

- For those of you who don't know us — we figured it would be helpful to talk about Shareability and who we are
- We are *The Accelerator for YouTube Performance* — quite literally *the company YouTube hires to do YouTube*
- We co-created YouTube's Influencer Center of Excellence — and we're their lead partner for influencer strategy and initiatives
- We believe our strengths are very different than yours — we live much more in the data, analytics, insights and strategy world — really all about content performance and optimization

[click]

As a relevant proof point we can look at some of our work for The Olympics

[click]

We ran the single most-viewed campaign of the Milan Winter Olympics — 330 million views

We've also done a lot of other work in sports — with folks like Cristiano Ronaldo, John Cena...

[click]

Last year we managed 555 creator partnerships across 28 global campaigns — at a spend three times more efficient than industry benchmarks (3c PPV vs 10c)

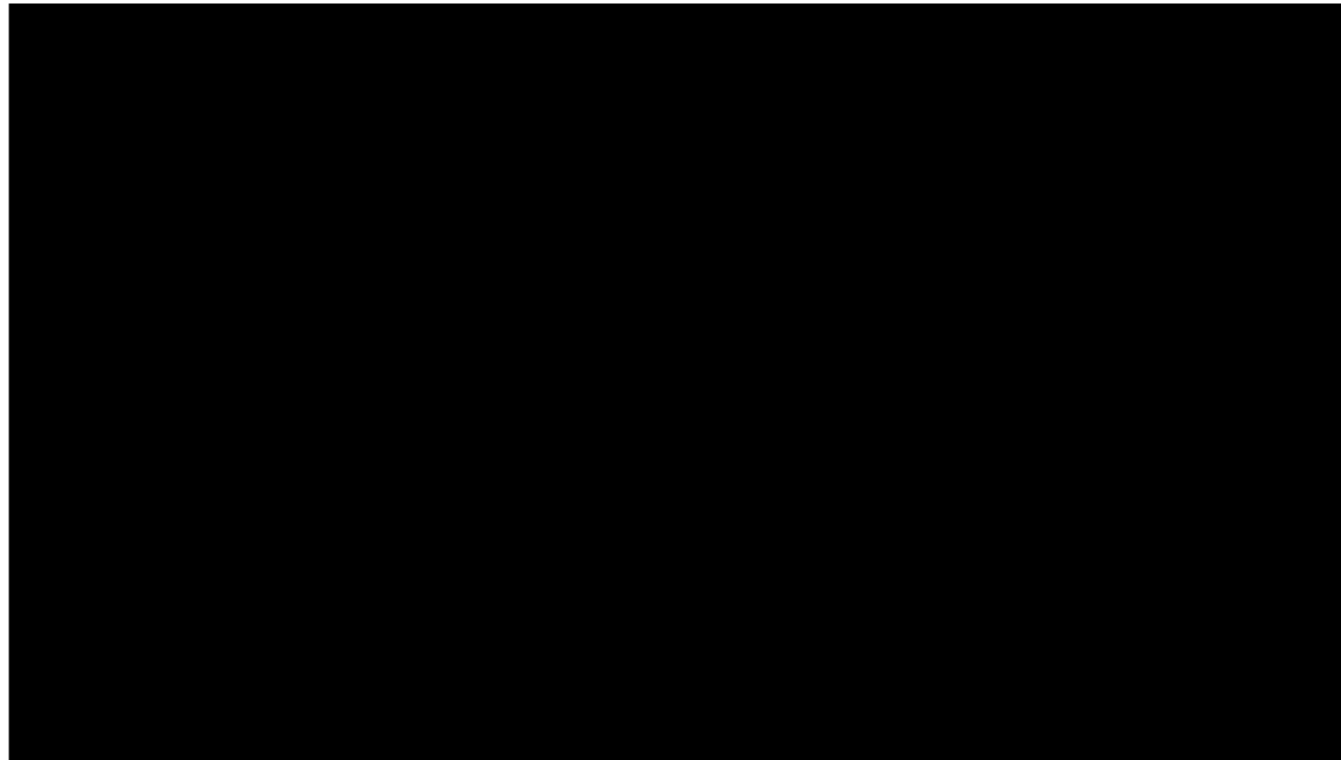
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We also do this cleanly — with zero brand-safety incidents — so we know how to be safe

