

We're the only private equity firm dedicated to the pet care category



Building the next generation of pet care businesses

We're entrepreneurs who have learned firsthand what it takes to build a sustainable business. Being in your shoes has made us better operators, deal makers, shareholders and board members.

Besides capital, we leverage our insights, playbook and network to help businesses achieve unprecedented levels of success.

WE INVEST IN BUSINESSES WITH BIG UPSIDE

We look for opportunities to help accelerate growth. Exponentially.

We partner with profitable, growing businesses across the pet care category, helping founders and teams unlock their business potential. By combining strategic capital with hands-on support, we help great companies expand their reach, deliver better outcomes and accelerate growth







OUR INVESTMENT CRITERIA



MEET OUR PARTNERS

Let's connect

We'd be happy to share our perspectives about the Pet Care category.

<p>Trevor Ashley Partner</p> 	
<p>David Murvin Partner</p> 	
<p>David Strauss Partner</p> 	

THE PET CARE INDUSTRY IS LARGE AND GROWING FAST

From mere companions to members of the family

As people increasingly treat their pets like children, the pet care category has evolved into a large, fast growing, and resilient sector

01 Large & Growing Market	02 Strong Long-Term Secular Trends	03 Attractive Financial & Demand Characteristics
<p>\$152B+ Market</p> <p>Growing 7.6% CAGR for the past 30 years</p> <p>164M Dogs & Cats</p> <p>90M Dogs 2x HH with dogs than with children <18</p> <p>74M Cats 1.25x HH with cats than with children <18</p>	<p>Pet Humanization 46% of dogs sleep in their owners' beds</p> <p>Favorable Pet Parent Demographics Younger generations own more pets and have stronger bonds</p> <p>Favorable Pet Population Dynamics Pets live longer and spend per pet is increasing</p> <p>Innovation & Tech Advancements Pets trends follow human trends by 5-10 years</p>	<p>Increasing Pet Population</p> <p>Increasing Spend per Pet</p> <p>Recurring Spend</p> <p>Premiumization & Pricing Power</p> <p>Recession Resilience 6% Avg. Growth Rate in Recession Years</p>

THE CCH VALUE EXECUTION PLAN

A proven playbook for long term success

Developed over years of real-life business experience with specific expertise in the pet care category, our Value Execution Plan is a comprehensive and systematic process designed to overcome obstacles to growth and unlock the explosive potential of the businesses we invest in



WHY PARTNER WITH US?

We'll help you build a business for the long haul.



Good partners share the same objectives

As true partners we invest our personal capital besides yours, and work collaboratively with founders, owners and management teams to ensure strategies and approach are always aligned



Long term growth involves patience and commitment

We help build "forever businesses" and we have the patience, vision and expertise to significantly amplify investment returns over the long haul thanks to compound growth strategies



Experience and a deep network are vital to success

We have decades of experience investing, advising and optimizing pet care, consumer and services businesses. We bring our domain expertise and network to help accelerate growth and drive value



We put our proven playbook to work...for you.

Our Value Execution Plan supports Growth, Operational Excellence, Human Capital and leverages AI, Technology & Systems to scale small businesses into successful enterprises



Flexibility and creativity are in our DNA.

Our experience includes a wide range of deal sizes and partnership models. And our approach is tailored to meet your specific needs and objectives – including solving critical business constraints and shareholder transitions



We believe in doing well by doing the right thing.

It's pretty simple, really. We believe in integrity and the power of win-win. Call us old-fashioned, but we think that honesty and sincerity matter, especially if you want to build long term business success