SURE PETCARE

10 year anniversary

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Dr Nick Hill

Sure Petcare's Founder and Managing Director

"Our mission is to develop products which **educate and empower owners** to provide a higher level of care for their pets."

It is ten years since Dr Nick Hill developed the SureFlap Microchip Cat Flap to solve the problem of intruder cats entering his home and terrorising his cat, Flipper. Using Flipper's unique identification microchip number as a personalised door key, the SureFlap Microchip Cat Flap was the first in a line of multi award-winning pet products developed at our Cambridge head office over the past decade.

Since 2008, the company has grown into a global brand. However, we have stayed true to our problem-solving beginnings, putting pet owners, and more importantly their pets, at the centre of every product we develop.

As we embark on an exciting new chapter of the Sure Petcare story, we will be using innovations in IoT to build a stronger connection between owners and pets.

SURE FLAP®

2008

Flipper inspired the first SureFlap Microchip Cat Flap, designed to keep unwanted pets out of the home.

2013

Launched the DualScan™ Microchip Cat Flap for multi-pet households, giving owners the flexibility to set indoor and outdoor permissions for each pet.

Antelliq

2015

Joined the Antelliq group of companies, the market-leader in animal monitoring and intelligence, supporting our mission to further connect animals with humans through technology.

2016

Developed the pocket-sized SureSense Microchip Reader, supporting the veterinary market with a lightweight product which also reads temperature-sensing microchips.

2017

The world's first app-connected pet door was launched. Combined with the Hub and Sure Petcare app it gives control of the door from anywhere and lets owners monitor behaviour over time.

2018

10 year anniversary

2011

Introduced the SureFlap Microchip Pet Door, with automated curfew mode, for larger cats and small dogs.

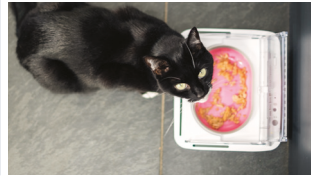
2014

Unveiled the first SureFeed product, the Microchip Pet Feeder. It enables portion control for cats on prescription and weight management diets and stops pets from stealing each other's food!

SURE FEED®

2016

The Sealed Pet Bowl, with its motion-activated lid was added to the SureFeed range, helping to keep food insect-free and fresher for longer.



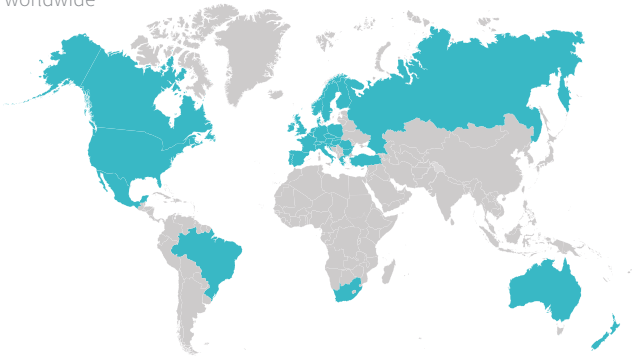
2017

Company name changed to Sure Petcare to support the ever growing range of products, focusing on the health and wellbeing of both cats and dogs.

SURE PETCARE

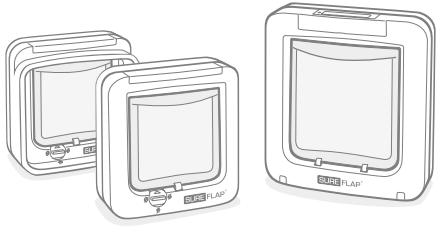
Sure Petcare in 2018

Sure Petcare products are sold in 35 countries worldwide

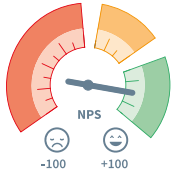


Winner of 15 pet industry awards, including two International Cat Care Cat-Friendly Awards

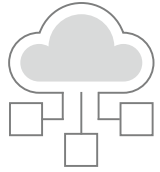
10 year anniversary



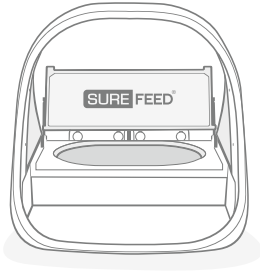
Over 1 million homes are secured with award-winning SureFlap microchip cat flaps and pet doors



90+ Customer Service Net Promoter Score maintained for 8 years



Around 50,000 pet interactions with Sure Petcare connected products monitored via the cloud daily



Over 100 million meals protected in the last year, using the SureFeed Microchip Pet Feeder

Connected Product Ecosystem

With the increasing humanisation of cats and dogs, owners are more concerned for their pets' wellbeing than ever before. Therefore, it is essential that pet technology products empower owners to make more informed decisions about how to care for their pets.

