



Flying Spark's

# "Healthy Spark"

"Single Ingredient, Multiple Natural Minerals"

Healthy Spark For  
Your Pet

Healthy Spark For  
Your Business

Healthy Spark For  
Our Planet

## The Opportunity



**A range of premium pet foods and snacks that are tailored to the health needs of senior dogs and cats by including Flying Spark's "Healthy Spark", nutrient rich protein powder.**



① Provides the **nutrients** that cats and dogs need as they move into their "**senior years**"

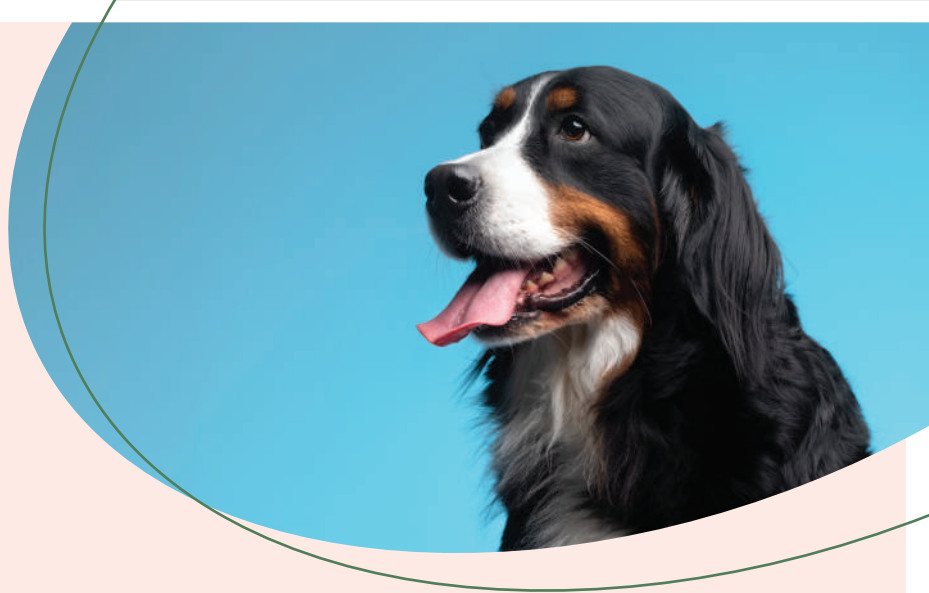
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② Delivers significant added value that **justifies a price premium** for "pet parents" looking to ensure that their pets remain healthy in their older years

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③ Uses fruit larvae as a unique source of protein, a source that has a **minimal ecological footprint** compared to other protein sources

# Why “Older” Pets?



## 🕒 Significant category

50% of the pet population are considered senior. This totals 4.4M dogs and 1.6 million cats

## 🕒 Unique nutritional needs

As pets grow older, similarly to humans, they are more liable to a number of diseases including arthritis, dementia, heart and kidney disease and dental issues

## 🕒 Growing

Due to the high levels of new pet ownership over the past 5 years (Since 2017, Thailand’s pet population has been increasing by 10% each year), those dogs and cats that were young when they were adopted are now reaching their senior years

## 🕒 Blue Ocean

Small selection of products currently developed specifically for and targeted at this audience

## Senior Pets Market Size Estimation

### Seniors Pet Food Category Forecast to Reach \$189M by 2026

|   | Dogs        | Cats         |
|---|-------------|--------------|
| Average lifespan                              | 10-13 years | 13-14 years  |
| Months considered senior                      | 36 months   | 36-48 months |
| Months considered puppy or kitten             | 18 months   | 12 months    |
| Current market share of puppy/kitten category | 5%          | 3%           |
| Estimated “Seniors” share of category         | 10%         | 9%           |
| Estimated Market Size*                        | \$138M      | \$51M        |

\*Based on Euromonitor 2026 forecast (not including treats category)

# Switch 10% of the pet food protein with “Healthy Spark” protein for a product rich in the nutrients that senior pets need