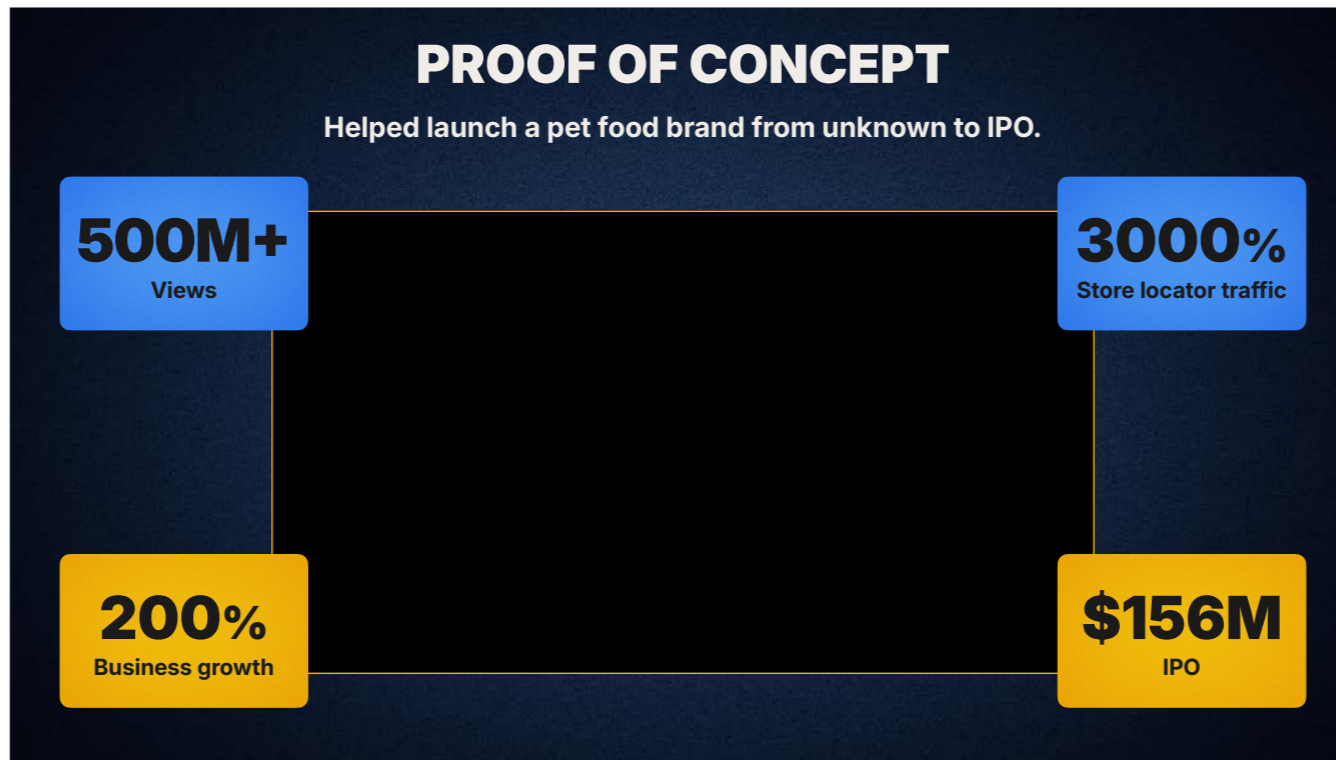
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- And yes — we work with some pretty decent household names — both celebrities and brands — and — more importantly for this — we also know how to work with dogs...

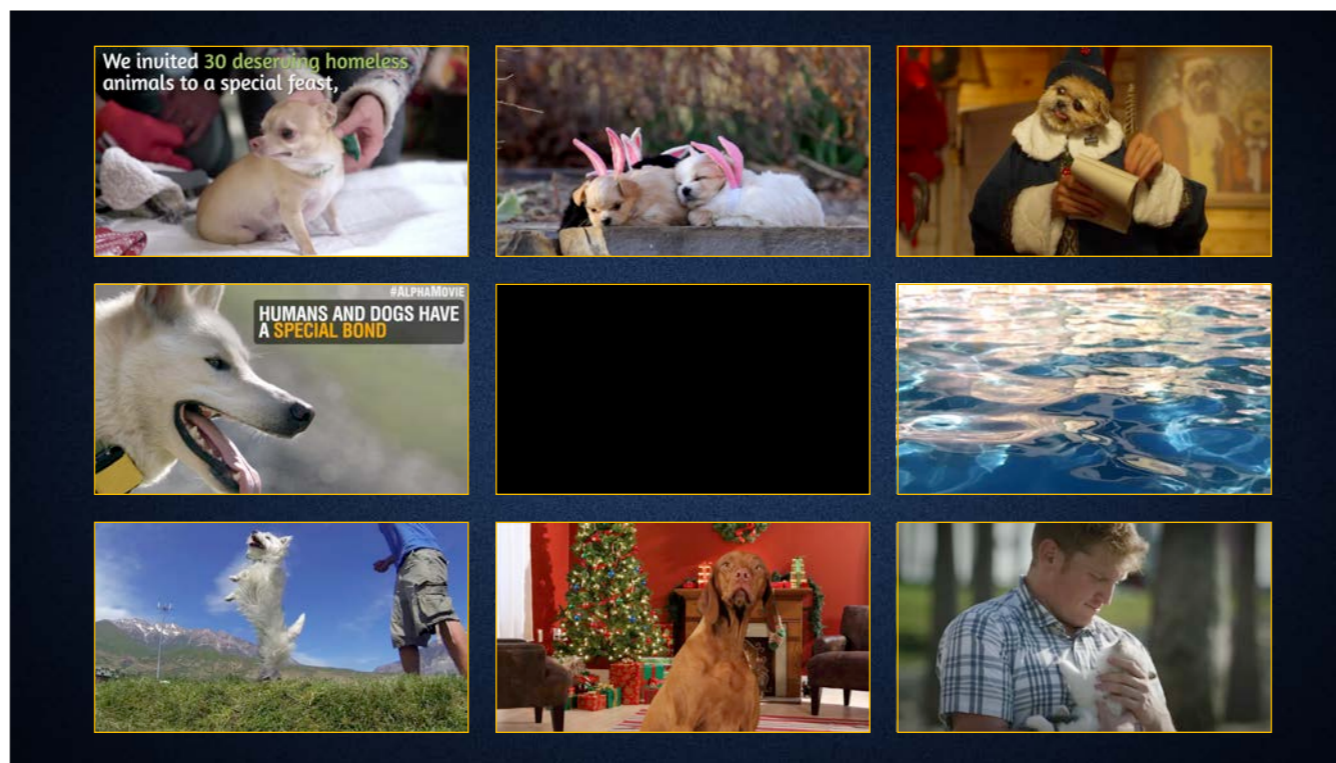
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- This was the first of many projects we did for a company called Freshpet
- Very simple concept — dogs with human hands — and one cat — all around a thanksgiving table — playing different human archetypes
- Way harder to execute than it looks — but so much fun!
- When we started working with Freshpet no one knew who they were — and their biggest challenge was driving people to their store locator
[click]



