

Annual Pet Loss Profession Survey

conducted by



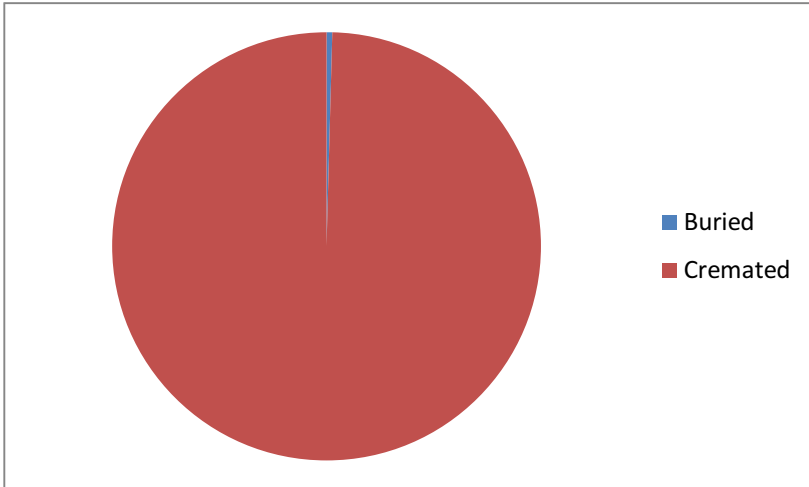
2012

RESPONSE

Number of respondents: 84

881,069 pets were clients of the 84 respondents.

WORLDWIDE



Of these 881,069 pets, 3,053 (or 0.4%) were buried.

- 47 respondents, or 56 %, answered 0.

Of these 881,069 pets, 878,016 (or 99.6%) were cremated.

- Of those cremated:
 - 168,418 (or 19%) were partitioned cremations.
 - 648,172 (or 73%) were group cremations.
 - 81,810 (or 8%) were private cremations.

UNITED STATES

Respondents from the United States reported:

- 265,968 pets/clients
- 2,973 pets were buried (1%)
- 262,995 pets were cremated (99%)
 - 73,418 (or 28%) were partitioned cremations.
 - 129,648 (or 49%) were group cremations.
 - 59,929 (or 23%) were private cremations.

Based on the above results, we estimate that the U.S. nationwide figures for 2012 to be:

- 1,861,776 pets/clients
- 20,811 pets were buried (1%)
- 1,840,965 pets were cremated (99%)
 - 513,926 (or 28%) were partitioned cremations.
 - 907,536 (or 49%) were group cremations.
 - 419,503 (or 23%) were private cremations.

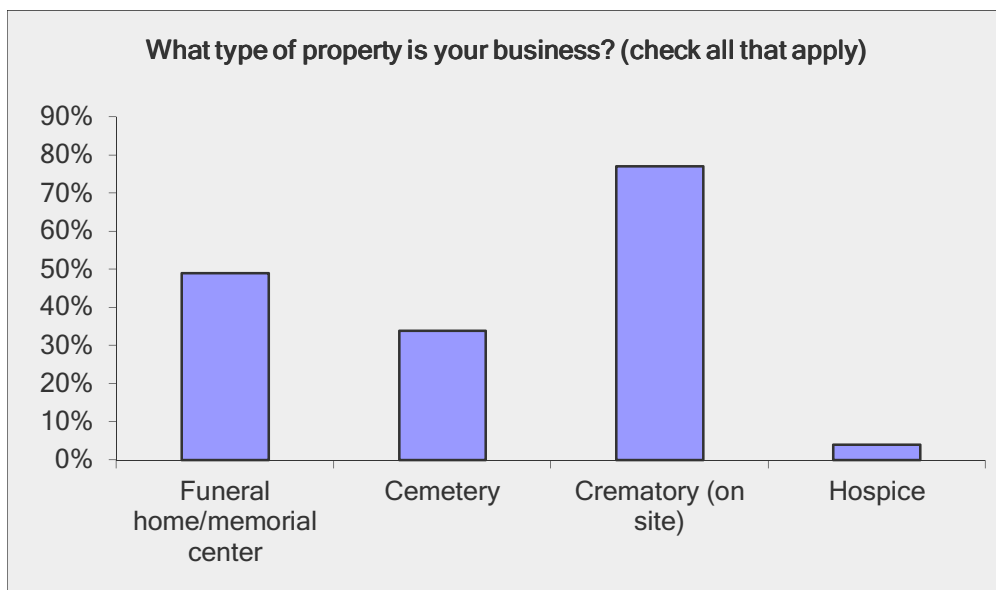
REVENUE, STAFF & BUSINESS TYPES

Of the 84 respondents, 58 provided their 2012 revenue.

- Total revenue for these 58 companies is \$267,395,935.
- The average revenue is \$4,610,275.
- The lowest amount of revenue is \$250.
- The highest amount of revenue is \$18,000,000.

The total number of staff employed by respondents is 885.5 (each part-time employee is valued at 0.5).

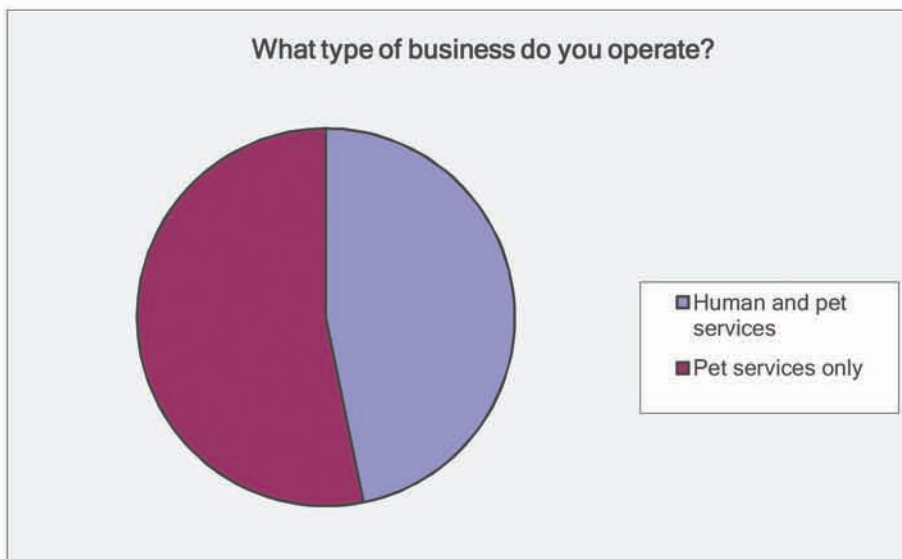
- The average number of staff is 83.
- The least number of staff is 0.5.
- The highest number of staff is 170.



- 49% of companies operate a funeral home/memorial center.
- 34% of companies operate a cemetery.

- 77% of companies operate an on-site crematory.
- 4% of companies offer hospice services.

73% of companies operate more than one type of business.



44% of respondents operate a business that provides both human and pet loss services.
56% of respondents operate a business that provides solely pet loss service.