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Pilmico & Gold Coin

**Your most trusted Pet Food  
Partner in SEA**

# aboitiz

Equity Ventures

**Pilmico and Gold Coin**  
**(The Food Group)** is the food subsidiary of Aboitiz Equity Ventures, one of the largest conglomerates in the Philippines.

The Food Group is the third largest subsidiary of Aboitiz.

**Power**



**Banking**



**Infracapital**



**Land**



**Food**



# Integrated agribusiness and food company



## FLOUR

Hard wheat  
Soft wheat  
Specialty flour



## FEEDS

Livestock  
Aqua  
Specialty  
**Petfood**



## FARMS

Hogs  
Eggs  
Meats



## TRADING

Commodity Solutions  
Feed Ingredients  
Baking Ingredients



## Our vision

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We believe that pets are true members of the family.

In line with our goal to **feed humanity**, we are committing ourselves to broadening the definition of nourishment and nutrition to **feed man's best friend**.

With our guiding pillars, we are on the way to becoming a major player in the Pet Food industry in Southeast Asia and China.



# We are we your Partner in Pethood

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Exceptional reputation & unmatched  
Expertise in Formulation

Innovative & solutions driven  
outlook

Top notch products, service,  
and facilities

Inspiring leadership &  
empowering partnerships





# Tools to increase caloric conversion at the point of sale



## Today's Consumer

is savvy, knows how to shop around and is often looking for something specific in their shopping experiences to keep them coming back.



## ENCOURAGE DISCOVERY

Provision of tools to put new products in places so that new customers will find something interesting.

## REWARD REGULARS

Quarterly promotions to push for loyalty

## TRAINING & DEVELOPMENT

Investment towards education of front staff on customer service, product knowledge, etc.

## ENGAGEMENT THRU EVENTS

In Store activation to drive consumer traffic

## LAST MILE DELIVERY

Platform to accommodate online purchases fulfilled by partners.

# Everything you are shopping for is here with us!

## A & P BUDGET

We guarantee trade and consumer support programs to push caloric conversions , encourage trial & drive traffic into the category

## AVAILABILITY

At Pilmico, we constantly review market demand to make sure that our recruitment programs are not deterred due to out of stocks .



## EXPERTISE

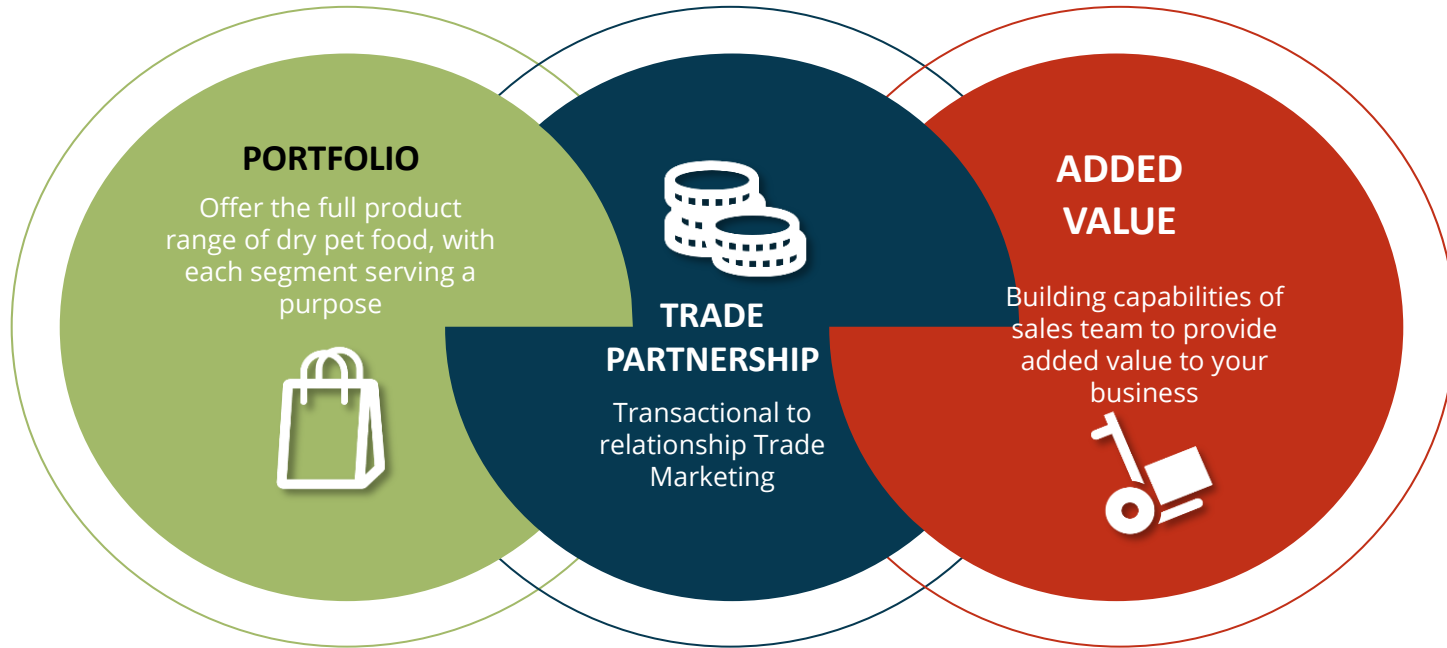
Both regional and local pet food team members come from solid pet food/care multinational /local feed professional backgrounds.