- We drove over half a billion views — a 3,000% increase in their store locator traffic — which led to a 200% spike in their business growth — and ultimately led them to a successful IPO — where the CEO cited our work in his IPO speech as a leading reason for their success
- And that's just one example...
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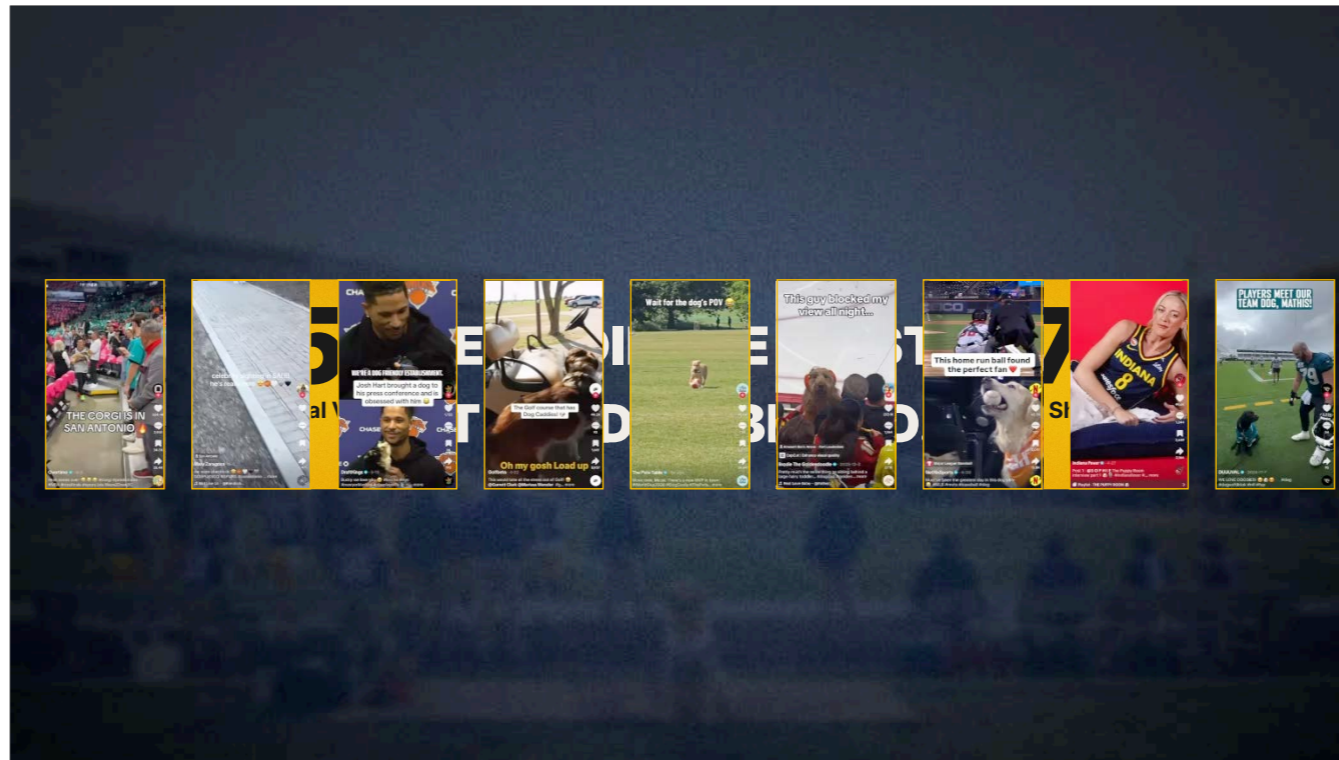
- I think we've run over 20 different dog programs for a whole bunch of brands (*Mars Petcare, Pets Add Life, Sony, Orapup*)
- And all in all we've probably driven a billion view just on dogs
- So — we know sports — we know dogs — now we want to put all of that together...
[click]



- We're all here because — Sports + Dogs = awesome
- We all know sports is one of the most valuable and durable categories in modern media — we all know that dogs are internet gold — and we believe combining sports and dogs makes all the sense in the world...
[click]



- Why Dogs?
[click]
- Because dogs are woven deep into sports culture - the athletes, the personalities, the mascots — and...
[click]
- Dogs are internet gold
[click]
- When sports personalities post with their dogs — they outperform everything else — Anthony Edwards gets a 40% boost posting with Ant Jr.
[click]
- Fernando Mendoza gets 100% boost posting with Scout — we all know leagues are desperately chasing younger and broader audiences — and don't know how to reach them
[click]
- Then Kirk's dogs turned GameDay into family viewing — kind of proving the point that dogs can bridge this gap
[click]



- The world of Dogs intersecting with human sports is a massive opportunity
[click]
 - It drives 15 billion annual views across platforms — and whenever a dog shows up in sports content...
[click]
 - Sharing goes up 67%
[click]
 - So the category is huge — the audience exists — and no one has built a brand around this idea
[click]
- SOURCE: <https://docs.google.com/document/d/1BvYhpgCWxSsH2ZscPvJTfbGmlA3HNWurnouQs03fiS0/edit?usp=sharing>

WHY DUDES?

