

DOGNESS (INTERNATIONAL) CORPORATION

(NASDAQ: DOGZ)



DOGNESS

Simplifying Pet Lifestyle

January 2019

Disclaimer

This presentation incorporates information from a registration statement and contains forward-looking statements. All statements contained herein other than statements of historical fact, including statements regarding our future results of operations and financial position, our business strategy and plans, and our objectives for future operations, are forward-looking statements. The words “believe,” “may,” “will,” “estimate,” “continue,” “anticipate,” “intend,” “expect,” and similar expressions are intended to identify forward-looking statements. We have based these forward-looking statements largely on our current expectations and projections about future events and trends that we believe may affect our financial condition, results of operations, business strategy, short-term and long-term business operations and objectives, and financial needs. These forward-looking statements are subject to a number of risks, uncertainties and assumptions, including those described in the “Risk Factors” section of the prospectus. Moreover, we operate in a very competitive and rapidly changing environment. New risks emerge from time to time. It is not possible for our management to predict all risks, nor can we assess the impact of all factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements we may make. In light of these risks, uncertainties and assumptions, the future events and trends discussed in this prospectus may not occur and actual results could differ materially and adversely from those anticipated or implied in the forward-looking statements.



Who We Are

“Simplifying Pet Lifestyle”

Dogness International, founded in 2003, is a designer and manufacturer of high-quality pet products. These include smart pet products, pet care products, pet health and wellness products, and leash products.

The company ensures industry-leading quality through its fully integrated vertical supply chain and world-class R&D capabilities, and over 150 approved and pending patents.

Dogness products reach families worldwide through global chain stores and distributors.





FOUR CATEGORIES, ONE PLATFORM

1. SMART PET SERIES
2. PET CARE
3. PET HEALTH AND WELLNESS
4. COLLARS AND LEASHES





SMART PET DEVICES

SIMPLIFYING PET LIFESTYLE



PET IOT ECOSYSTEM



WE INTEGRATE ALL OUR SMART DEVICES
UNDER ONE PLATFORM

SIMPLIFYING **PET** LIFESTYLE





USING AN APP TO SEE AND CONTROL OUR DEVICES



Caring

Our family of products allow the user to see and interact with their pets from a distance. We can use the app to feed them and make sure they are safe, when we are away from them, listening and speaking to them.



Loving

They love us and our mission should be to try to give back as much love as they deliver every day. Caring for our pets is our mission and their well being is our goal.



Guarding

From the App we can see and hear them, interact with them, allowing us to play and send them a treat from the office or on a trip, we can be sure they are safe and well taken care of.

DOGNESS DELIVERS

ONE platform, ALL smart devices.

- See
- Hear
- Speak
- Play
- Feed
- Interact



DOGNESS SMART SERIES



iPet Robot



Mini Treat Robot



Smart Feeder



Smart Treat Dispenser



Smart Fountain



I. SMART IPET ROBOT



SMART IPET ROBOT

- HD Camera with night vision
- 360° movement view.
- Laser pointer
- Treat Dispenser
- Catch Images and Video
- Share with Family and Friends
- Multi Surface traction wheels.
- Mic and Speaker to hear and talk to your pet.



SMART IPET ROBOT

COMPLETE LINE



II. MINI TREAT ROBOT



MINI TREAT ROBOT

- Wide angle HD Camera with night vision
- Tilt up and down
- Laser pointer
- Treat Dispenser (15 pieces)
- Capture Images and Video
- Share with Family and Friends



MINI TREAT ROBOT



III. SMART CAM FEEDER



SMART CAM FEEDER

- Modern Outlook
- Large 7 Lbs Dry Food Capacity
- App Feeding Planner
- HD Camera
- Patented anti food jamming
- Capture images and videos
- Share with Family and Friends
- Stainless Steel bowl.



The advertisement features a sleek, white and black smart feeder with a stainless steel bowl. The feeder is shown with a glowing purple light effect. In the top right corner, the text "SIMPLIFYING PET LIFESTYLE" is displayed next to the Dogness logo. The main title "DOGNESS SMART FEEDER" is prominently displayed in the center. Below the title, a paragraph describes the product's features: "This Smart Feeder with a free App and a camera will allow you to feed your pet via your mobile phone on demand or schedule different times for a long weekend getaway while seeing your pet and the house." To the right of the text is a photo of a man holding a small dog. At the bottom, there are icons for social media and the website URL "www.dognessgroup.com".

SIMPLIFYING
PET LIFESTYLE

DOGNESS

DOGNESS
SMART FEEDER

This Smart Feeder with a free App and a camera will allow you to feed your pet via your mobile phone on demand or schedule different times for a long weekend getaway while seeing your pet and the house.

www.dognessgroup.com

SMART CAM FEEDER



IV. SMART WATER FOUNTAIN



SMART FOUNTAIN

- Endless flow upwards
- Double Stage filters
- Controlable flow
- BPA Free
- First Shelf Dishwasher safe



SMART WATER FOUNTAIN



V. SMART CAM TREATER



Share a
treat
with
your pet



SMART CAM TREATER

- Modern decor compatible
- HD Camera
- Treat dispenser
- Capture images and Videos
- Share with your family and friends
- Bamboo Cover



SIMPLIFYING
PET LIFESTYLE



DOGNESS SMART TREAT DISPENSER

This Smart Treat Dispenser with camera will allow you to interact with your pet using a free App from a remote location. Video, audio by directional feed.



www.dognessgroup.com

SMART CAM TREATER



- Colors:
Black, White, Blue





PET CARE

DOGNESS

DOGNESS PET CARE SERIES



专业洗护线 / Professional Bathing & SPA



专宠专用线 / One-on-One Service





TRADITIONAL COLLARS AND LEASHES

TRADITIONAL LEASHES AND HARNESS

We manufacture a large variety of leashes and harness, in a number of color combinations. Comfortable and non irritating, our harnesses are durable and meet security standards.