## QUALITY & COMPLIANCE

Our products are formulated In accordance of AAFCO & FEDIAF nutrition profile and is made from nutrients that help support growth & development , muscle building & coat quality



## A partnership like no other





## Expertise in formulation :

We develop cutting-edge nutrition for Cats and Dogs by applying the highest precision from feed formulation

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### **COMMITMENT**

We deliver state-of-the-art Pet Nutrition

### **FORMULATION**

We make use of our know-how

### **SCIENCE**

We understand Cats and Dogs



# Formulation

We perfectly know raw materials and our suppliers are international leaders.

No pork origin.

High nutritional value animal proteins and raw materials.

Formulated according to the highest international guidelines.

We apply nutritional precision.



Hairball Control



Immunity Support



Weight Control



Highly Digestible



Urinary Care



PREBIOTICS  
FOR BETTER ABSORPTION OF NUTRIENTS

Tommy

WOOFy

maxime

maxime

maxime Elite

maxime Elite

## Our products

We have a growing portfolio that ranges from entry-level to Premium Pet Food brands !

Each product has been specially formulated to provide each pet and paw' rent assured nutrition and nourishment.



# Our entry-level offer



For new Consumers searching for qualitative affordable complete & balanced food.

Accessible layouts and nutrition concepts

For Pet Owners whose Pet is a companion and who want to keep their budget under control.

The ideal products to increase calorie conversion and motivate Consumers to start using Pet Food.



# Our core offer



- An emotional range shaped to drive volumes, generate profit and create loyalty/engagement.
- Our recipes are made of great flavors, clear benefits and packed in attractive, dynamic playful bags.
- Dedicated to Pet Parents whose Pets are true members inside the family nucleus.
- Relevant benefits, wording with a good balance for education without being too technical.
- Focus on tasty ingredients because humanization is a strong trend on that segment.
- Breeds were chosen to maximize Consumers' projection into the products.



# Our Premium offer

Premium Pet Food with advanced benefits, high-end recipes inside long-lasting freshness sophisticated packaging.



P143/kg Puppy  
P170/kg Adult







**Annex**



# **Annex**

## **PRODUCT INFORMATION**





Also available in 400g and 10kg.

## Key Benefits



### Highly Digestible

Formulated with highly digestible lamb from Australia for an optimal fibre digestion and nutrient assimilation.



### Highly Palatable

Formulated with quality premium ingredients to provide highly palatable kibbles.



### Healthy Skin & Shiny Coat

Contains Omega 3 & Omega 6 fatty acids from Fish Oil to promote a healthy skin and a shiny coat.