Because the dog is the missing member of the Dude Perfect Family

+82%
audience overlap between
Dude Perfect fans and top
dog channels on YouTube



97%
of US pet owners
think of their dogs as
part of the family

- So why should dude perfect build this brand? — Well, there's statistics...
[click]
- Like the over 80% overlap between your audience and the top dog channels on YouTube
[click]
- And the fact that dogs are seen as a part of the family by 97% of US pet owners
- But there's one reason that's more important than all the others...
[click]
- *The dog is the missing member of the Dude Perfect Family*
[click]
- Adding dogs opens up a whole new world for content and collabs
[click]
- And a whole different lane of brand partners and ventures
[click]



- So — how can Dude Perfect take advantage of this?
[click]
- Introducing — Dog Perfect — a new media brand that brings together Sports and Dogs
[click]

POTENTIAL COLLABS

Personalities

 Caitlin Clark	 Kirk Herbstreit	 Simone Biles	 Patrick Mahomes	 Joe Burrow	 Shohei Ohtani
 Anthony Edwards	 Josh Allen	 Bo Nix	 Sophie Cunningham	 Serena Williams	 Baker Mayfield

Organizations

 College Football	 NFL	 NBA	 PGA	 MLB	 The Olympics
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- Of course this brand will feature the biggest collabs
- On the personality side there is no end to the sports personalities that have dogs — or a relationship to dogs
[click]
- And dogs fit naturally into every single sports organization
- So — how do we do it?
[click]



- Hopefully in a familiar flywheel — the way you already think about it
[click]
- Content sits at the center — it builds the audience — everything around it builds the business
- And we actually think about this in four buckets...
[click]
- Products and experiences for sure — and for Dog Perfect...
[click]
- We believe the brand opportunity is big enough to be its own bucket...
[click]
- As is the expansion into film and television.
- We'll go through each of these in more detail — starting where it all starts — with Content
[click]

CREATIVE FORMATS

UGC and clips build the volume.
The formats we own build the brand.

What's our studio engine?

*The recurring show
at the heart of it all.*

DogsCenter



What's our personality play?

*The biggest names in
sports, and their dogs.*

Off Leash



How do The Dudes play?

*They don't.
Unless they want to.*

Dudes React



- We know there's going to be a lot of UGC and clip based stuff — but the brand is also going to be defined by more signature formats — and that's what we're gonna talk about today — starting with a simple question
[click]
- First — what's our studio engine? — That is the recurring show at the center of everything — our home base — we call it DogsCenter
[click]
- Second — what are our personality formats? — Shows built around the biggest names in sports — and their dogs — starting with Kirk and Peter Herbstreit — in a format we call Off Leash
[click]
- And third — what could the Dudes do? — Look — the reality is they don't have to do anything except of help us launch this — and that's kind of the point — but we also have a lot of open opportunities for them to come play in the world of this brand — if they want to.
- So let's walk through these in a bit more detail — starting with...
[click]



- DogsCenter — think Ridiculousness for Sports + Dogs — or SportsCenter meets Overtime — with dogs
[click]
- This is our home base — where the dogs always steal the show
- And it's a talent incubator — helping us discover the faces of the brand
- We'd love to shoot this at Dude Perfect HQ — for two reasons:
- First — the Dudes can be guests whenever they want — no prep or locked schedule
- And second...
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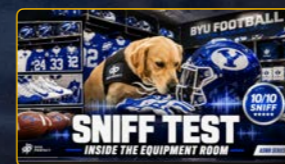
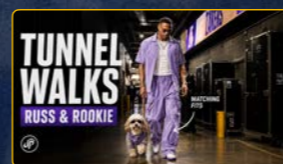
- This becomes part of the carwash when guests roll through — and we shoot segments like...
[click]
- Cuddle Puddle — where athletes ditch the press room and debrief the season buried under a pile of puppies
[click]
- Peanut Butter Challenge — star athlete vs. dog in a peanut butter speed test
[click]
 - You get the idea — it's a dog version of Rob Dyrdek's Fantasy Factory — backfilled with all the best UGC and viral clips
- And...
[click]

Notes if needed:

- Ball Pit — Dog and sports personality race to retrieve the most balls — may the best athlete win
- Dog Perfect Combine — Like the human combine — but dogs compete to see who gets the biggest treat
- Dog Stereotypes — Like your show Stereotypes — but for dogs and their sport-fan owners
- Find the Ball — Athletes take on a professional scent-detection challenge — one ball — one dog — no clues