In recent years, pet technology products which monitor individual elements, such as activity and location, have introduced owners to the possibilities offered by connected pet care. Our vision is to take the next step to link individual monitoring devices into an ecosystem of connected pet products in and around the home. When used together, the data collected from individual devices in the ecosystem will build a comprehensive picture of an individual pet's health and wellbeing.

By understanding their pet's "normal" profile of behaviour, activity and health, owners will be better equipped to identify changes which may indicate that veterinary advice or intervention is required. Our connected product ecosystem will enable owners to provide care that meets the changing needs of their pet throughout its lifetime.

We launched the first product in our connected ecosystem, the SureFlap Microchip Pet Door Connect, in July 2017 and in 2018, our anniversary year, we will be launching three further connected products, including a connected cat flap and feeder for cats and a behaviour and activity monitor for dogs.

Sure Petcare App

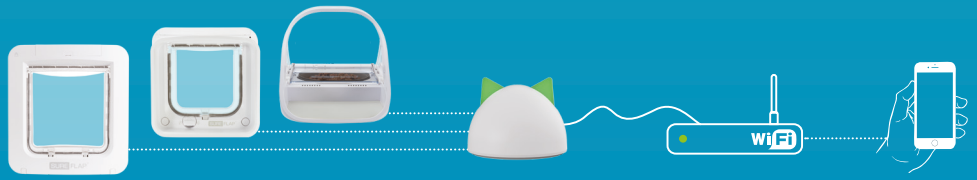
the connection with your pet just got better

Our connected doors and feeders provide owners with insight into their pet's behaviour and activity via the Sure Petcare app. Depending on the product(s) used, the app shows personalised insights through graphs and dashboards. This includes up-to-date information of a pet's time spent in and out of the house, as well as their feeding behaviour. The app allows owners to connect with their pets from anywhere.

Owners can set curfews, unlock or lock the door or restrict outdoor access for a particular pet – ideal for indoor pets or those with injury or illness or if there is a change in weather conditions.

The Sure Petcare app keeps owners up-to-date with their pet's comings and goings, sending notifications when a pet has entered or left the home. Owners can also see when pets have eaten and the quantity consumed, all personalised to the specific pet profile.

The app interacts with the connected products via the Hub which can connect up to ten Sure Petcare products in a household. The hub's pet design with its light up ears is the perfect accessory for any pet-loving home, at the same time as the key link between the cloud and pet product.



Sure Petcare Connect Products

link with Hub (sold separately)

connects to home router

Sure Petcare app gives you control

Notifications
Receive notifications when pets enter or leave the house

Lock and Unlock Pet Doors
Create a schedule for when pets are allowed outside, or manually control the doors

Intruder Alerts
See when neighbourhood animals fail to enter the home through the pet doors

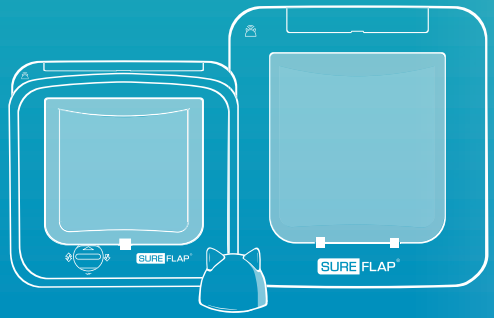
Insights
Monitor pet's activity and notice changes in behaviour and feeding patterns

Share Access
Invite friends, family and pet sitters to use the app and manage their permissions

Personalised Meal Plans
Set the food type, quantity and frequency of a pet's meals

Feeding Updates
Check when a pet was last fed

App-controlled Pet Doors



Microchip Cat Flap Connect

Microchip Pet Door Connect

The range of connected pet doors, when used with the Sure Petcare app, help owners to establish the unique routine of their pet at the same time as giving complete control from anywhere. By understanding a pet's routine, owners can easily notice changes in behaviour which may be indicative of illness or distress, long before it would otherwise be possible.

Available in two sizes, the Microchip Cat Flap Connect is a drop-in replacement for most standard sized cat flaps, while the Microchip Pet Door Connect is suitable for larger cats and small dogs.

Owners get peace of mind as to who is at home and who isn't and their pets can enjoy the freedom of the outdoors.

	Microchip Cat Flap CONNECT	Microchip Pet Door CONNECT
Control which pets enter	✓	✓
Control which pets exit	✓	✗
Curfew timer control	✓	✓
For small to medium-sized cats	✓	✓
For large cats and small dogs	✗	✓
Door/wall - hole size W x H (mm)	166 x 172	207 x 234
Drop in replacement for	Microchip Cat Flap and DualScan	Microchip Pet Door

Microchip Pet Feeder Connect

App-controlled Feeding and Monitoring

The SureFeed Microchip Pet Feeder Connect accurately records how much a pet eats every day. The integrated scales enable owners to precisely measure out a pet's meals for up to two different types of food.

