



Rover Fact Sheet

The world's largest network of 5-star pet sitters and dog walkers.

Founded in 2011, Rover has changed the face of modern pet care.

Rover connects pet parents with loving pet sitters and dog walkers in neighborhoods across the U.S., Canada, the UK, and Europe. Rover believes in the unconditional love of pets, and exists to make it easier for everyone to experience this love in their lives.



Overnight Boarding



Pet Sitting



Doggy Day Care



Dog Walking



Cat Drop-Ins



Grooming

Headquarters

Seattle

Additional offices

Spokane
Barcelona

320+ global employees
(and counting)



Rover by the numbers



2+ million pet owners
have booked pet care through Rover



97%
of reviewed bookings have a 5-star rating



1.1 million
pet owners booked at least one booking in 2019



#1
pet sitting and dog walking app



500,000+
pet sitters & dog walkers have earned money caring for pets on Rover



96%+
of U.S. can book Rover services locally

— Growing availability in Canada & Europe

— 40 million all-time services booked

Rover's entry to Nasdaq - ROVR

- Business combination with Nebula Caravel
- Enterprise value: ~\$1.35bn
- ~70% of GBV (Gross Booking Value) from overnight services such as dog boarding, house sitting, and drop-in services for pets
- Differentiated marketplace model
- ~10x larger than next largest competitor¹

U.S. pet care market opportunity

- 67% of households have a pet and another 20% previously had a pet
- 11M households got a new pet during the pandemic²
- U.S. pet adoption rate growth in 2020 was 4x YoY 2019³
- 95% of dog parents and 94% of cat parents consider their pet a part of the family

100M+

photos shared on Rover

7M+

miles walked by dog walkers on Rover

\$79bn

Estimated U.S. core services TAM, estimated to grow to \$113bn by 2024

6.9M

monthly blog sessions

Last updated: July 30, 2021

¹Rover GBV for the three months ended March 31, 2021 vs available credit card data for the same period.

²Management's estimate based on Gross Live Outcomes growth from 3.26M to 3.55M in 2020.

³Management's estimate based on Last Chance Pet Adoption rates in 2020.



Connect with us
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