DOGSCENTER

Testing ground



- This also becomes our testing ground — any idea that works here can become its own show
- Some thought starters are:
 - [click]
- Dogs Try Sports — Think a Mark Rober video — the front half is dissecting a sport and trying to adapt it for dogs — the back half is all spectacle — dogs playing with all the new toys we made them
 - [click]
- Home Field — MTV Cribs for dogs — we go home with sports personalities and see how their dogs live — rumor has it Taylor just got Travis a Samoyed puppy — so that feels like a future episode
 - [click]
- And there's no shortage of ideas — dogs just lend themselves to internet videos
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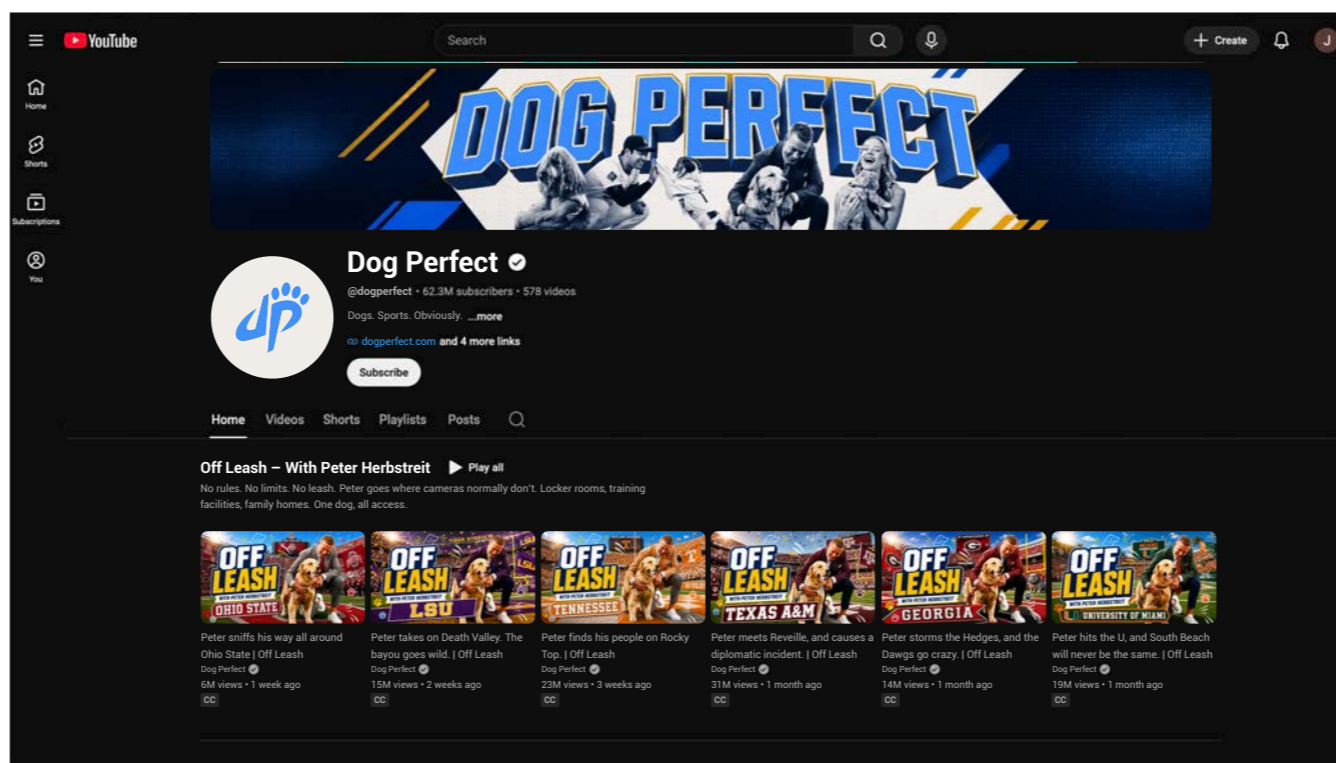
- And that's DogsCenter — the weekly show that anchors the brand
- The second idea is the personality play — starting with...
[click]



- Off Leash — with Peter Herbstreit
- We think of this as a co-viewing show — Peter goes all over college campuses — making your kids fall in love with your college and your team
[click]
- We think of Kirk as a founding content partner of this brand — and we know he likes this — Kirk’s son Jake is a long time hire at Shareability and he’s told us as much
- We also know this is a show we’d love to have in market this season (*starts Aug 29*)
- In an ideal world — Dude Perfect and Kirk Herbstreit partner on a format with Peter — then the fans start pitching us “Hey, you guys should launch a Dog Perfect channel” — and then we do
- We know that’s a tight turnaround — but we also think it’s a really cool opportunity
- And...
[click]



- This also connects to how The Dudes could play in this world?
[click]
- They don't have to — we're building this to run without them
- That said — if they want to play — there's nothing but opportunity
[click]
- They can drop in on DogsCenter and react to clips whenever they're in the office — no prep, no demanding schedule
[click]
- They can show up in the field — if they happen to be at a game we're already shooting with Kirk and Peter — They can come play in Off Leash
[click]
- They can help light the fuse at launch — one co-branded moment that puts Dog Perfect on the map
- The point is the brand works without them — and all of this becomes optional and light lift — and hopefully a lot of fun
- We obviously have a ton more ideas — this is just a sampling to help show what this could look like
[click]



- And it's easy to imagine how this works on the channel
[click]
- Off Leash is one show — DogsCenter is another — and whatever works on that show...
[click]
- ...we double down on and it can become its own show as well
- One last point on the content side of the flywheel
- Because we're all about Sports + Dogs — we do have one other programming advantage no other dog channel has...
[click]