### Immunity Support

Contains probiotics M.O.S. (Mannan Oligosaccharides) and antioxidants to support our dog's natural defences all the long.



### Odor Reduction

Contains Yucca Schottigera that helps reduce stools' odors.

## Ingredients

Com, Wheat, Soybean Meal, Corn Gluten Meal, Meat and Bone Meal (Ovine), Poultry Meal, Full Fat Soybean, Wheat Bran, Chicken Fat, Fish Meal, Vitamins, Minerals, Meat and Bone Meal (Bovine), Fish Oil, Mannan Oligosaccharide, Yucca, Preservative.

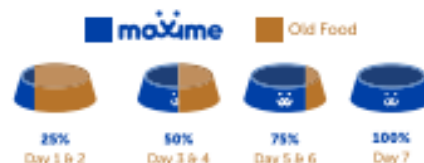
## Nutritional Analysis

Crude Protein	(Min.)	22%
Crude Fat	(Min.)	8%
Crude Fiber	(Max.)	4%
Crude Ash	(Max.)	7%
Moisture	(Max.)	10%
Calcium	(Min. - Max.)	0.8 - 1.2%
Phosphorus	(Min. - Max.)	0.6 - 1.0%
Metabolize Energy based on AAFCO	(Min.)	3,200 (kcal/kg)

## Feeding Guideline

Weight of adult dog (kg)	Daily recommendation feeding (g/day)
1 - 5	25 - 35
5 - 10	30 - 50
10 - 20	45 - 65
20 - 40	60 - 85
Meal (time/day)	1 - 2

## 7-Day Transition to Better Nourishment



This pet food product is manufactured in compliance with international quality standards ISO 9001:2015.



Also available in 1.5kg and 10kg.

## Key Benefits



**DHA**  
For sharper mind.



**Prebiotics**  
For better absorption of nutrients.

## Ingredients

Corn, Corn Gluten Meal, Wheat, Wheat Bran, Full Fat Soybean, Soybean Meal, Meat and Bone Meal (Bovine), Chicken Fat, Meat and Bone Meal (Ovine), Poultry Meal, Fish Meal, Vitamins, Minerals, Fish Oil, Chicken Liver Powder, Mannan Oligosaccharide, Yucca, Milk Flavour, Preservative.

## Nutritional Analysis

Crude Protein	(Min.)	27%
Crude Fat	(Min.)	15%
Crude Fiber	(Max.)	3.5%
Moisture	(Max.)	10%

## Feeding Guideline

Body Weight (kg)	Daily recommendation feeding (g/day)
1 - 5	35 - 105
5 - 10	105 - 180
10 - 20	180 - 300
20 - 30	300 - 405
Meal (time/day)	3 - 4

## 7-Day Transition to Better Nourishment



This pet food product is manufactured in compliance with International quality standards ISO 9001:2015.



Also available in 400g and 20kg.

## Key Benefits



### Delicious Taste

Delicious recipe made with beef to delight your dog meal after meal.



### Easy Digestion

Formulated with highly digestible ingredients and prebiotics for an easy digestion.



### Skin & Coat

Contains nutrients promoting a healthy skin and shiny coat.



### Vitality & Agility

High quality proteins to promote vitality and agility on adult dogs.

## Ingredients

Whole Grain Cereals (Wheat, Maize, Rice), Poultry Meal, Meat Meal (Beef), Soya by-products, Fiber Brans (Rice/Wheat), Poultry Fat (Natural Source of Omega 6), Vitamins (A, D3, E, K3, B1, B2, B6, B12, Pantothenic Acid, Biotin, Folic acid) & Minerals (Iron, Copper, Manganese, Zinc, Iodine, Selenium), Iodized Salt, Choline Chloride, Monocalcium Phosphate, Calcium Carbonate, Mannan-Oligosaccharides, Antimold, Antioxidant, Palatants, Pigments, Yucca Schidigera Extract.

