



Masterpet Corporation has been fully acquired by NZX listed EBOS Group. The EBOS Group has been looking for some time to invest in businesses with strong growth prospects in high growth categories. The pet care industry offers many opportunities and of particular interest to EBOS is the emerging growth in health care opportunities that come with the humanisation of pets.

EBOS has acquired the Masterpet business with the intention that it will continue to operate as a standalone Pet & Animal Health business with no changes to the brand you know or the dedicated team of 300 staff you currently work with.

EBOS has a very similar background and culture to Masterpet. Founded in New Zealand in 1922 it is now a leading distributor and marketer of healthcare products across Australasia. Operating currently in multiple markets including hospitals, primary care, aged care, pharmacy and retail grocery stores. They currently employ 800 staff across Australia and New Zealand with sales offices and distribution centres in Melbourne, Brisbane, Hobart, Auckland, Wellington and Christchurch. EBOS Group member PRNZ also operates a pharmaceutical sales and distribution network in eight New Zealand cities. In the Pacific Region there are sales offices at Port Moresby (PNG), and Suva (Fiji).

Masterpet's success over the past 50 years has been built on a culture of innovation and customer focus whilst ensuring the business is leading in technological fields and intellectual assets. Like Masterpet, EBOS also believe in empowering their people & remaining customer focussed and share many of the core competencies required to be successful in a market focused on health professionals. Working with doctors and pharmacists, they understand the influencer environment and specialty customers well.

Masterpet CEO Sean Duggan says "At Masterpet we continue to believe life is better with a pet. But pets can't care for themselves that's why we exist and have done so for over 50 years. With EBOS, Masterpet will be looking to enrich the lives of people and their pets for another 50 years."