- ...we can use the sports calendar as a way to tap into big moments
- We don't use the sports calendar to create our content — we use it to set our cadence
- The year is full of big sport events — and every one is an audience spike we can tap into — or a gap we can fill
[click]

List:

- CFP National Championship — Jan 25
- Super Bowl LXI — Feb 14
- NBA All-Star Weekend — Feb 19–21
- March Madness — Mar 14–Apr 5
- The Masters — Apr 8–11
- NFL Draft — Apr 22–24
- Kentucky Derby — May 1
- Stanley Cup Finals — ~Jun 1–23
- NBA Finals — Jun 3–19
- Wimbledon — Jun 28–Jul 11
- MLB All-Star at Wrigley — Jul 13
- Tour de France — July 1-23
- US Open Tennis — Aug 26–Sep 7

- College Football Kickoff — Aug 29
- NFL Season Opener — Sep 9
- MLB World Series — late Oct
- NBA Season Tip-Off — late Oct
- NFL Thanksgiving Games — Nov 27
 - Periodic:
- World Cup — Jun 11–Jul 19, 2026 (periodic)
- Olympics — Jul 14–30, 2028 (periodic)
 - Leftovers:
- PGA Championship — May 20–23



- And that's the content piece
- As you guys know — every fan of our content — is a customer for the rest of the flywheel
- So let's fill that in — starting with products...
[click]



- Where we believe there's a lot of opportunity
- Dog food is obviously huge — think Farmer's Dog or Freshpet — premium products — especially in a dry format that rehydrates — which helps resolve a lot of the challenges of fresh dog food
- And of course — the opportunity for sports related dog toys is too obvious not to mention
- We know this can be a tricky category — but we believe it's worth considering for a few reasons:
 - First — we love the tagline — For Dogs Who Love Ball — we can have balls for dogs in every sport
 - Second — licensing — NFL dog gear — NBA — college teams — every league, team, and fanbase
 - Third — the infrastructure exists — Fanatics has the league relationships, manufacturing, and distribution — plug & play
- No matter what product lane we choose...
 - [click]
- We found some interesting statistics in your data
 - [click]
- There are 5.6 times more Dog households in the Dude Perfect universe than cat households
- These dog households order 1.5 times more...
 - [click]
- And with a 33% higher average order value
- These are really valuable consumers — and right now nobody is selling them anything
 - [click]
- So that's a quick look at the product category— next up...
 - [click]



- Experiences — we're calling this one Dog Perfect Field Day
- The easiest way to picture it is a fan festival for sports and dogs — the Super Bowl for dogs and sports even — it's one day — one place
- The most famous dogs in the game show up — every league brings its mascots and activation zones — we have games, demos, and competitions running all day
- This isn't just something you watch — this is where families bring their own dogs and play — that's the whole spirit — sports and dogs — live and in person
- For us it does three jobs at once — it's a tentpole event — a magnet for leagues and sponsors — and a boat-load of content out of a single day
- So that's a quick look at experiences. Next up...

[click]



- Brands — We believe this is a spoke that's big enough to be its own business
- Sports + Dogs is brand heaven — family-safe — emotional — a direct cross-breed of two of the most sponsor-friendly worlds — so every category wants in
- Sports and apparel — beverage and snacks — tech — retail — media — quick-serve...
- Brands don't need convincing for the sports and dogs category — they're already spending to get close to it
- We think this can be activated right at launch — if not sooner
- So that's brands. Next up...

