

imal

FINANCIAL ANALYSIS



Countries Where Street Dogs Are Seen as a Problem

The problem of street dogs exists in many countries around the world, but it is more prevalent in some countries than others.

Among the countries that struggle the most with the issue of street dogs are India, Brazil, Mexico, Romania, Russia, Turkey, Thailand, Argentina, the Philippines, and China.

In these countries, street dogs are generally perceived not as companion animals living with humans, but rather as a danger, nuisance, or public health concern. However, many of these countries also have non-governmental organizations that provide solutions such as shelters and rehabilitation centers for street dogs.

Based on this information, our plan is to launch the project in the following countries, in order: Turkey, the United States, Romania, and Russia within the first two years.

Pet Industry

In 2022, the total sales volume in the global pet industry surpassed 300 billion dollars.

In the Turkish market, which will be our primary target for IMAL, the volume approached 1 billion dollars in 2022 and is expected to exceed 1 billion dollars in 2023.

In the United States, one of the countries we plan to enter within the second quarter of the second year, the pet industry's total market size in 2022 reached approximately 58.1 billion dollars, including pet food and related products, while the veterinary care and products segment had a volume of approximately 35.9 billion dollars, according to statista.com reports. This report indicates that the total market size for the United States in 2022 was estimated to be 95 billion dollars.

In Russia, another country we will enter in the early second quarter of the second year, the volume of the pet market in 2022 is reported to be around 330 billion rubles, which is approximately 4 billion dollars, according to Zoonform company data.

In Romania, another country we will enter during the same period, the specialized online store Pentruanimale.ro, which focuses on pet food, animals, and pet care products, states that approximately 370 million dollars' worth of pet food is sold annually. When including sales related to cage animals and other pet accessories, the market size is estimated to be close to 750 million dollars.

The Total Targeted Market Size

According to the data for 2022, the market size of the targeted countries in terms of total pet products and services is indicated in the table below. It is projected that there will be a 26% growth in the market by the end of 2027.

Country	Market Size
Turkiye	\$1.000.000.000
USA	\$95.000.000.000
Russia	\$4.000.000.000
Romania	\$750.000.000
Total	\$100.750.000.000

The Targeted Market Share

IMAL aims to capture a 3% share of the total pet ecosystem in the targeted countries within the first 2 years. Since there is no competition in the market, the 3% target has been set as a minimum goal.

Due to the requirement for businesses where pet owners make purchases or receive services to be IMAL member establishments within the IMAL ecosystem, pet owners will largely contribute to increasing the number of member businesses. For each pet owner within the IMAL ecosystem, choosing to shop or receive services from an IMAL member establishment will be a preference. This will play a significant role in the growth of the ecosystem.

Therefore, the support of pet owners is of great importance in achieving the 3% target, and it is planned that 80% of advertising campaigns and budgets will be spent targeting pet owners as the primary audience.

Additionally, the 3% share of the market does not represent a portion within the market itself, but rather aims to capture 3% of the transactions conducted. This indicates the ease of achieving the goal in an area where there is currently no competition.

IMAL Pool

It is projected that the total revenue for the targeted market of \$100,750,000,000, with a targeted 3% share (\$3,022,500,000) derived from payment transactions, along with a 0.5% fee for referral services, will result in a total estimated revenue of \$15,112,500 at the end of the second year.

For the first year, after the launch, the target to be reached in Turkey by the end of the first year is a total revenue of \$150,000, with a targeted 3% share (\$30,000,000) derived from payment transactions, along with a 0.5% fee for referral services.

When the overall global market target, which includes the United States, Romania, Russia, and Turkey, is reached at the end of the second year, a 50% share of the IMAL Tokens liquidity from the \$15,112,500 revenue and a 30% allocation to shelters and associations will result in \$3,022,500, leaving a remaining 20% company share.

Cost Analysis

After the launch, in a scenario where the company headquarters are located in Turkey and there are 16 employees, the elements considered in the cost analysis for 2 years are listed below:

Business Expenses: Rent, transportation, office supplies, insurance, maintenance and repairs, communication.

Personnel Expenses: Salaries, bonuses, taxes, insurance, meals.

Business Operations: Materials, inventory, distribution, marketing, advertising.

Cost Type	1st Year (USD)	2nd Year (USD)	Total (USD)
Operating Expenses	60.000	81.000	141.000
Personnel Expenses	492.000	664.200	1.156.200
Operating Activities	270.000	364.500	634.500
Grand Total	822.000	1.109.700	1.931.700

Profitability (Global)

The profitability ratios, taking into account the company's 20% share from the IMAL pool, have been provided in the table below, considering the cost table.

It is estimated that the target will be reached at 30% in the first year and with a 20% tolerance in the second year.

Period	1st Year (%30)	2nd Year (%80)	Total (USD)
Target Revenue (USD)	906.750	2.418.000	3.324.750
Total Cost	822.000	1.109.700	1.931.700
Profit	84.750	1.308.300	1.393.050
Profitability Ratio	%9,37	%54,10	%41,91



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