PetHub, Inc. Company Fact Sheet

- In the spring of 2010, former Microsoft employee Tom Arnold founded PetHub, Inc. in Seattle, because he wanted to find a solution to help lost pets get home faster. With a small group of interns and a talented team of local technology experts, he began to build PetHub, Inc.
- Arnold's drive to launch PetHub was spurred by the following statistics:
  - One in every three pets will go missing at some point in its life
  - Less than 20 percent of dogs and two percent of cats that go missing will ever return home
  - Only half of the six to eight million companion animals in shelters leave to rejoin their original families or are placed with a new forever home (the other half are euthanized)
- At a business seminar in 2010, Tom discovered PetHub's first big technology tool in the fight against lost pets, the QR code, which PetHub placed on an ID tag and linked to the profiles that were built on PetHub.com.
- On Christmas Eve of 2010, the PetHub team helped two PetHub protected dogs reunite with their family for the first time after they went missing in a busy Memphis suburb.
- PetHub's lost pet recovery system, which launched in 2011, included the addition of Premium Subscriptions. Users could now enjoy the benefits of a Shelter Alert system that sent out virtual lost pet posters to local shelters and rescues, much like an Amber Alert.
- The PetHub system also sent pet parents an email with a GPS map of where their pet was located when the pet's QR code was scanned by a smartphone.
- In May of 2012, the most important improvement to date debuted: PetHub's 24/7 Found Pet Hotline, which is a free service. Every tag and collar has the hotline number listed.
- An analysis of dogs and cats recovered through the PetHub lost pet recovery system from 2012 to the present showed that 96 percent made it home in less than 24 hours and less than 2% of those pets were recovered from an animal shelter.
- PetHub offers the most comprehensive, affordable lost pet recovery system on the market today with multiple ways to get pets home quickly and safely.
- PetHub has received numerous industry awards, including two *Dog Fancy's* "Editors' Choice" awards, *Pet Business'* "Innovation Award," and *PetAge Magazine's* "Silver Retailer Select."
- Most recently, PetHub has begun partnering with municipal animal agencies and organizations across the United States to help them improve their pet licensing and rabies tags programs.
- As of June 2018, nearly 40 city and county organizations, serving over 150 communities, use "Powered by PetHub" ID tags for their canine and feline citizens.
- 4 of the nation's top 10 largest cities and 2 of the largest counties are part of the PetHub network.

- Key municipal program partners include: San Diego Humane Society, Miami-Dade Animal Services, San Antonio Animal Services, San Jose City Animal Services, San Francisco Animal Services, Philadelphia Animal Care & Control Team and Metro Nashville Animal Care & Control.