RETRACTABLE LEASHES



Appealing to users that
like fashion and reliability



EVOLVING PRODUCT LINE

- NEW RETRACTABLE LEASHES
- Upscale Appealing look
- German Spring Mechanism
- Patent leash release
- Super Stable wire spool
- Ergonomic PVC TPE Handle
- High Quality Reflective Webbing



EXCHANGEABLE ACCESORIES



LED Light

For evening walks, it will help you see better in low light settings



Convenience Box

You can attach the canister to hold your doggie bags, keys, cash,



Bluetooth Speaker

You can listen to music or answer calls while walking your pet



Our Vision

Traditional
Products

Smart
Pet Series

Smart Pet
Ecosystem

Pet IoT
Platform

Big Data

Simplifying Pet Lifestyle



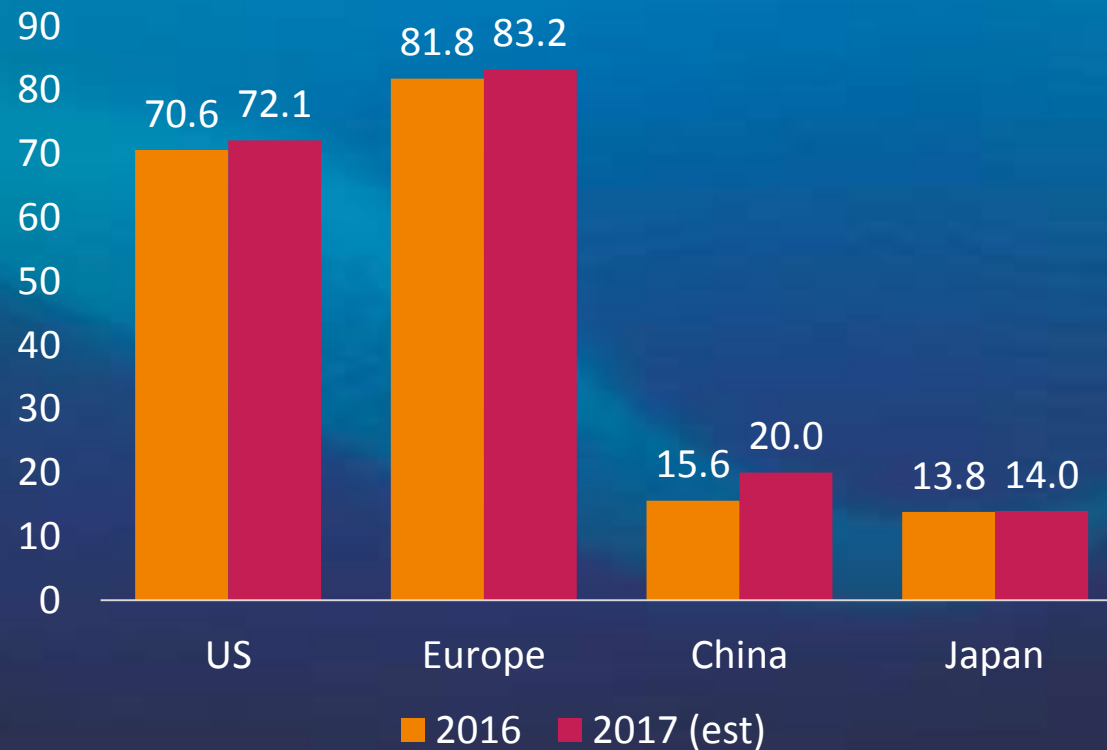
Investment Highlights

- An Emerging Global Leader in “Smart” Pet Products
 - Large Global Pet Industry Opportunity
 - Strong Foundation and Product Leadership
 - Established Marketing and Distribution Network Worldwide
 - Innovative Technology
 - Proven R&D Capability
 - Compelling Growth Strategies

