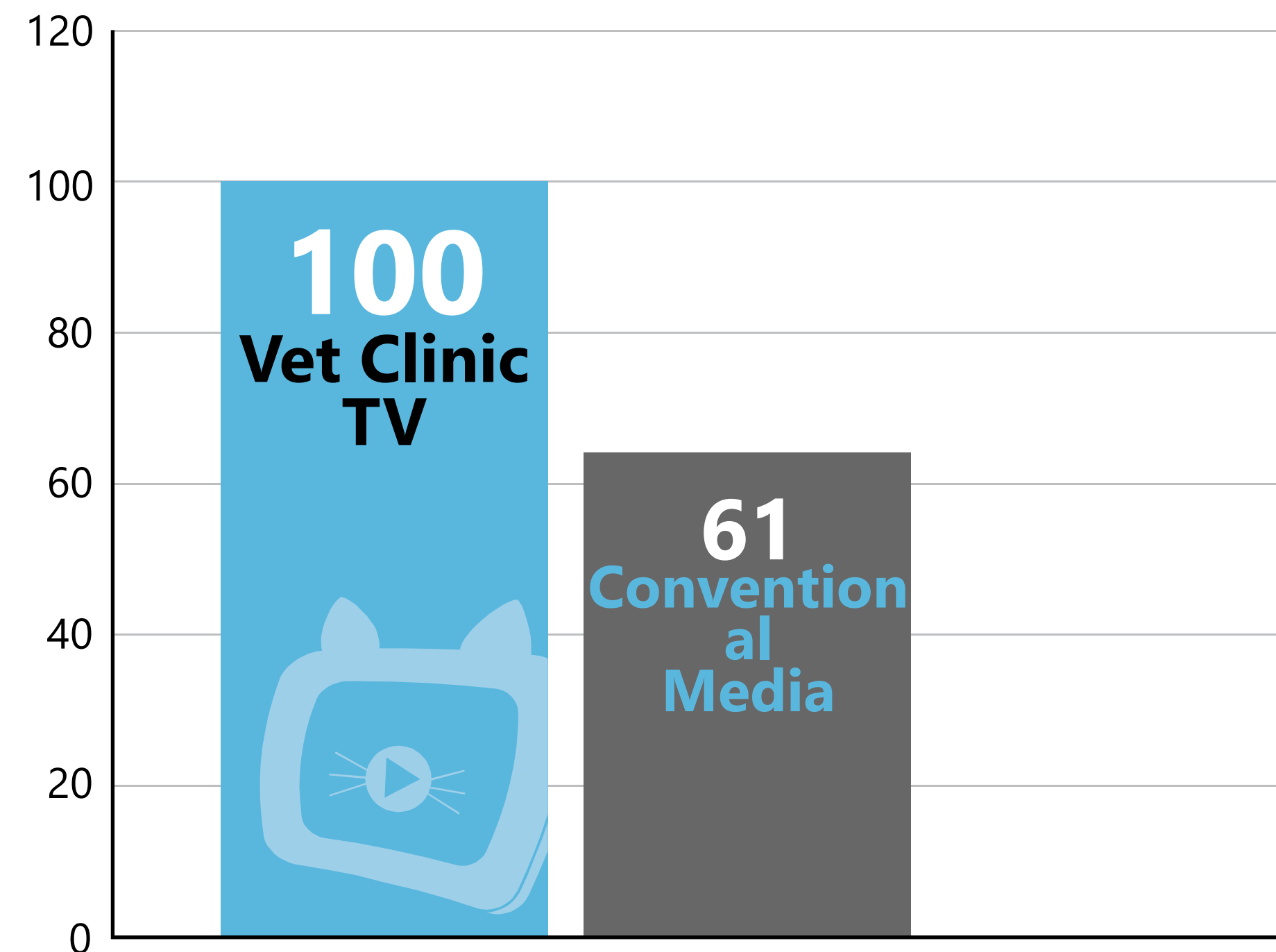


## Pet Ownership - Audience Composition



**Conventional media averages a pet owner composition of 61%. As a result, 39% of a conventional spend is wasted. 100% of Vet Clinic TV spend is 100% targeted and in a relevant environment.**

*(Source: GFK Research, as endorsed by The Canadian Animal Health Institute)*