



PRESS RELEASE

28 November 2018

- Sure Petcare's new state-of-the-art activity and behaviour monitor for dogs, Animo, learns and reports the unique activity and behaviour patterns of your pet -

Cambridge, UK (28 November 2018) - Pet product specialist Sure Petcare today announced the launch of Animo, the lifelong activity and behaviour monitor which learns and accurately interprets the unique behaviour and activity patterns of a dog. Animo delivers insights into a dog's activity and sleep, as well problem behaviours such as shaking, scratching and barking. These insights help owners to understand the changing needs of their pet over its lifetime, enabling them to provide proactive and personalised pet care.

Worn on a dog's collar, Animo comes with three different sized attachment bands, making it suitable for dogs of all sizes. Weighing just 22g, Animo is lightweight, comfortable and waterproof. It sits flat against the collar and its "twist and lock" fitting not only makes it easy to attach and detach, but also holds the unit firmly in place. It operates using a standard coin cell battery which lasts for six months, preventing the need for regular charging.

Animo connects to the Sure Petcare – Animo app via Bluetooth Low Energy (BLE), where owners can set and monitor daily activity goals for their pet, as well as view their pet's activity and behaviour reports by day, week, month or year. The app also provides an hour-by-hour sleep quality report every night, which can be compared against previous nights to easily spot changes in sleep patterns.

Key features of Animo and the Sure Petcare app include:

- **Activity:** Set and monitor daily activity goals, check last walked time and view activity reports by day, week, month and year.

- **Sleep Quality:** Hour-by-hour sleep quality report throughout the night; a poor night's sleep can be an indication of stress, discomfort or illness
- **Calories:** track the calories burnt by your dog and compare this to a recommended daily target based on their breed, age and weight
- **Behaviour tracking:** displays incidents of increased barking, scratching or shaking
- **Connect with family and friends:** Animo can be synced by any member of your app household and owners can share access to the app with their friends and family.

Dr Nick Hill, founder and CEO of Sure Petcare said: "We can't be with our pets 24/7, so we have created Animo to give dog owners a window into their dog's day: not only to tell them what he gets up to when they're not around, but more importantly to spot changes in behaviour and activity over time, which may signal changes in their pet's health and wellbeing."

"Animo is the result of a collaboration between Sure Petcare and our sister company within the Antelliq group. Over the past 18 months we have combined Antelliq's world-leading animal monitoring expertise, our pet industry experience and the advice of world-renowned dog behaviourists to create a product which will change the lives of dogs of all breeds, ages and sizes."

"From the moment Animo is attached to a dog's collar, its suite of algorithms begins to learn the animal's unique patterns of movement; accurately interpreting them and reporting their corresponding activity and behaviour types to the owner via our smartphone app. This means that Animo can tell owners more about their dog than they've ever known before - it will be a game changer for the dog tracking market and is far more than an activity monitor, it is the essential lifelong companion for your dog."

Jon Bowen, Royal Veterinary College vet and animal behaviourist said: "Because we spend so much time with our dogs we think we know how they feel, but the reality is that we often miss things. Our dogs can't tell us that they are starting to have problems sleeping because they are in pain. They can't tell us they are getting stressed or upset by something while we are at work, or whether they *really* go on good long walks with the dog walker. Even when we go on a walk with our dog, we may not notice that they are gradually becoming less playful and energetic, so we don't detect early signs of health problems like arthritis or

heart disease. Using monitoring we can get a much greater insight into what is really going on with our dogs, so we can spot the first signs of a problem. But monitoring isn't all about picking up signs of poor health; if we monitor our dogs we can aim to make their lives better and more enjoyable. For example, identifying the activities they really like, doing more of those things and making an effort to pack more fun into every walk instead of just plodding. Having said this, the most critical aspect of monitoring is accuracy. This is where products like Animo have a real advantage, because if we are going to take action based on what a monitor tells us, we need to have real confidence in the quality of information."

Pet tech continues to be a growing industry, with the global market expected to increase to \$2.36bn (£1.84bn) by 2022, according to Grand View Research. In 2017, UK dog owners spent a whopping \$10 billion on general products and services for their animals.

Animo is available to purchase online today across Europe and UK, (28 November 2018) at surepetcare.com, and in the coming weeks from leading pet retailers* for an RRP of £59.99.

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Notes to editors

Pricing and Product Information

Animo Dog Behaviour and Activity monitor, RRP £59.99

Box contains:

- Animo Monitor
- Collar attachments in 3 sizes
- Replacement battery (CR2032)
- Quick Start guide

1-year warranty included

Sure Petcare app

The Sure Petcare app-Animo is available for *free* download on the App Store (iOS 9 or later) and Google Play (Android 4.4 or later). Desktop requirements: latest version of Safari, Chrome, Firefox or Internet Explorer on Mac OS X v10.9 or later and Windows 7 or later.

Technical Specifications

Dimensions: 37mm dia. x 11.5mm depth

Weight:	22g
Battery:	CR2032 coin cell battery
Battery Life:	6 months
Water Resistance:	IP67 - Protected from immersion in water with a depth of up to 1 metre for up to 30 minutes
Collar Attachment:	Fits collar widths 12mm – 30mm
Sensor:	3 axis accelerometer
iOS & Android Compatibility:	iOS 9 and above or Android 5.0 and above
Bluetooth:	Bluetooth Low Energy
Data Synchronisation:	10 metre data synchronisation range Any member of an app household can sync with any Animo device in the household
Memory:	3 weeks' memory between syncs

Company Information

Sure Petcare is a trading name of SureFlap Ltd

About Sure Petcare:

Sure Petcare, the pet technology specialist, provides pet products that empower owners to care for their pets in entirely new ways.

Founded in 2007, Sure Petcare has developed an award-winning range of microchip-operated pet doors and feeders including the Microchip Cat Flap, the Microchip Pet Door, Microchip Pet Feeder and Sealed Pet Bowl, which solve many problems commonly experienced by pet owners.

Through continuous innovation, Sure Petcare launched its first connected product - the Microchip Pet Door Connect in 2017, which enables pet owners to control the pet door using an app, with the Microchip Cat Flap Connect, designed as a drop-in replacement for standard cat flaps, in July 2018. In November 2018, the company will launch a dog wearable, Animo, the dog activity and behaviour monitor designed to monitor activity and changes in behaviour, such as scratching, shaking and barking, which can be a sign of injury or distress.

The company's near-term product roadmap features a portfolio of connected products designed to provide proactive pet care by giving owners data and insight into their pets' day-to-day behaviours, activities and routines. Over time, this information provides a greater understanding of their pets' health and wellbeing.

Sure Petcare products have been used by pet owners across the globe for ten years. The company sells direct, through retail stores and veterinary practices in 35 countries.

Sure Petcare is part of the Antelliq group, the world's leading animal intelligence group, providing world-class devices for animal identification and traceability.

For further information visit www.surepetcare.com

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