

Dispatch of Scheme Booklet

Mad Paws Holdings Limited (ASX:MPA) (**Mad Paws**) refers to the announcements made on 17 September 2025 in relation to:

- the proposed acquisition of 100% of the issued share capital of Mad Paws by Rover Group, Inc. (**Rover**) by way of scheme of arrangement (**Scheme**);
- the orders made by the Supreme Court of New South Wales (**Court**) that Mad Paws convene a meeting of Mad Paws shareholders to consider and vote on the Scheme (**Scheme Meeting**) and approving the dispatch of an explanatory statement providing information about the Scheme, along with the Notice of Scheme Meeting (together, the **Scheme Booklet**) to Mad Paws shareholders; and
- the registration of the Scheme Booklet with the Australian Securities and Investments Commission (**ASIC**).

Dispatch of Scheme Booklet

Mad Paws is pleased to announce the dispatch of the Scheme Booklet today. The Scheme Booklet will be available for viewing and downloading from the ASX website at www.asx.com.au and on Mad Paws' website at <https://www.madpaws.com.au/investor-centre/>.

There are three methods by which the Scheme Booklet will be distributed:

- Mad Paws shareholders who have elected to receive communications by post from Mad Paws will receive a hard copy of the Scheme Booklet (sent by post), enclosing a proxy form for the Scheme Meeting and a reply paid envelope for the return of that Mad Paws shareholder's proxy form;
- Mad Paws shareholders who have elected to receive communications electronically from Mad Paws will receive an email to their nominated email address containing links to access the Scheme Booklet and proxy form for the Scheme Meeting; and
- all other Mad Paws shareholders will receive a notice of access letter (sent by post) containing details of where they can view and download the Scheme Booklet and submit the proxy form for the Scheme Meeting.

Further information

Mad Paws shareholders should carefully read the Scheme Booklet in its entirety, including the independent expert's report and the materials accompanying it, before deciding whether to vote in favour of the Scheme.

If, after reading the Scheme Booklet, you have any questions about the Scheme or the Scheme Booklet, please contact the Mad Paws Shareholder Information Line on 1300 103 392 (within Australia) or +61 2 9068 1925 (if calling from overseas) Monday to Friday between 8:30am and 7:00pm (Sydney time) (excluding public holidays).

Independent Expert's report and Directors' recommendation

The Scheme Booklet includes a copy of the independent expert's report prepared by Stantons Corporate Finance Pty Ltd (**Independent Expert**), which has concluded that the Scheme is fair and reasonable and in the best interest of

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Mad Paws shareholders.

The directors of Mad Paws comprising the Mad Paws Board (**Mad Paws Board Members**) continue to unanimously recommend that Mad Paws shareholders vote in favour of the Scheme, in the absence of a Superior Proposal and subject to the Independent Expert continuing to conclude that the Scheme is in the best interests of Mad Paws shareholders. Subject to those same qualifications, each Mad Paws Board Member intends to vote or cause to be voted all of their Director Mad Paws Shares (as that term is defined below) in favour of the Scheme. As at the Last Practicable Date, the Mad Paws Board Members collectively hold or control 27,516,513 Mad Paws Shares, representing approximately 6.68% of the Mad Paws Shares on issue (**Director Mad Paws Shares**).

Scheme Meeting

The details of the Scheme Meeting, at which Mad Paws shareholders will vote on the proposed Scheme, are as follows:

Date	Friday, 24 October 2025
Time	10:30am (Sydney time)
Venue	Level 5, 126 Phillip Street, Sydney NSW 2000 and online via platform at https://us02web.zoom.us/webinar/register/WN_u8CJzJx7Slyrt44amgMLQQ .

Details of how to access the online platform and participate in the Scheme Meeting are contained in the Notice of Meeting included at Annexure D to the Scheme Booklet. Mad Paws shareholders who participate in the Scheme Meeting will be able to listen to the Scheme Meeting, cast a vote online and ask questions. All registered Mad Paws shareholders at **7:00pm (Sydney time) on Wednesday, 22 October 2025** will be eligible to vote at the Scheme Meeting.

All Mad Paws shareholders are encouraged to vote either by attending and voting at the Scheme Meeting or by lodging a proxy to vote at the Scheme Meeting. The Notice of Scheme Meeting provides information on how to lodge your proxy form (if applicable). Please note that to be valid, your proxy form must be received by the Mad Paws Registry by no later than **10:30am (Sydney time) on Wednesday 22 October 2025** (or, if the Scheme Meeting is adjourned or postponed, no later than 48 hours before the resumption of the Scheme Meeting in relation to the resumed part of the meeting).

—ENDS—

Contacts

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About Mad Paws

Mad Paws operates Australia's leading online pet ecosystem, connecting pet owners with an ecosystem of high-quality services.

The Mad Paws pet ecosystem supports over 300,000 active pet owners, facilitating over 400,000 transactions last year, driven by the rapid growth in pet ownership and increased spending on pets in this \$30 billion Australian pet market.

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madpaws

The Mad Paws marketplace is the leading online platform for pet owners to book their pet sitting, walking, day care and grooming services, with 70,000 registered pet carers Australia wide. With over 2 million pet care services since inception the Mad Paws pet services marketplace is the leading marketplace of its kind in Australia.

Mad Paws is a purpose driven organisation and exists to enable pets to live their lives to the fullest, supporting owners through all stages of the pet lifecycle.

For more information: www.madpaws.com.au

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