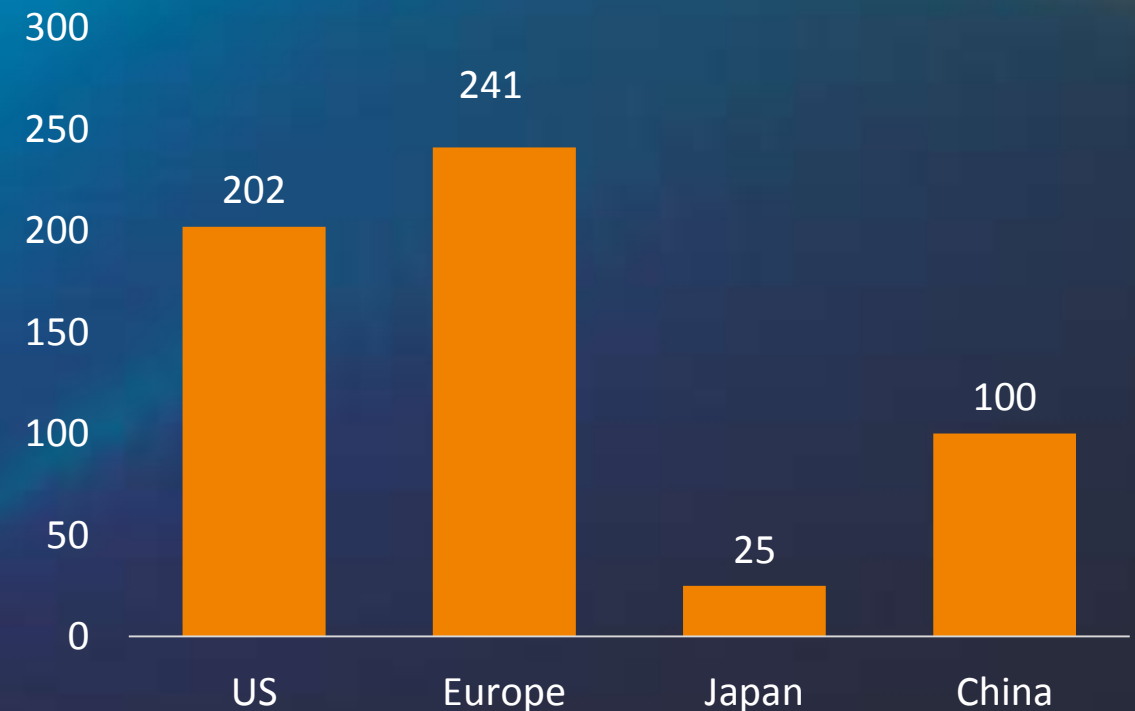


Large Global Pet Market

Global Pet Spending
(USD, billions)



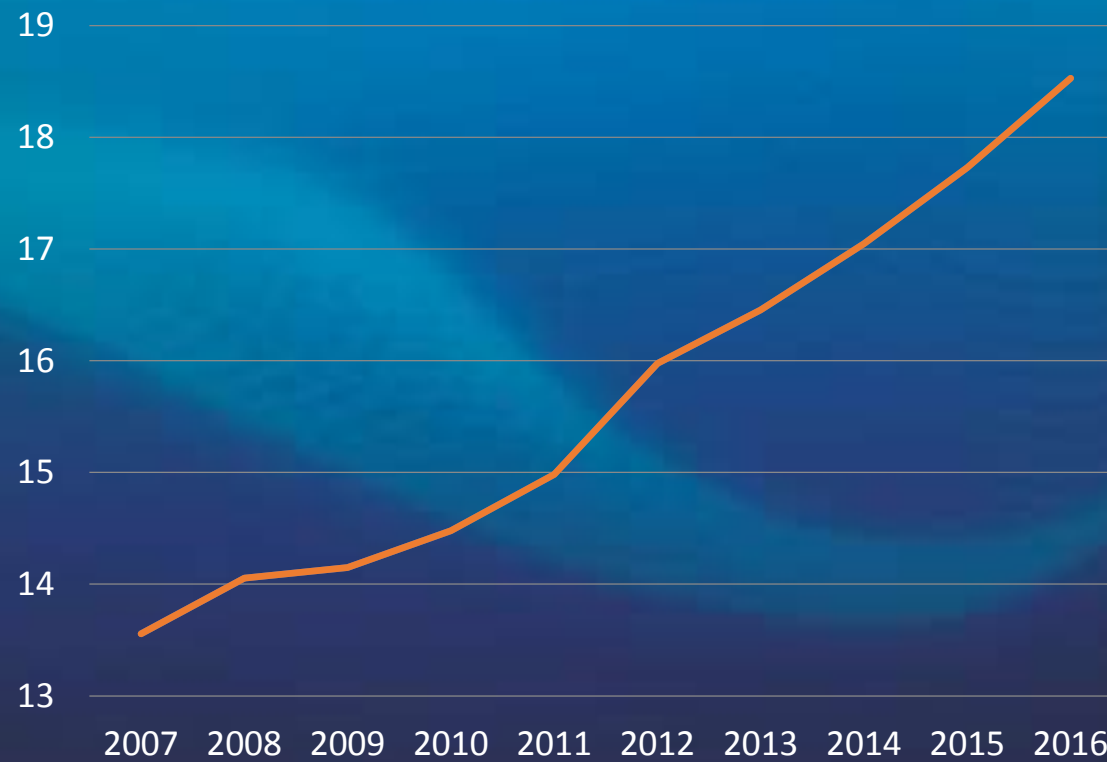
Global Pet Ownership in 2016
(millions of pets)



