



## ABOUT ROVER

Rover provides a platform for people who want to take care of pets in their community.

■ **People who want to offer the kind of pet care that has always been part of neighbourhood life** — such as pet sitting or walking their neighbour's dog — use the website/app to let their community know they're interested in offering pet care. They can receive and consider pet care requests from pet parents, and they have access to built-in calendars, communication tools, and payment functionality to make providing and getting paid for this care more convenient and secure than it would be without the platform.

■ **Pet parents who are seeking traditional neighbourhood pet care** use the website/app to ask people who live nearby whether they would like to take care of their pet and arrange for and pay for the pet care, based on the expectations agreed to by the person providing the pet care.

■ Rover is **creating opportunity** — to find or provide pet care:

- 🐾 The Rover platform is a **secure option for pet parents who would otherwise look to the informal economy of traditional neighbourhood pet care** (for example, via bulletin board flyers or acquaintances).
- 🐾 **People who choose to book pet parent clients through the website/app** do so for extra income or just to spend time with pets. **They control their own schedule, prices, client list, and other aspects of the pet care they want to provide.**

■ Founded in 2011 by a trio of dog fanatics, Rover.com is used by pet lovers in six EU Member States (France, Germany, Italy, the Netherlands, Spain, and Sweden), as well as Norway, the UK, Canada, and the US.

**Pet lovers use Rover.com as a business directory and pet care booking solution with protections to prevent exploitation and fraud.**

Rover didn't invent neighbourhood pet care or create a new type of work: Pet care that people can offer or seek without Rover.com is the same pet care that can they offer or seek at Rover.com. Rover simply offers an option that we believe makes a better experience for pets, pet parents, their neighbours who want to take care of pets, and the communities/jurisdictions where they live. Here's how:

- ✓ Direct access to Rover staff for support and questions.
- ✓ Secure tools for communication, scheduling, and payment between pet parents and people providing pet care.
- ✓ Proactive VAT compliance, as well as monitoring of EU DAC 7 information reporting, bringing accountability and visibility to the neighbourhood pet care economy.

## EU and the Rover community

From June to December 2019, more than **8,100 pet lovers** in the EU offered pet sitting/walking. They chose to provide on average **about 5 services** for under €260 in side income. **Those extra earnings matter:** During that 6-month period, they took home approximately **€2.1 million**. Along the way, about **20,500 pet parents** found care for their pets, and more than **22,400 pets** received the care they needed.