## Nutritional Analysis

Crude Protein	(Min.)	20%
Crude Fat	(Min.)	10%
Crude Fiber	(Max.)	4%
Crude Ash	(Max.)	12%
Moisture	(Max.)	12%

## Feeding Guideline

Weight of adult dog (kg)	Daily recommendation feeding (g/day)
1 - 5	30 - 100
5 - 10	90 - 180
10 - 20	160 - 300
20 - 40	280 - 450
40 - 60	430 - 600
Meal (time/day)	1 - 2

## 7-Day Transition to Better Nourishment



AAFCO  
Association of American Feed Control Officials



This pet food product is manufactured in compliance with International quality standards ISO 9001:2015.



Also available in 1.5kg and 20kg.

## Key Benefits



### Prebiotics

For better absorption of nutrients.

## Ingredients

Corn, Corn Gluten Meal, Wheat, Soybean Meal, Meat and Bone Meal (Bovine), Full Fat Soybean, Wheat Bran, Poultry Meal, Fish Meal, Chicken Fat, Vitamins, Minerals, Fish Oil, Chicken Liver Powder, Mannan Oligosaccharide, Milk Flavour, Preservatives.

## Nutritional Analysis

Crude Protein	(Min.)	26%
Crude Fat	(Min.)	12%
Crude Fiber	(Max.)	4%
Moisture	(Max.)	10%

## Feeding Guideline

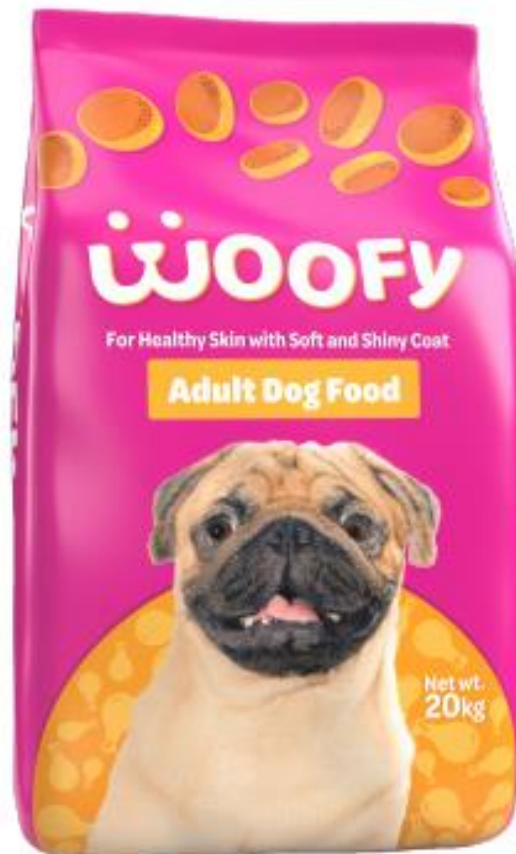
Body Weight (kg)	Daily feeding (g/day)
1 - 5	35 - 115
5 - 10	115 - 190
10 - 20	190 - 315
20 - 30	315 - 425
Meal (time/day)	3 - 4

## 7-Day Transition to Better Nourishment



This pet food product is manufactured in compliance with International quality standards ISO 9001:2015.





## Key Benefits



For healthy skin  
with soft and shiny coat.

## Ingredients

Corn, Wheat, Wheat Bran, Soybean Meal, Meat and Bone Meal (Bovine), Poultry Meal, Chicken Fat, Fish Meal, Vitamins, Minerals, Preservatives

## Nutritional Analysis

Crude Protein	(Min.)	18%
Crude Fat	(Min.)	8%
Crude Fiber	(Max.)	4%
Moisture	(Max.)	10%

## Feeding Guideline

Daily Weight (kg)	Daily recommended feeding (g/day)
2 - 5	45 - 90
5 - 10	90 - 150
10 - 20	150 - 250
20 - 30	250 - 340
30 - 40	340 - 420
40 - 50	420 - 500
Meal (times/day)	1 - 2

## 7-Day Transition to Better Nourishment





## Key Benefits



For healthy skin  
with soft and shiny coat.