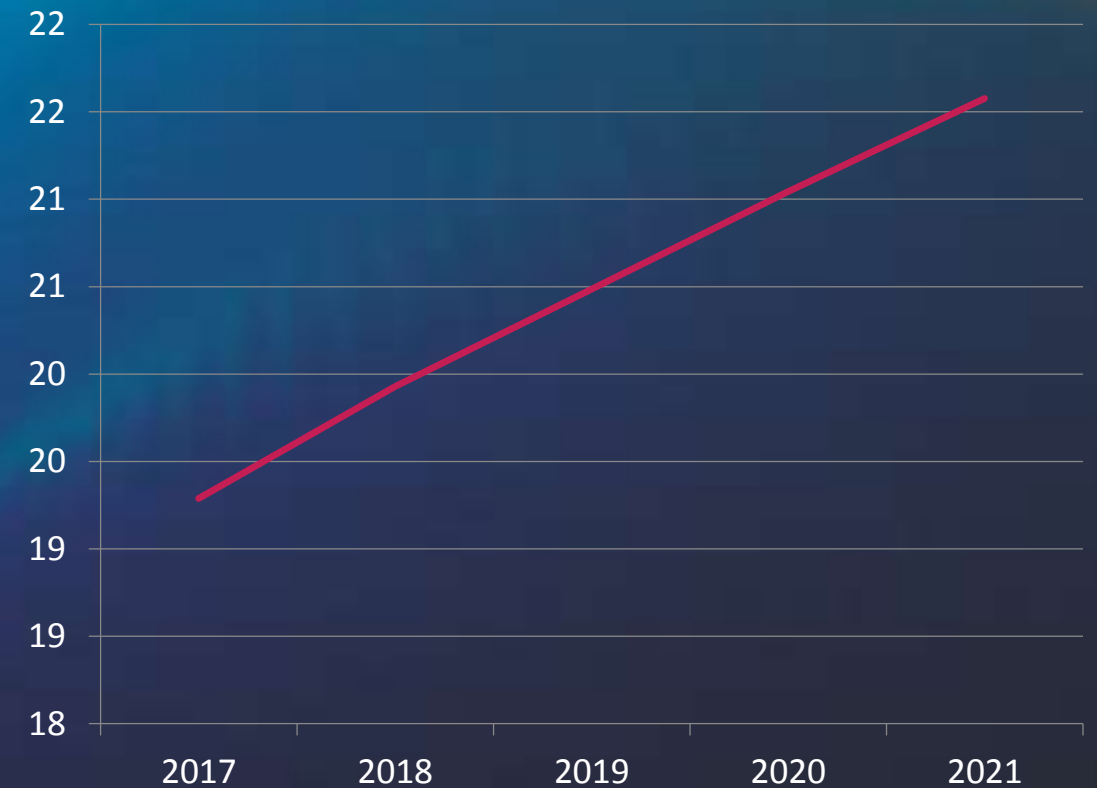
Sources: Asia Pet Fair Report "2017 China pet industry white paper", 21-Jingdong BD research "2017 Pet Spending Trends Report"

Large Global Pet Market (U.S. example)

U.S. Pet Store Sales
(USD, billions)



Projected U.S. Pet Store Sales
(USD, billions)



