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IoT Venture and Fressnapf Group pass milestone: 50,000 dogs fitted with GPS tracking

IoT Venture GmbH announced the launch of its second business field at the end of last year: it developed a GPS tracker for dogs together with the European market leader in pet supplies, the Fressnapf Group. Around six months later, there are already 50,000 trackers in use.

"The entire team is unbelievably proud that, after IT'S MY BIKE, we have now also successfully integrated tracking into the pet sector," declares a pleased Claire Serexhe, Dog Product Owner at IoT Venture GmbH.

"Needless to say, besides dogs, there are other four-legged friends we'd like to adapt our solution for. We're already working on other tracker product sizes."

"This milestone speaks volumes – our customers love our solution. We meet the needs of dog owners perfectly with the combination between location and activity tracking," explains Jens Verhalen, Head of Trackers at Fressnapf.

IoT Venture GmbH company profile

The scale-up IoT Venture GmbH uses the innovative NB-IoT and LTE-M radio standards in its products. Both are what are known as Low-Power Wide-Area Networks and excel thanks to low energy requirements, effective building penetration and a wide range. Another advantage is that the technologies make use of existing networks. IoT Venture GmbH's services include the development of hardware and software (embedded systems), provision of the necessary data platform (cloud solution) and assistance in developing brand new digital business models. IoT Venture GmbH offers its range for a wide variety of applications across different industries. The IT'S MY BIKE service world

for e-bikes is the first application, which was successfully launched on the market in 2018. A tracking solution for the pet supplies sector has formed part of the range since 2021. IoT Venture GmbH forms part of the globally active investment and service holding company mind venture AG, which has a workforce of 500 at fifteen locations.

About the Fressnapf Group

The Fressnapf Group is the European market leader in pet supplies. Founder Torsten Toeller has remained the company's owner since the first Fressnapf specialist store was opened in the western German town of Erkelenz in 1990. The company's headquarters is in Krefeld with further offices located in Düsseldorf and the Dutch city of Venlo. There are also ten international subsidiaries. Today, some 1,800 Fressnapf and Maxi Zoo stores in eleven countries and almost 15,000 employees from more than 50 countries form part of the company group. In Germany, the majority of stores are operated by independent franchise partners whereas in the rest of Europe, the company runs its own branches. The company group achieves a turnover of more than 2.6 million euros every year. The Fressnapf Group is also a patron of various non-profit making animal protection projects and is steadily expanding its social commitment through its "Tierisch engagiert" (Fiercely committed) initiative. Based on its "Happier Pets. Happier People." vision, the Fressnapf Group regards itself as a channel-independent, customer-centric retail company that creates an ecosystem around pets. The range currently encompasses sixteen brands in all price categories, available exclusively from Fressnapf and Maxi Zoo. The company's mission statement declares: "We interconnect products, services, animal lovers and their animals in a unique way in any place at any time, making the coexistence between humans and animals easier, better and happier!"

Media contact

IoT Venture GmbH

Nina Sielmann

Head of Marketing & Communications

Hilpertstraße 31

64295 Darmstadt

Deutschland

Call +49 151 176 44970

Write n.sielmann@iot-venture.com

Browse www.iot-venture.com

Social linkedin.com/company/iot-venture/