

BARK

FAST FACTS

- Co-Founded by Matt Meeker, Henrik Werdelin and Carly Strife in 2012
- Over 50 million toys and treats shipped to date
- Over 10 million BarkBoxes shipped to date
- 6M+ dog-obsessed followers on social media, consistently recognized as one of the most engaged brands on Facebook (BarkBox/BarkPost/BarkShop)
- \$77 million in funding raised in five years
- Surpassed \$100M revenue run rate in 2016
- BARK's book, *Dogs and Their People*, is a New York Times Bestseller
- 250+ employees in Chinatown NYC and Columbus, OH



ABOUT BARK

We're dog people. Crazy dog people. BARK (that's us) launched in 2012 with BarkBox, our monthly themed subscription of all-natural treats and clever toys. Since then, we've shipped more than 50 million of our favorite things to the dogs in our pack, and we've used that accumulated expertise to create our own products, experiences, and content. At BARK, we know that dogs aren't pets; they're family. Our people, crazy dog people, believe that their dogs deserve the best. The best treats, the best toys, the best seat on the couch. Together, we're driven to be the people our dogs think we are. Dog people get it.

ABOUT BARKBOX

BarkBox is BARK's subscription service, and every month we ship all-natural treats, chews, and our original toys to dogs across America (and Canada, eh). From the products to the packaging to the pics on social, we design every piece of each month's box to create insane joy for dogs. Every month's box features a new theme for dogs and their people to sink their teeth into. Ski lodges and spaceships, Back to School and back to the dinosaurs; BarkBox themes let the dogs and people in our pack see it all.

Every BarkBox subscriber is supported by our Happy Team, a merry band of devoted dog people based in the USA and available via text, chat, email, phone, app, and smoke signal. They're here to answer questions and provide expert tips. And if your dog doesn't love something in their box, we'll fix it. That's our Scout's Honor guarantee.

All of our treats are made in the USA & Canada, and every bite is wheat, corn, soy, and filler-free. No artificial flavors, no artificial preservatives, no weird ingredients. Just delicious snacks our dogs crave. Every BARK Original toy is designed to excite and enrich dogs with sturdy construction, varied materials, and quirky personalities. Our designers test hundreds of squeakers to find the exact right bite for each new toy, and every fabric and rubber is chosen for its particular toothsome qualities. And we don't ship anything that hasn't been thoroughly playtested and approved by our own dogs.

BarkBox plans start at \$21 per month, and our Super Chewer BarkBox (for dogs who need a challenge) starts at \$39.

ABOUT BARKSHOP.COM

Barkshop.com is your dog's favorite website, featuring exclusive BARK Original collections and everything else we love that won't fit inside a monthly delivery box. On barkshop.com, dogs (and their people) can Shop the Box to find their favorite items from BarkBox, explore the glories of Destroyers Club, and discover seasonal assortments for dog + human lifestyles.

Over 90% of the products available on barkshop.com are BARK Originals, products created by our team of designers, engineers, and crazy dog people. It's where we get to experiment and put our ideas to the test, where we ask questions like, "Is there such a thing as too many squeakers?"

Dogs can join our Destroyers Club to celebrate the joy of destroying toys (and get rewarded for it), or they can show off their best side with our Lights, Camera, Bark collection of social media-ready props.

Sniffing around for a story? Bark at our PR team: press@barkbox.com.