Strong Foundation and Product Leadership



Nylon series



Real leather series



Retractable leash



Smart Products

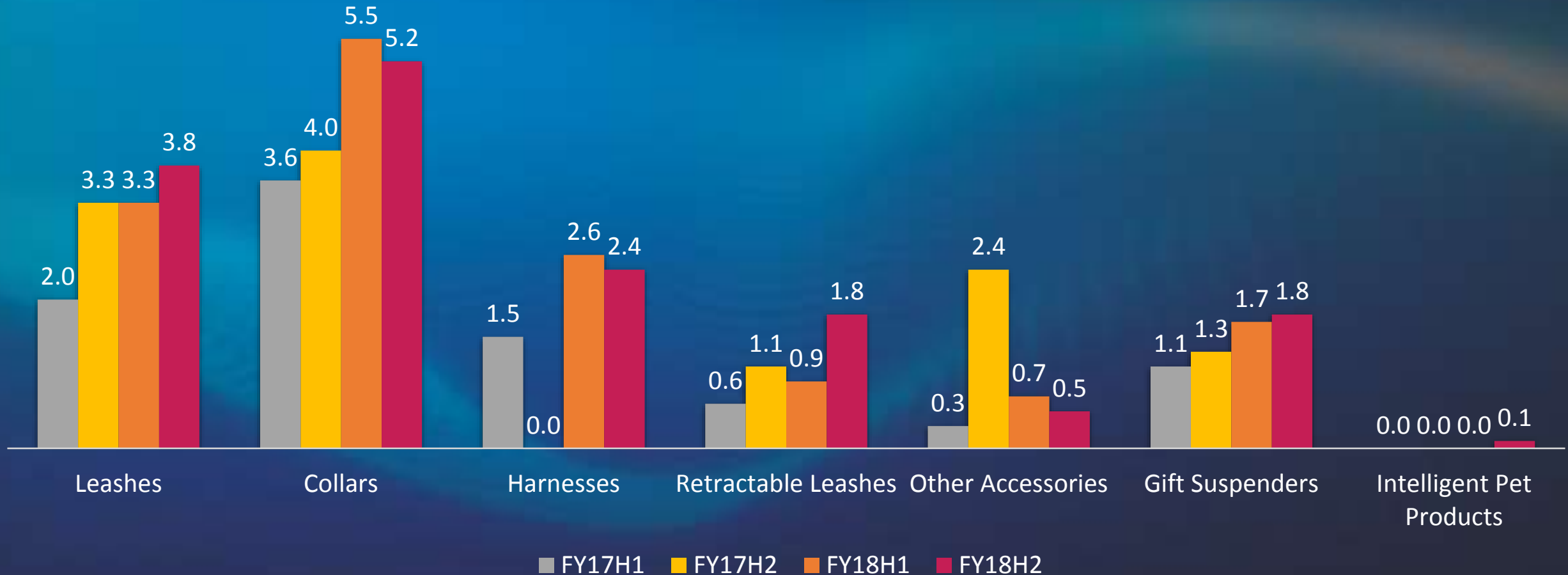
Most competitive
product

High value-added
product

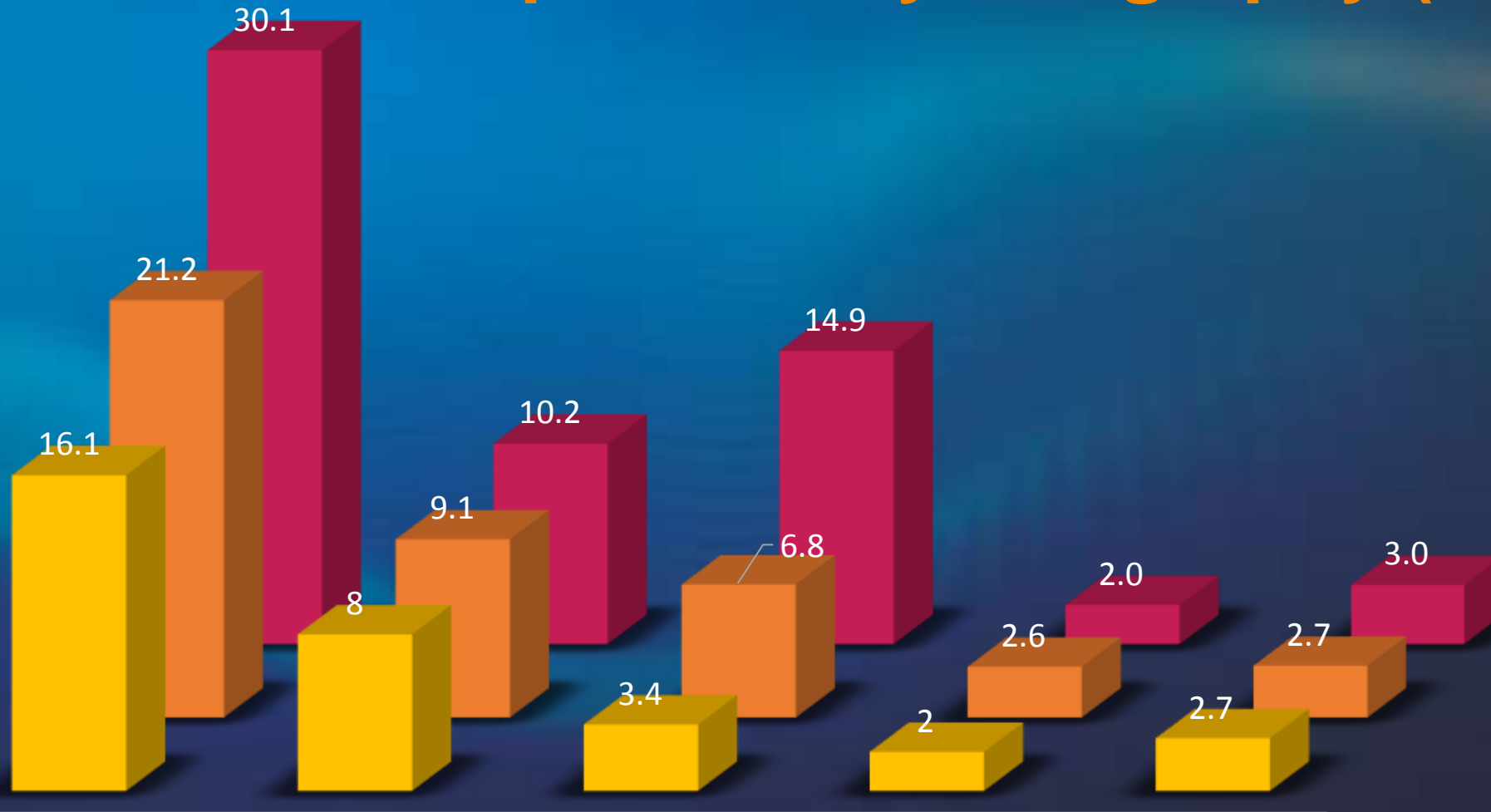
Key growth
product

Future growth
product

Product Leadership: Sales by Product (\$ mil)



Product Leadership: Sales by Geography (\$mil)



Total Revenue

US

China

Europe

Other*

■ 2016

■ 2017

■ 2018



*Includes Japan and other Asian countries, Central and South America, Canada, and Australia 39