## Why Include 10% “Healthy Spark” protein in your pet food?

Very high concentration of calcium, magnesium, iron, B vitamins and K2

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Hypoallergenic

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Whole protein - includes all essential amino acids

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Complies with US (AAFCO) and European (FEDIAF) nutrition guidelines

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Highly digestible (a maximum PDCAAS score of 1)

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Highly sustainable - vertical farming technology using almost no land or water and leaving a minimal ecological footprint

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All natural - process uses no hormones, no antibiotics, no pesticides and no chemicals



# 5-10% "Healthy Spark" for 10 key health benefits for older pets



The replacement of 5-10% of chicken protein with Healthy Spark protein enables manufacturers to deliver a product with unique added value for older pets.



The benefits include enhanced digestibility, superior bone and joint support, improved heart and cognitive health, and a boost in energy levels.



In addition essential nutrients including B vitamins and K2 promote overall wellbeing and a higher quality of life for aging pets

## Benefit

|    |                                  |   |
|----|----------------------------------|---|
| 01 | <b>Enhanced Digestibility</b>    | Healthy Spark's easily digestible protein helps the aging digestive system to efficiently absorb essential nutrients for sustained vitality.  |
| 02 | <b>Superior Bone Health</b>      | With a high concentration of calcium and phosphorus, Healthy Spark supports strong bones, reducing the risk of fractures and promoting mobility in aging pets   |
| 03 | <b>Muscle and Nerve Function</b> | Increased magnesium levels help maintain proper muscle and nerve function, ensuring your senior pet stays active and agile  |
| 04 | <b>Improved Energy Levels</b>    | Iron content boosts oxygen transportation to cells, providing the energy your older pet needs for an active lifestyle   |
| 05 | <b>Heart Health</b>              | Vitamin B1 promotes heart health, reducing the risk of cardiovascular issues, which can be common in senior pets.   |
| 06 | <b>Cognitive Function</b>        | Vitamin K2 has been linked to improved cognitive function, potentially enhancing your pet's mental sharpness and memory.  |
| 07 | <b>Dental Wellness</b>           | Enhanced calcium levels contribute to dental health by strengthening teeth, reducing the risk of dental issues as your pet ages.  |
| 08 | <b>Skin and Coat Health</b>      | Folic acid supports skin and coat health, giving your pet a glossy, lustrous appearance.  |
| 09 | <b>Hypoallergenic</b>            | Reduces the risk of food allergies and sensitivities that can also develop amongst older pets ensuring better overall health and well-being   |
| 10 | <b>Joint health</b>              | Calcium and magnesium play a crucial role in maintaining joint health. With aging, pets are prone to joint issues like arthritis. The calcium and magnesium ratio helps support joint function and mobility |

# 10% "Healthy Spark" for 5 key sustainability benefits



Vertical farming reduces  
land use by 99%

Zero methane  
emissions

Waste  
minimization

99% less water  
consumption

Closed and fully controlled  
production area



# 10% "Healthy Spark" + 90% chicken protein vs. 100% chicken protein

|                         | Difference |
|-------------------------|------------|
| Protein                 | -3.0%      |
| Calcium                 | +223%      |
| Magnesium               | +196%      |
| Iron                    | +109%      |
| Zinc                    | +114%      |
| Vitamin B1              | +51%       |
| Vitamin B2              | +12%       |
| Vitamin B7              | +++        |
| Vitamin B9 (folic acid) | +434%      |



# Flying Spark

## Who is Flying Spark?

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Flying Spark is an innovative Israeli - Thai FoodTech company, implementing breakthrough technology to develop the Insects alternative protein space

Produces high quality and sustainable alternative protein from the fruit fly larvae

During a 7 day cycle the larvae stores energy and nutrients for the upcoming pupal stage resulting in an product high in nutrients

Flying Spark is the world's only producer of Fruit Larvae oil

Produced exclusively in Flying Spark's state of the art, purpose built facility in Thailand

Thai Union partner

Traded on the Tel Aviv Stock Exchange

<https://www.flyingspark.com/>

