



Pets at Home Group Plc
Annual General Meeting 2024
Questions and Answers

1. How informed are the younger generations (especially gen z) about personal finance, capital markets and investing?

Pets at Home actively encourages share ownership amongst our colleagues through our share plans, details of which appear in question 4 below.

We provide financial wellbeing support and materials to colleagues including seminars, guides, podcasts, written advice and interactive tools such as budget planners and financial health check tools. We partner with a range of organisations who offer tailored financial help and advice to colleagues of all ages.

2. Especially within our difficult economic circumstances, what impact do you think, if any, could individual investors deliver to companies' overall performance?

Our focus as a business is to create long term value for all of our stakeholders.

3. In your opinion, what matters most to the younger generation of individual investors?

From our perspective, we are focussed on what matters to all shareholders, existing and prospective, which is that we continue to manage the business sustainably by balancing the interests of all our key stakeholders.

4. What more, if anything, can companies like the one(s) you represent, do to educate, empower, or engage individuals on basic personal finance and investing?

Financial resilience continues to be a key pillar of our overall colleague wellbeing strategy, with a wide range of tools, and resources available to colleagues to manage their personal finances via the Pets 'Reward Hub' digital platform. We continued our investment in colleague share ownership awarding over 10,000 colleagues an award of free shares (the Restricted Stock Plan (RSP)) in FY24 and we continued to offer our Sharesave (SAYE) scheme at a 20% discounted option price.

In FY24, 8,781 colleagues received access to share awards which vested under our 2020 RSP and our 2020 SAYE schemes collectively.

From a professional perspective, we also promote further financial education for colleagues in certain roles. For instance, we provide opportunities for colleagues to develop, including gaining AAT and CIMA qualifications, and participating in our Finance Academy.

For further information, please contact:

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