Broad and Mature Global Sales Network

Global industry chain stores



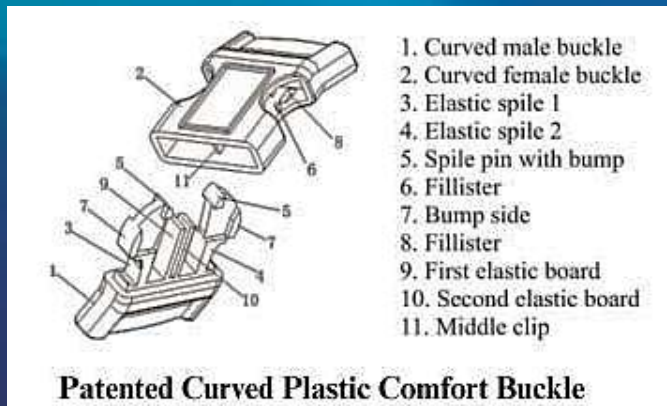
Global distributors: 300+



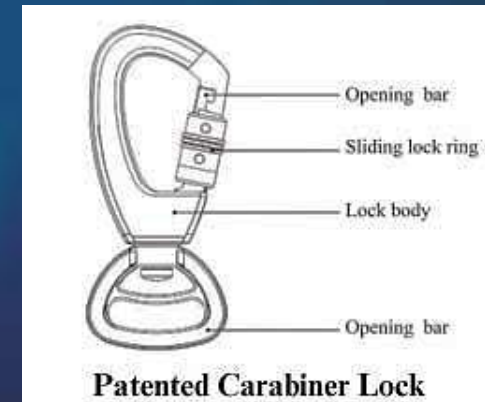
Proven R&D Capability: Over 150 Patents

Dogness's 69 patents

Design Patents



Global Invention Patents



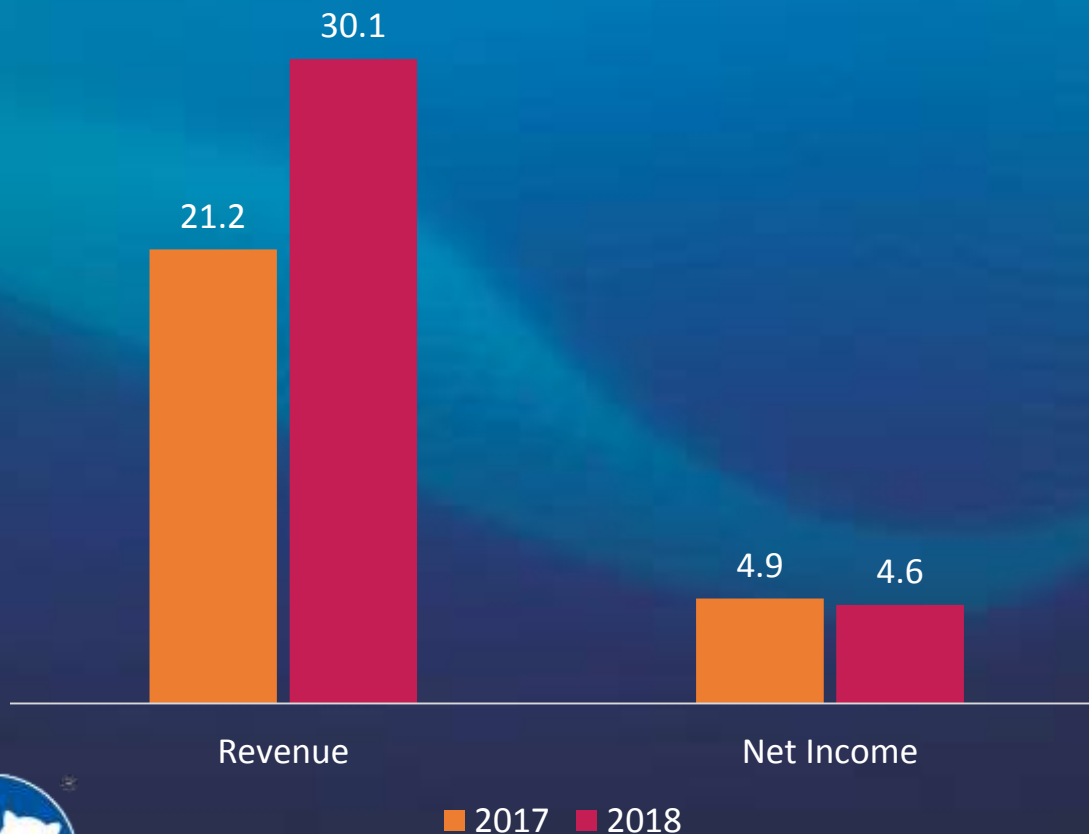
Practical Patents

89 patents pending

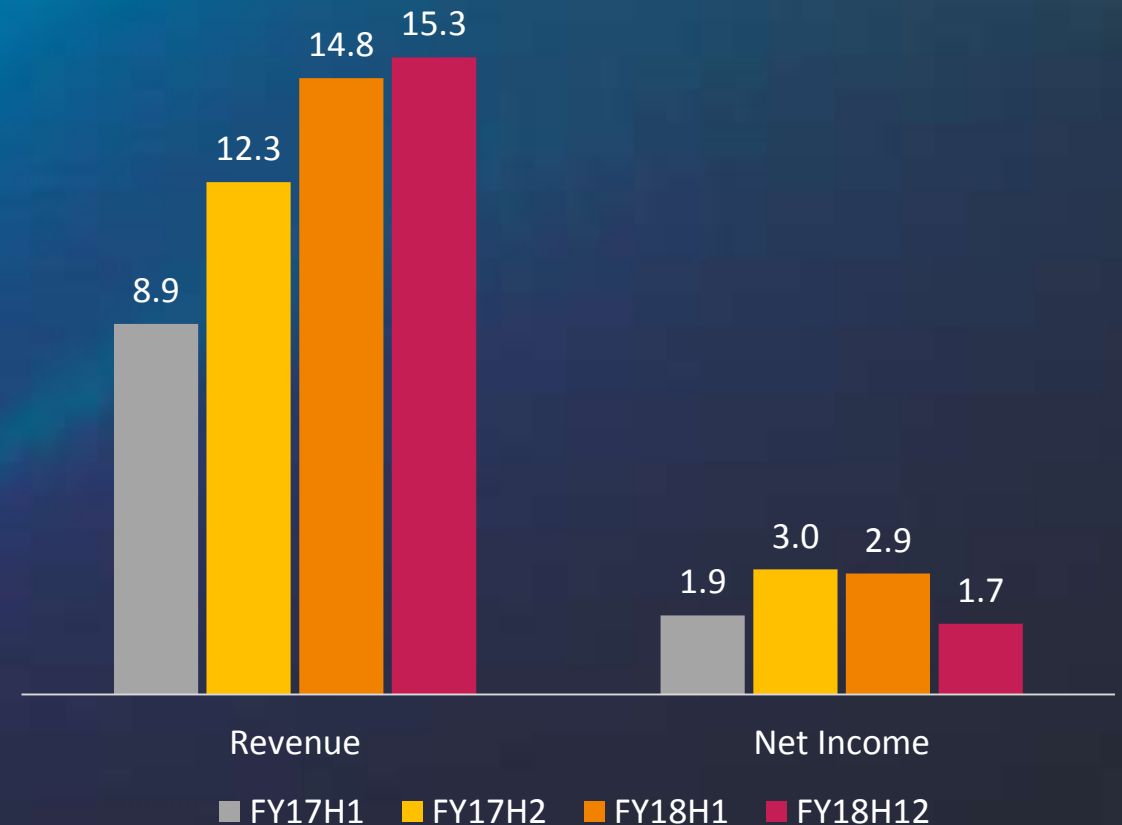


Income Statement Highlights

Annual Revenues and Net Income
(USD, millions)

