



DOGNESS

Enriching Pet Lifestyles

November 2020

NASDAQ: DOGZ

Safe Harbor

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.



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Dogness Investment Highlights

- Large Global Pet Industry; Accelerating Growth
- Owners Spending More on Pet Quality of Life & Health
- COVID-19 Driving Higher Pet Ownership & Digital Commerce Transition
- Established Dogness' Brand and Core Product Leadership
- Company at Forefront of Emerging Smart Pet / Pet Tech Segment
- Blue-Chip Customer and Distribution Network
- Financial Discipline; Targeting Greater Efficiencies & Operating Leverage
- Focused Growth Strategy; Structural Tailwinds



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Strong Product Platform, Roadmap and Leadership



Nylon Series



Real Leather Series



Retractable Series



Pet Tech

Smart Products

**Competitively Positioned
Product Line**

**High Value-Added
Offerings**

**Key Growth
Driver**

**Fastest Growing
Pet Segment**

Competitive Strength: Sales & Distribution Partners



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Accelerating Market Growth

- Global Pet Care Industry Estimated at \$131B (source: Jefferies)
- Current U.S. Pet Market Alone Estimated at ~\$100B; Comprised of an Estimated \$60B to \$65B in Food & Supplies; \$18B to \$25B in Healthcare; Balance in Non-Vet Services (source: JP Morgan)
- COVID-19 is Driving Accelerated Market Growth – Alleviate Stress; Seek Companionship
- Applications to Foster Pets Up 70% Year-over-Year in March '20 (ASPCA)
- Estimated that Roughly 65% of US Households have a pet (source: Needham)
- Majority of Pet Owners are Millennials and GenExers in their Prime Earning Years (source: Common Thread)

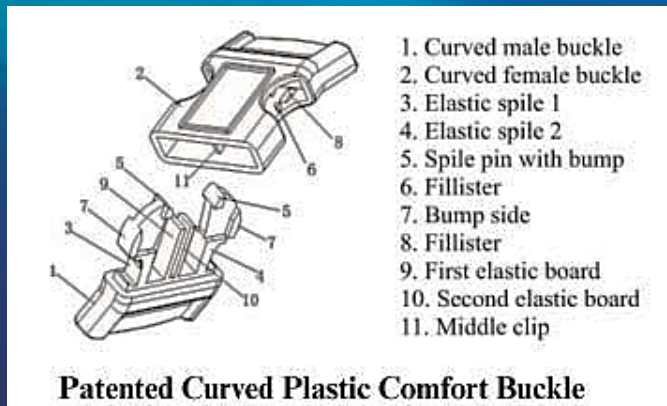


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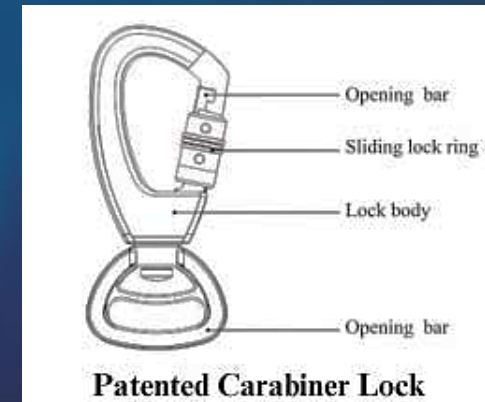
Innovation Leader with Proven R&D Capability

111 Patents Issued

Design Patents



Global Invention Patents



Practical Patents

Over 100 Patents Pending



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SMART PET DEVICES

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Fastest Growing Category: Pet Tech

Michelson Found Animals 2019 PET TRENDS

TECH Pets live in increasingly smarter environments



56%

of pet parents say they have special tech just for their pet

THE MOST POPULAR PET TECH:

24%
health and nutrition apps

22%
pet servicing apps



20%
smart toys

22%
pet monitoring cameras

ALMOST 6 IN 10



say technology gives them a greater sense of their pet's wellbeing (41%) or security (39%)



ALMOST 8 IN 10

pet owners use pet tech for tracking or monitoring technology, including microchips (60%), cameras (22%) or tracking devices (20%)



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Smart Pet IoT Ecosystem



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**Smart Pet Tech Lines Integrated
Under One Platform**

Proprietary App – Safety, Happiness, Peace of Mind



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.