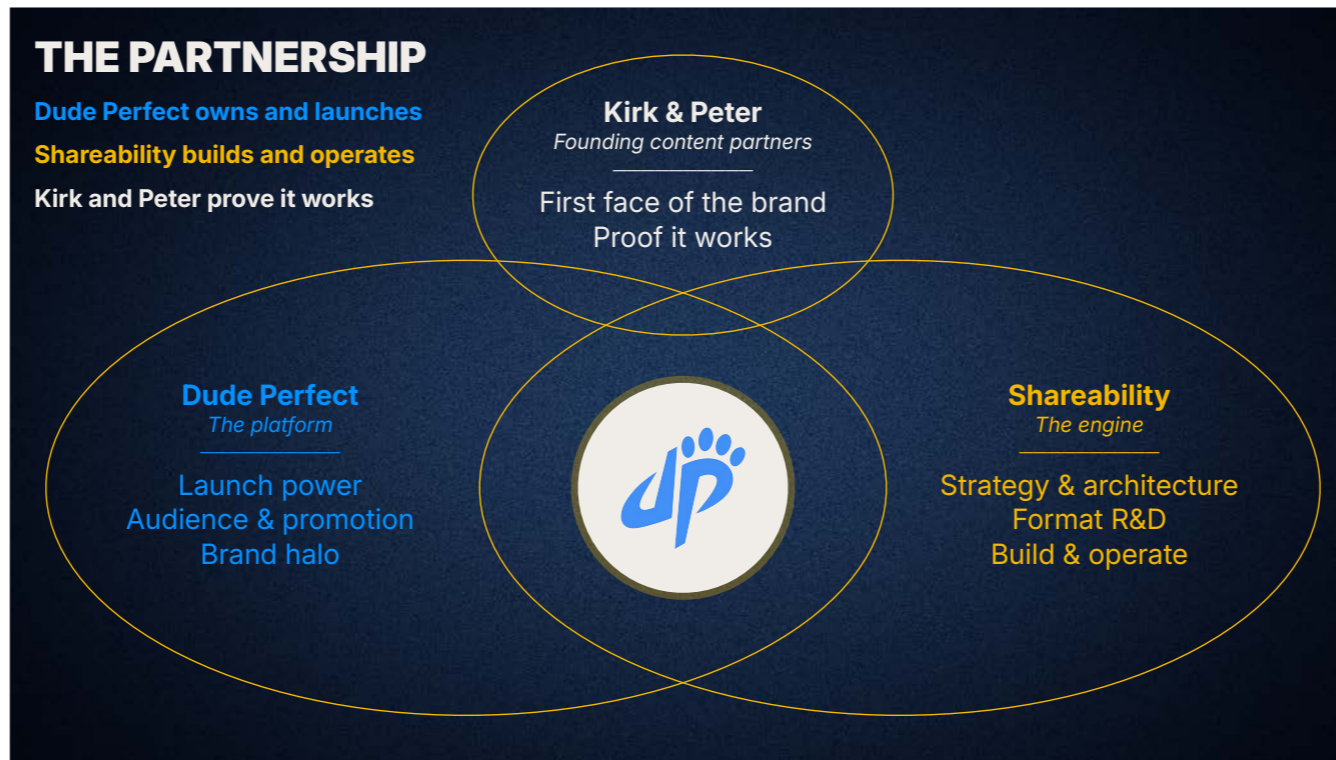
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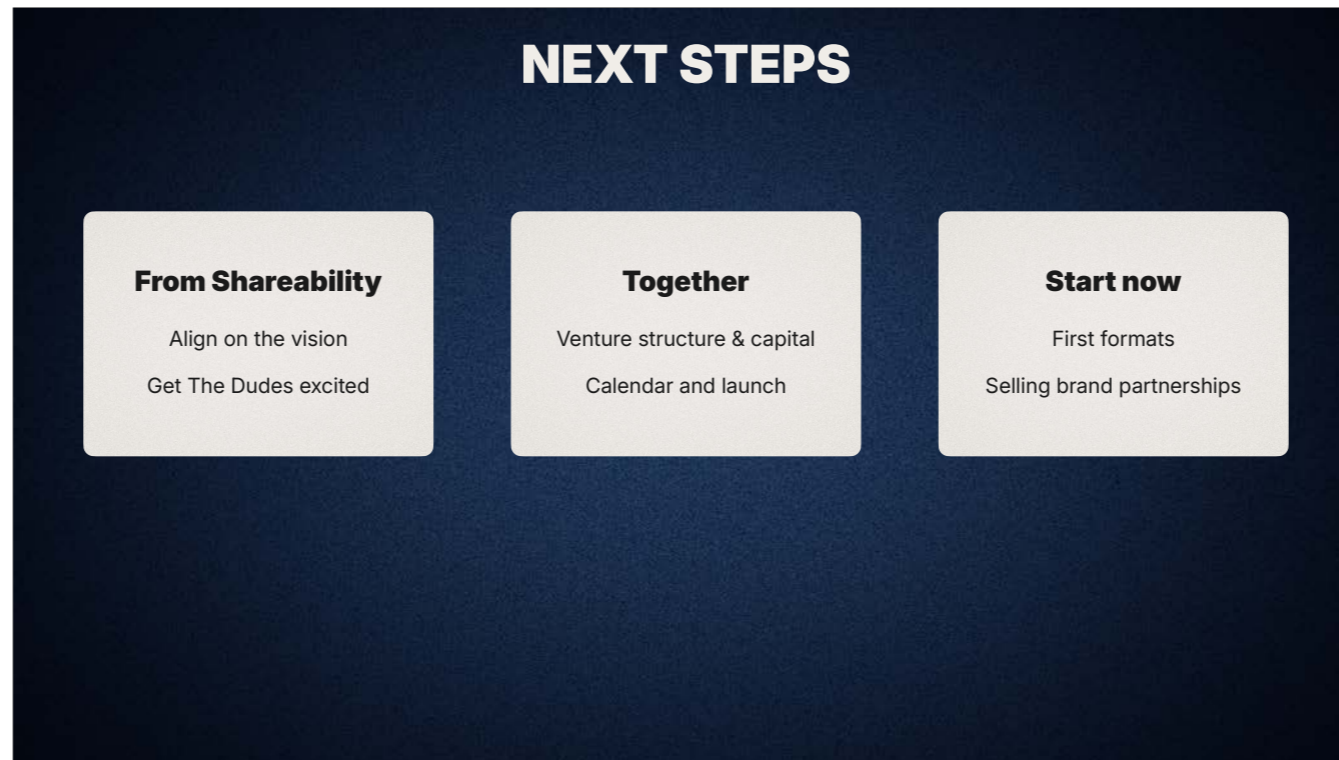
- Film & TV — with a concept we're calling Ball Dogs
 - Yes — this is animation — but with a twist
 - The core idea is super simple — every team has a dog — every dog has a personality, a look, a story — together they protect the chaos, the heart, and the magic of sports
 - Think Paw Patrol meets the NFL — and any sports league you can imagine
 - What makes this genuinely epic is when it goes beyond content — to where every character is a collectible — every dog is a piece of team merch — every partnership creates licensed product in the real world
 - It ties right back into products — Cowboys dog — Lakers dog — Yankees dog — these are characters kids grow up with
 - This is an IP play — something that outlasts any single show or format
 - We're not pitching to start this today — just planting the flag — because we think this is how far this universe can expand
- [click]