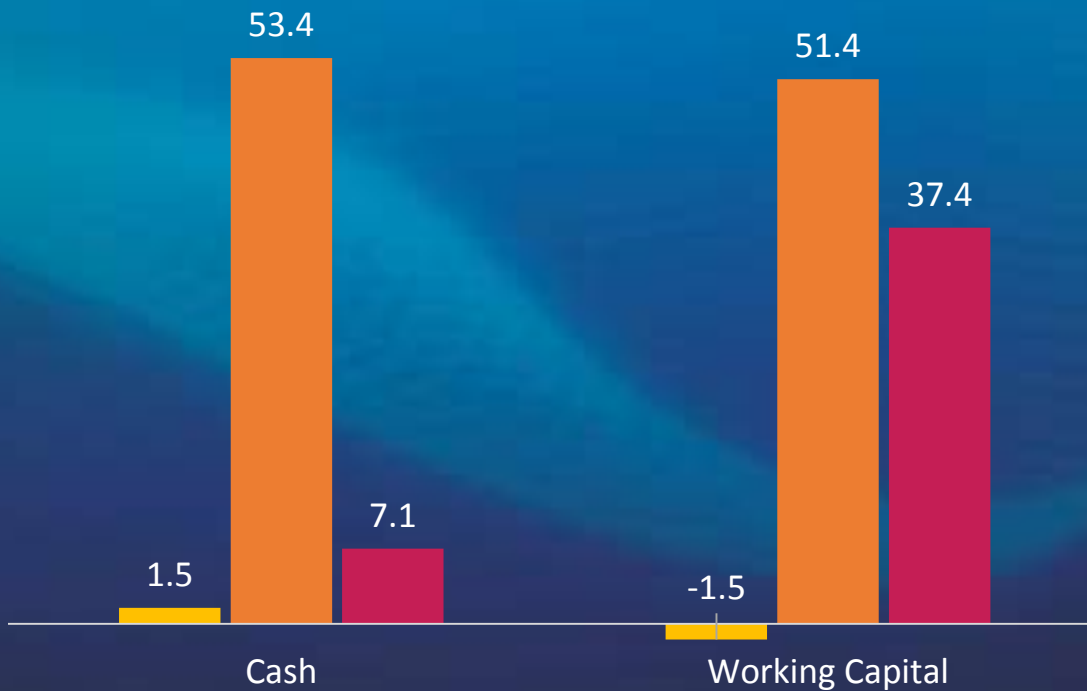


6 Month Revenues and Net Income
(USD, millions)

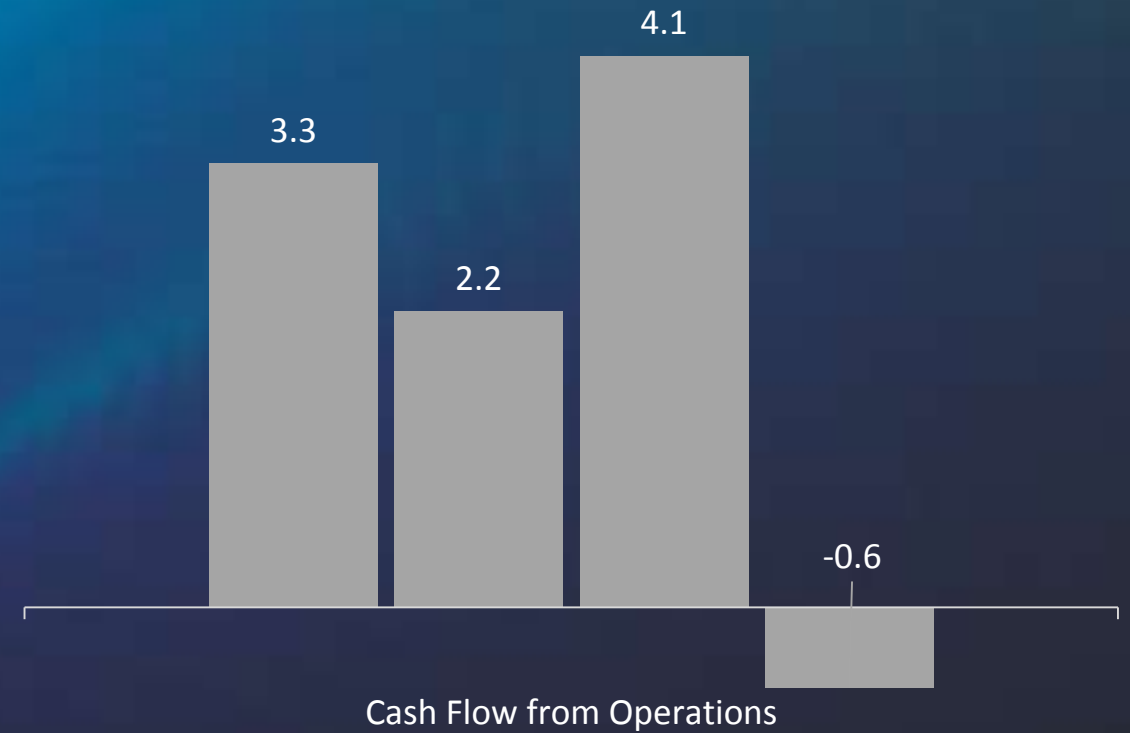


Cash Flow

6 Month Cash and Working Capital Balance
(USD, millions)



6 Month Operating Cash Flow
(USD, millions)

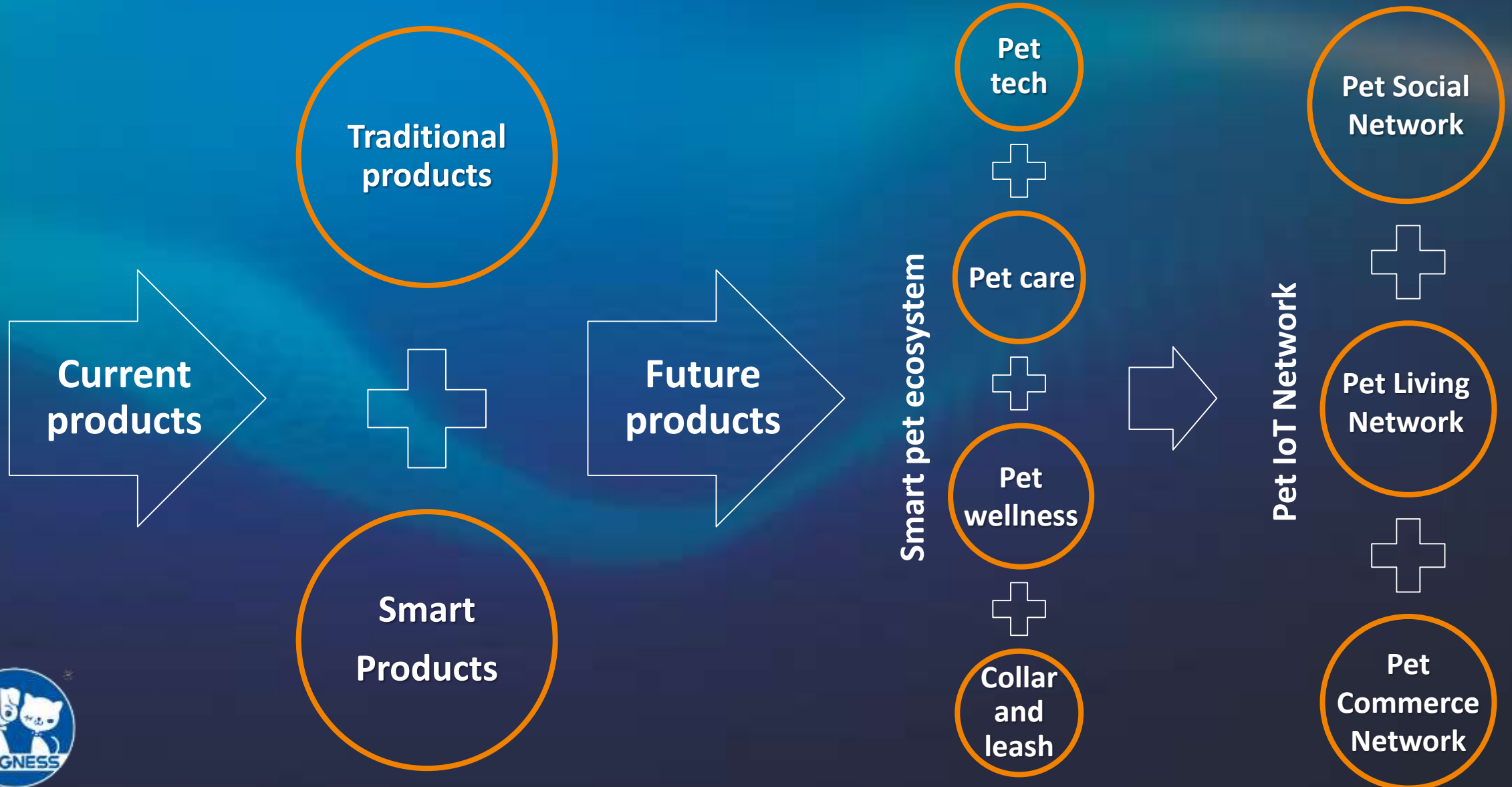


■ FY17H2 ■ FY18H1 ■ FY18H2

■ FY17H1 ■ FY17H2 ■ FY18H1 ■ FY18H2



Compelling Growth Strategies



Product Leadership: Case Study (CES 2019)



The gadgets of the future know everything wrong with you right now

WIRED

MORE OF THE COOLEST STUFF WE'VE SEEN SO FAR AT CES 2019

design WEEK

CES 2019: top tech trends from this year's show



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