Once connected to the Sure Petcare app via the Hub (sold separately), owners can select the amount of food and how often they feed their pet. This activates the LED lights on the front of the feeder, allowing you to see when the correct amount of food has been added to the bowl.

With the app, owners can view the frequency, duration and times of feeding, as well as the amount that a pet has eaten, to provide a greater insight into their pet's feeding behaviour.

The Microchip Pet Feeder Connect recognises a pet's unique identification microchip number or Sure Petcare RFID Collar Tag, preventing other pets in the household from stealing food.

- Set the food type, quantity and frequency of a pet's meals
- Check when a pet was last fed
- Monitor how much a pet eats and notice changes in their feeding behaviour

Activity and Behaviour Monitor

Animo allows owners to track their dog's activity and behaviour, building a comprehensive picture of their health and wellbeing. It is more than the standard 'Activity Monitor'.

It's not possible for dog owners to be with their dogs 24/7, therefore Animo provides a window into their pet's day: his activity, behaviour and wellbeing. By learning a pet's daily behaviour traits, Animo alerts owners to possible changes outside normal parameters, including barking, scratching and shaking.

At the heart of Animo is the suite of algorithms that interpret activity data into accurate and intelligent insights. Our collective expertise in this area has already been proven in the millions of devices monitoring dairy cows developed by our sister companies within the Antelliq group. Now, Animo is the culmination of extensive research and collaboration between Antelliq group companies to apply this world-class animal monitoring system to canine activity and behaviour. The breadth of activity and behaviour monitoring delivered, as well as the accuracy of its algorithms will make it a game-changing product.

To cope with the demands of every day dog life, Animo is a secure collar mounted device which is compact, lightweight, and waterproof. Boasting six months battery life from an easily replaceable coin cell means no repeated recharging – it truly is a lifelong device for dog and owner.

- Monitors activity and play. Set goals and check these against recommendations
- Records sleep quality during the night
- Reports behaviour-based insights to help indicate changes in health or wellbeing

Animo™

Antelliq

Intelligence connecting animals and people.

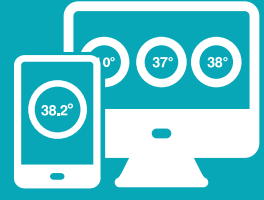
Sure Petcare is part of the Antelliq group of companies, who all share the same mission: 'To be the world's leading animal intelligence group, dedicated to connecting animals and people for a smarter future.'

With 1900 staff working in over 100 countries, Antelliq focuses on three core areas of livestock, fish & aquaculture and, of course, pet care. Being part of this larger group of companies, Sure Petcare benefits from a greater understanding of global pet owner needs and access to the expertise of many industry experts. Antelliq has been tracking and monitoring animals for over 60 years and has:

- In the last year, sold over 500 million tags used for identifying, tracking and monitoring animals.
- Installed over 1,100 sea and river monitoring stations worldwide that track millions of migratory fish patterns annually.
- Developed products that monitor the health and wellbeing of 5.5 million cows daily.
- Conservation efforts that run far, deep and wide, helping many protected and endangered species including the identification tagging of 20,000 sea turtles.
- Provided permanent identification to pets and peace of mind to millions of pet owners every year.

2019 and beyond:

Temperature Monitoring in Pets



As well as monitoring pet behaviour and routines, measuring physiological factors, such as temperature, can help to build a comprehensive picture of an animal's health and wellbeing.

As a first step towards our goal of providing this complete picture, we plan to incorporate the ability to monitor a pet's temperature into our microchip-operated pet products from the end of 2019. This will be made possible by the Sure Petcare Thermochip™, a new generation of identification microchip with an integrated temperature biosensor, which enables a pet's temperature and identification number to be read simultaneously.

As in humans, temperature measurement in pets is an important health parameter that can signal changes in their wellbeing. Rectal temperature is most commonly used in dogs and cats, but this can be challenging and stressful for pets, their owners, and veterinary professionals. Microchip Temperature measures an animal's temperature under its skin and, although not a replacement for rectal temperature, is an easy and stress-free way to take multiple temperature readings. Taking readings over time and in a pet's normal home environment makes it easier to recognise trends, as well as atypical variations.

These Microchip Temperature readings will allow veterinary professionals to see a pet's temperature profile prior to, during and after a visit to the vet. This is especially useful as it provides a practical way to monitor temperature during recovery from veterinary procedures and assisting in the management of existing medical conditions.

In the future, temperature readings collected via connected temperature-monitoring products, together with data relating to a pet's day-to-day activity and behaviour, will be accessible via the Sure Petcare app. Combining this information will give owners and veterinary professionals a more complete picture of a pet's "normal" health and wellbeing, allowing owners to care for their pet in a proactive way throughout its lifetime.

The temperature-sensing microchip is already available in several markets within Europe and North America, with more markets planned to launch in the coming months. The first Sure Petcare temperature monitoring products are planned for launch in 2019.

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Thank you for your support.

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An Antelliq Company

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