## Feeding Guideline

Baby Weight (kg)	Baby recommendation feeding (g/day)
1 - 5	45 - 145
5 - 10	145 - 245
10 - 20	245 - 415
20 - 30	415 - 560
Meal (times/day)	3 - 4

## Ingredients

Corn, Wheat, Corn Gluten Meal, Soybean Meal, Meat and Bone Meal (Savine), Wheat Bran, Poultry Meal, Full Fat Soybean, Chicken Fat, Fish Meal, Vitamins, Minerals, Yucca, Preservative.

## 7-Day Transition to Better Nourishment



## Nutritional Analysis

Protein	(Min.)	26%
Fat	(Min.)	8%
Fiber	(Max.)	4%
Moisture	(Max.)	10%





Also available in 400g and 7kg.

## Key Benefits



### Delicious Taste

Delicious recipe made with real tuna to delight your cat's taste buds.



### Easy Digestion

Formulated with highly digestible ingredients for an easy digestion.



### Vision Support

Enriched with taurine. Taurine is required for healthy function of the eyes.



### Balanced Minerals

Balance in sodium and other minerals to take care of your cat or kitten every day.

## Ingredients

Rice, Poultry Meal, Wheat Products, Soya by-products, Tuna Meal (Real Fish Protein), Poultry Fat (Natural Source of Omega 6), Fish Oil (Natural Source of Omega 3 & DHA), Vitamins (A, D3, E, K3, B1, B2, B6, B12, Panthothenic Acid, Biotin, Folic acid) & Minerals (Iron, Copper, Manganese, Zinc, Iodine, Selenium, Choline Chloride, Taurine, Sodium Bicarbonate, Monocalcium Phosphate, Calcium Carbonate, Iodized Salt, Antioxidant, Palatable, Yucca Schottigera Extract.

## Nutritional Analysis

Crude Protein	(Min)	28%
Crude Fat	(Min)	18%
Crude Fiber	(Max)	5%
Crude Ash	(Max)	12%
Moisture	(Max)	18%

## Feeding Guideline

Weight of kitten or adult cat (kg)	Daily recommended feeding (g/day)
1 - 2	25 - 35
2 - 3	30 - 50
3 - 4	45 - 65
4 - 5	60 - 85
> 5	80 - 140
Meal (times/day)	1 - 2

## 7-Day Transition to Better Nourishment



This pet food product is manufactured in compliance with international quality standards ISO 9001:2015.



Also available in 20kg.

### Key Benefits



**Tasty & Crunchy**



**Easy Digestion**

### Ingredients

Wheat Products, Maise, Poultry Meal, Soya by-products, Poultry Fat, (Natural Source of Omega 6), Tuna Meal (Real Fish Protein), Fish Oil (Natural Source of Omega 3 & DHA), Vitamins (A, D, E, K3, B1, B2, B6, B12, Pantothenic Acid, Biotin, Folic Acid) & Minerals (Iron, Copper, Manganese, Zinc, Iodine, Selenium), Choline Chloride, Taurine, Sodium Bisulfate, Monocalcium Phosphate, Calcium Carbonate, Iodized Salt, Antinoid, Antioxidant, Polaxams, Yucca Schidigera Extract.

### Nutritional Analysis

Crude Protein	(Min.)	20%
Crude Fat	(Min.)	9%
Crude Fiber	(Max.)	5%
Moisture	(Max.)	12%

### Feeding Guideline

Weight of kitten or adult cat (kg)	Daily recommendation feeding (g/day)
1 - 2	25 - 40
2 - 3	35 - 60
3 - 4	55 - 75
4 - 5	70 - 95
> 5	890 - 140
Meal (time/day)	1 - 2

### 7-Day Transition to Better Nourishment



**AAFCO**  
Association of American Feed Control Officials



This pet food product is manufactured in compliance with international quality standards ISO 9001:2015.