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Smart Pet Series – 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

Featured in:



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



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



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Smart Pet Tech Series – Other Products



- 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



- Modern look
- Large 7 lbs dry food capacity
- In-app feeding planner
- HD camera
- Patented anti food jamming
- Capture images and videos
- Share with family and friends
- Stainless steel bowl



- Endless flow
- Double stage filters
- Controllable flow
- BPA free
- First shelf dishwasher safe



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





TRADITIONAL COLLARS AND LEASHES



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Popular Pet Care Essentials: 4 Series of Retractable Leashes

Easy to Use,
Light Weight,
Safe & Stylish

Featured in:

WIRED

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



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Enhanced Product Line with Feature Accessories

- 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 components increase customization



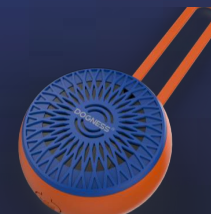
LED Light

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

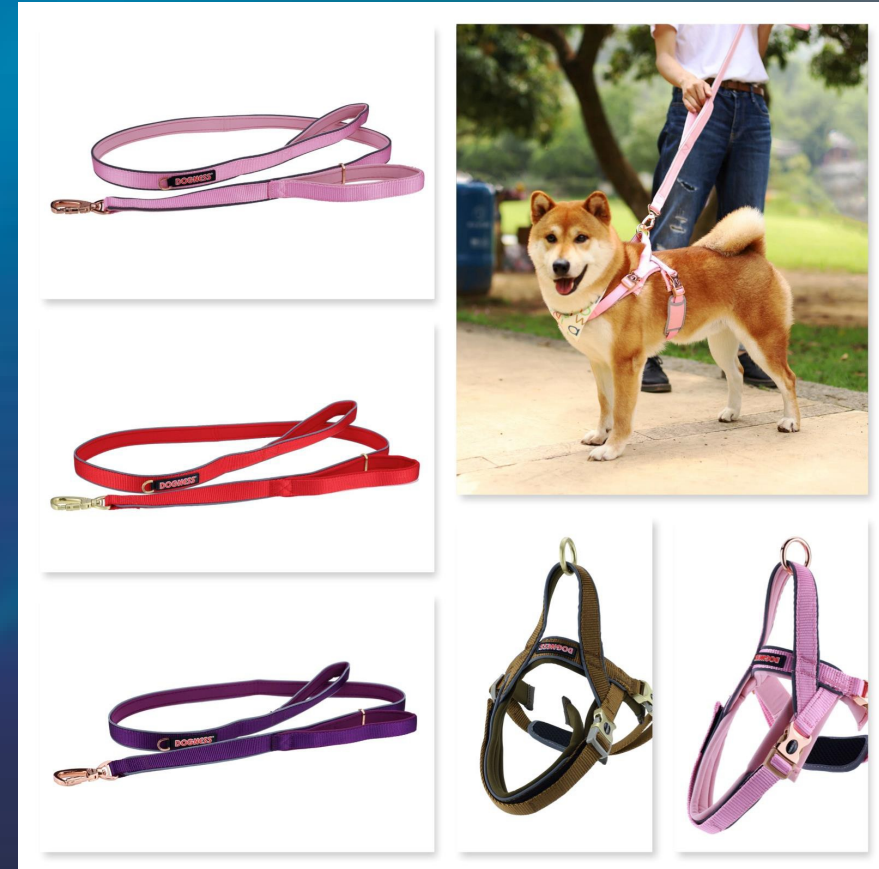
You can listen to music or answer calls while walking your pet



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Pet Care Essentials: 16 series of Collars, Leashes & Harnesses

- Developed and Marketing a Large Variety of Collar, Leashes and Harnesses
- Comfortable, Non-Irritating
- Durable and Attractive
- Patented and light-weight
- Colors to Fit Pet Personalities



