
New Opportunities in Niche Market- Pet Supplies

Tak Li (China) Limited

3 December 2011 (Sat)
13:30-14:45
Hall 1, Room C, HK Convention & Exhibition Centre

Size of the Pet Market-Current

US consumers spent on Petcare approx US\$50 billion in 2010

Europe has approx 70 million household own a pet

3% Growth in the pass 3 years (2008 to 2010)

Europeans spent US\$33 billion (ex Russia)

Asia is the fastest growing Petcare market region with Japan leading

Japanese consumer spent \$18billion

China now has a 6.6% households with dogs

Pet Fair Asia in Shanghai , Sept, Record attendance , Treats RMB\$80/pc

Pet Market Trends

- Urbanization - smaller breed
 - Increase disposable income - spend on Luxury goods
 - Organic Pet food – Free Range Chicken
 - Humanization of Pets – cloth, shoe, Sunglasses
 - Greater interest in Pet Health and Nutrition – Spa, Acupuncture, Deer products
-

What is in Petcare?

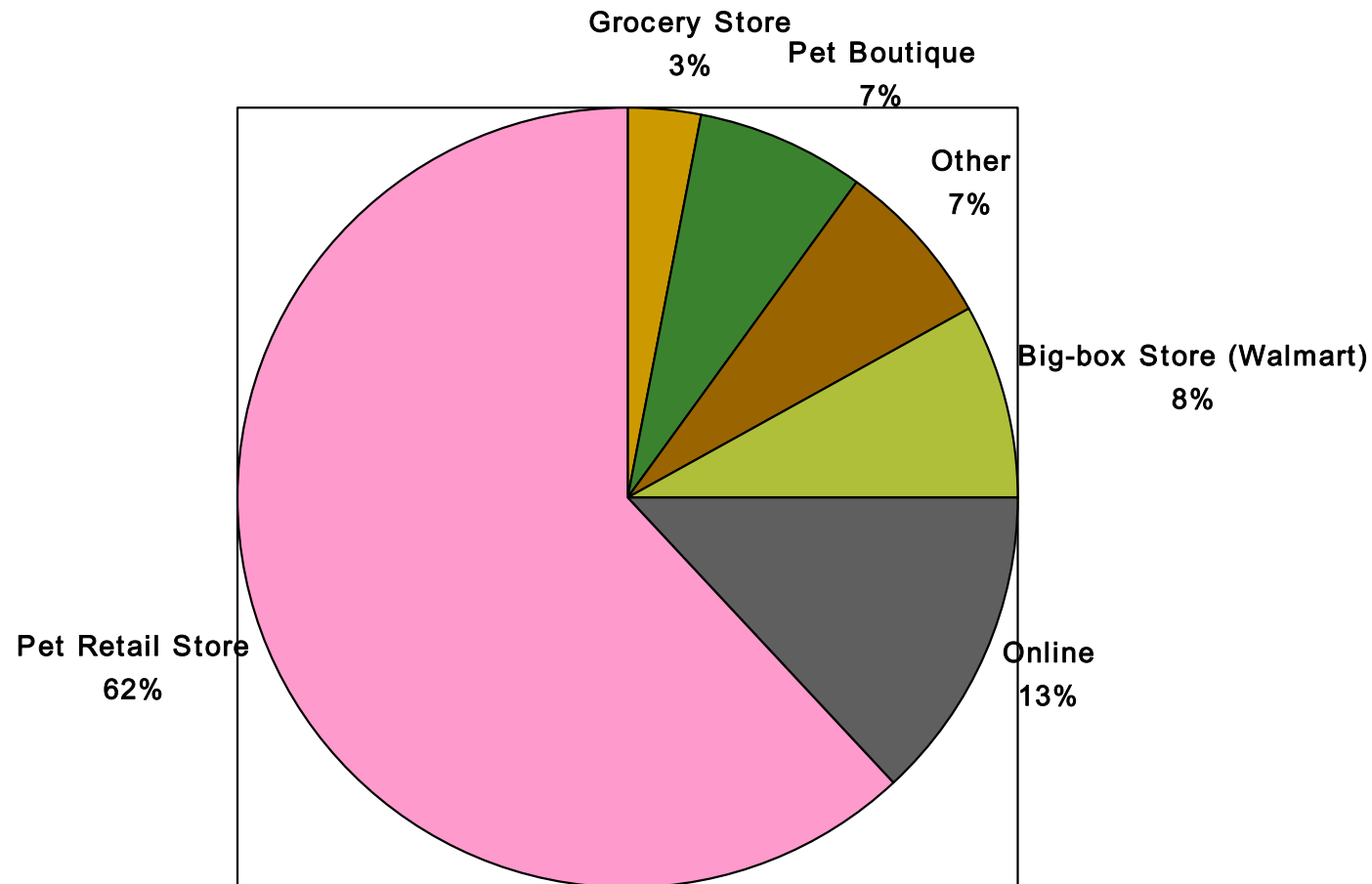
- Food and Treats (50%)
- Healthcare including Grooming, Veterinary , Care center (Hotel) and insurance (13%)
- Cat Litter (12%)
- Supplements (10%)
- Others like Clothing, Toys, leash, bedding, etc (15%)



Market Dominated Players

- Manufacturer - Mars, Nestle, P & G, Kraft
 - Retail - Wal-Mart, Target, Pet specialty
PetSMART , Petco, Freshnapf and Pets at home
-

Where Members Currently Shop for Most Pet Products



Pet Sitters International 2011 State of Industry Survey. Figures have been rounded to the nearest whole number

Early Pet Project at Tak Li (China) Limited

- Tennis Bone-1st Dog Toy with 2 tennis balls fused onto a plastic bone
 - Spongebob Aquarium Series-An aquarium series featured around a license character
 - These two projects were a huge success!
Provided us with an opportunity to enter into the pet business
-

Tak Li Current Developments

- Delipate™: World's first dog treat which you can “See, Taste, and Smell” each ingredient. Manufactured with our state of the art “Nutriseal™” Technology.
- No Fillers, No Additives, No Preservatives.
- The nutritional profile of each treat is contributed only by the natural ingredients.



The Most Expensive Dog Treat

- Truffle is a very premium ingredient
- It gets moldy after just a few days of storage.
- NOW, we can make a dog treat with Italian Truffle that can last for couple of years!



The advertisement features a dark red background with a gold diagonal line. In the top left corner is the 'Deli Pate' logo with the Japanese characters 'デリパテ' below it. The word 'Indulge.' is written in white in the upper right. A silver pedestal dish filled with black truffles is centered, with the text 'The ULTIMATE Pet Treat!' to its left. Below the dish, it says 'Discover. Real TRUFFLE from Italy' and '100% Made in Hong Kong.' Below this is an image of three heart-shaped dog treats. At the bottom, a black banner contains the text 'Now Available with Truffle.' and the bottom-most section reads '100% NATURAL' followed by a heart icon and '100% HEALTHY'.

Deli Pate
デリパテ

Indulge.

The ULTIMATE
Pet Treat!

Discover.
Real TRUFFLE from Italy
"100% Made in Hong Kong."

Now Available with Truffle.

100% NATURAL ♥ 100% HEALTHY



THANK YOU