- And that fills in our flywheel
- Look — if we do these exact things or not — the point here is that each of these spokes can spin off eight-figure businesses
- In order to do all this...
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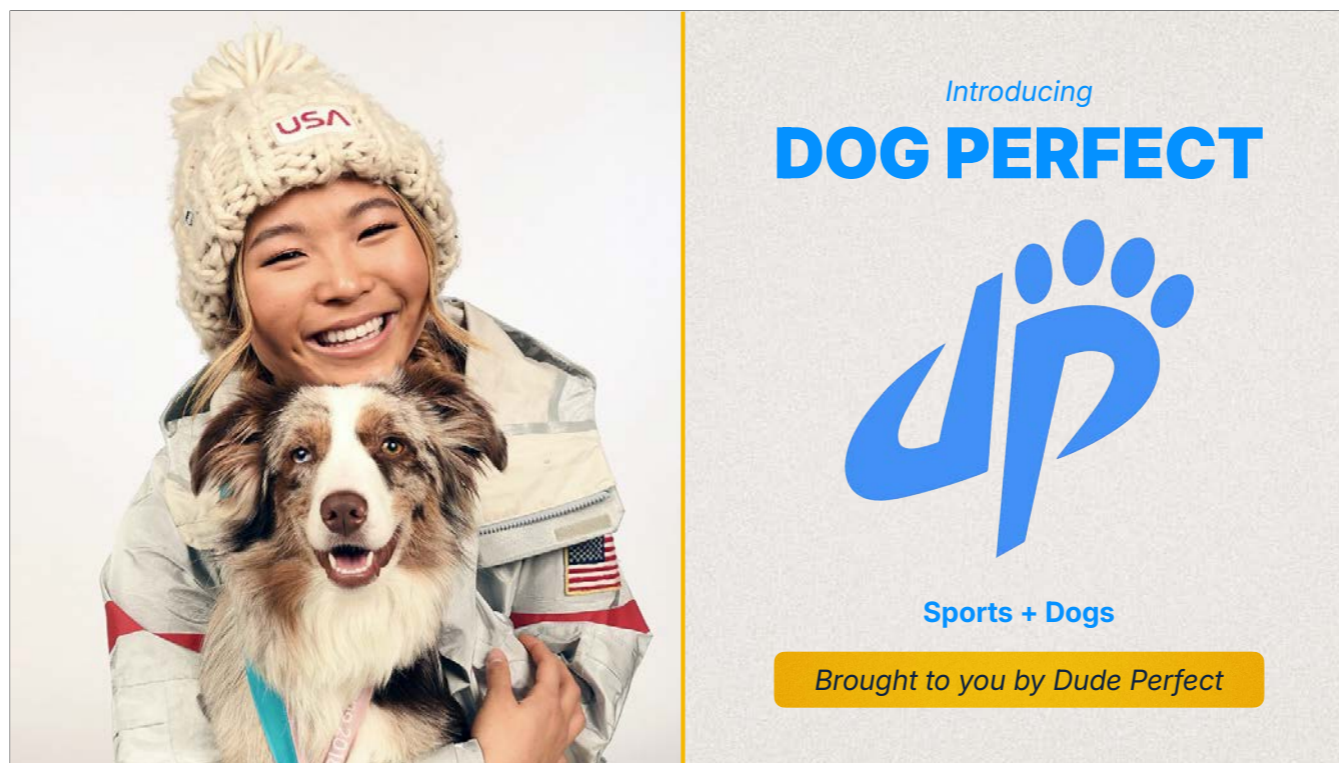


- We'll need to align the partnership the right way — here's how we think about it:
[click]
- Dude Perfect is the platform — the launch power, the audience, the promotion, and the safest brand halo in the business
[click]
- Shareability is the engine — we build the strategy and the brand architecture — we R&D the formats — track the metrics — and oversee the content execution — and we're wide open to using your production and post teams like Kevin suggested
[click]
- And then Kirk comes in as a founding content partner — the first face of the brand — proof that it works
- He engages in as many formats as we can fit into his busy schedule
- So Dude Perfect owns and launches — Shareability builds and operates — and Kirk and Peter help us prove it works
[click]



- And here's how we think about next steps — in three stages:
[click]
- What's on our plate to deliver — what we can do together — and what we can start right now
[click]
- First — we give you guys a minute to digest — then we align on the big picture — talk through everything we threw at you guys today — and keep adjusting
[click]
- At some point we need to share this with The Dudes — we'll take your guidance on this — but it's our job to get them excited about it
[click]
- And together we shape the structure and capital plan — we think this can be a pretty lean outlay — and we can probably offset a large chunk of it through pre-sold brand partnerships
[click]
- Then we can look at the calendar — see when we all think we can realistically launch the full channel
[click]
- While we do all that — we can start zeroing in on the first content formats
[click]
- And we can start selling brand deals — you guys have a pipeline — as do we — so if we coordinate — twice as powerful
- Then we can start producing some stuff and really launching this thing
 - *Note — If they ask about timing — in a perfect world we shoot and soft-launch the Kirk format this football season — have the audience tell us we need a Dog Perfect brand — and then launch the brand fully around Super Bowl*
- And that's...

[click]



- Dog Perfect.