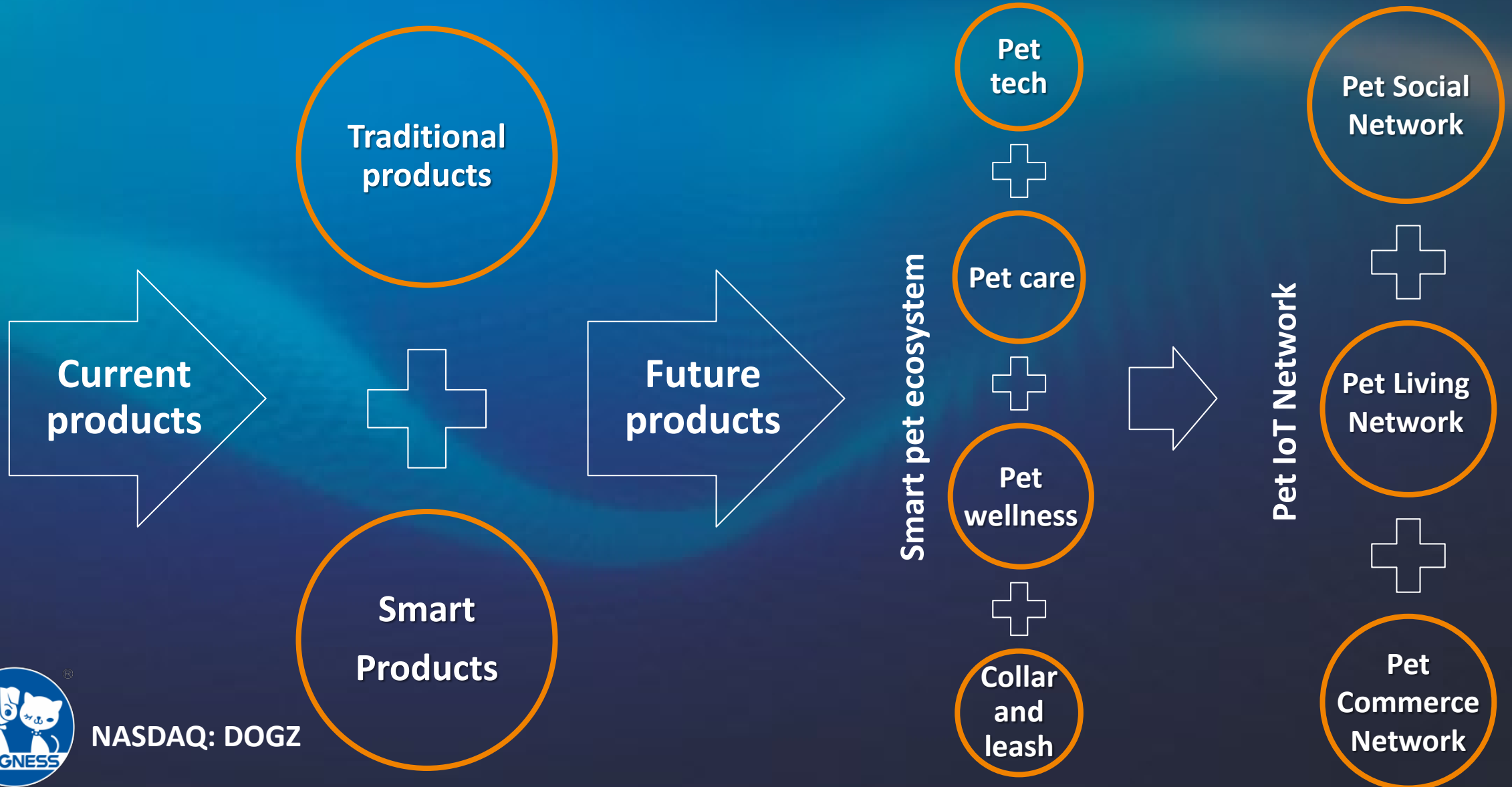
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Solid Fundamentals - Compelling Growth Strategy



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