



Hilltop Bio Investor Update: Q2 2023 Review

We love summer and hope that you, too, are enjoying the long, warm days of the season!

Our marketing push has continued with a new, more engaging website as we strive to make more clear what we do and how it benefits the animals and the vets that treat them. Check out our new [Homepage](#), [Vet Resources](#), [How It Works](#), and Owner pages. In addition, we are wrapping up several studies and will publish abstracts very soon.

If you aren't already following Hilltop Bio, please join us on [Facebook](#), [Instagram](#) and/or [LinkedIn](#) so that you can see and hear about all the great things we are working on!

Highlights

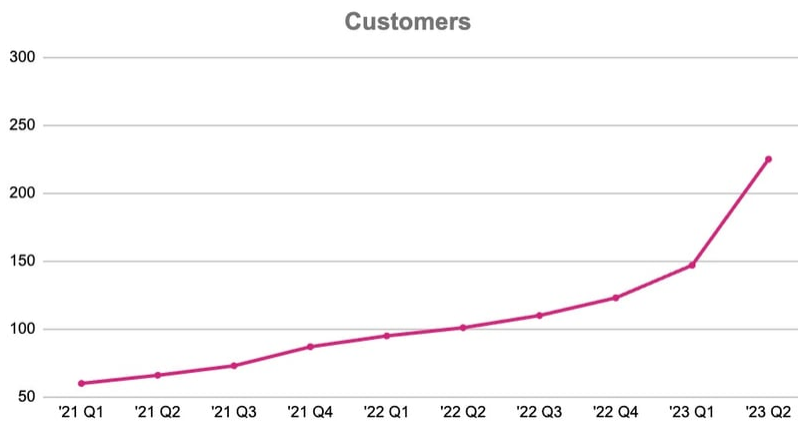
- **New Investor!** Our convertible note for \$1M is full and we are very excited to have [Ag StartUp Engine](#) as a new investor! We are looking to extend this note

both in timing and in amount. An email from Kate Henry was sent to all of our current investors; please check DocuSign if you haven't received anything.

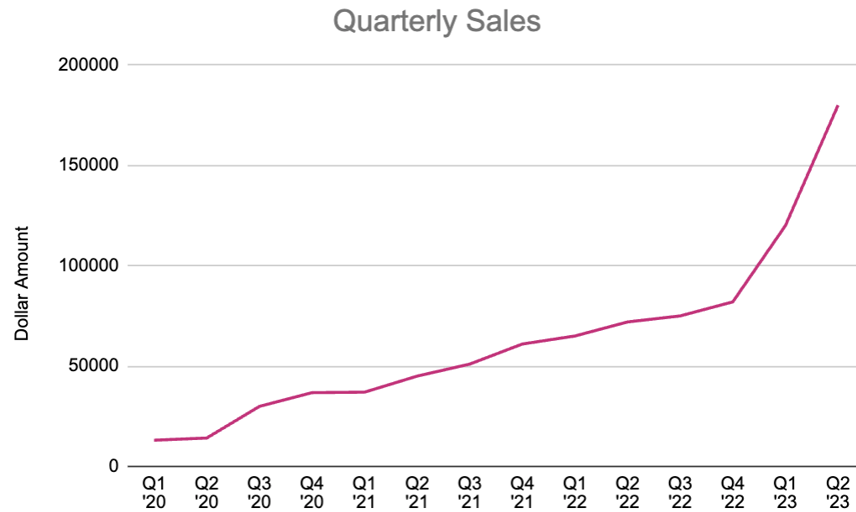
- **Helping Vets & Gaining Customers:** Hilltop Bio has been offering monthly educational webinars that are well attended. While they drive business, they also help provide free education on a variety of topics to all vets, helping Hilltop Bio become a more recognized brand in the community.
- **Breaking Records!** Monthly revenue continues to trend upward. June helped us finish the quarter above plan!

Financials & KPIs

- Total # of Accounts Q2 2023: 225
- New Accounts: 78



- Revenue Q2 2023: \$188k
- Average new order amount YTD: \$1042



New Sponsored Riders

Our successful *Hilltop Bio Sponsored Rider* program continues to grow with two new elite riders, Hope Glynn and Meg "Kep" Kepferle. Sponsored riders use Hilltop branded gear and clothing during events and will also post images on their own social media accounts. These cross-promotional social posts have produced high engagement numbers.



Meg Kep



Hope Glynn

Asks

- Introductions to investors, angel groups, small VC's and other connections to the animal health space!
- Introductions to your local veterinarian! You can use [this paragraph](#) and link if you want to share directly with your vet. Thank you!

If you have questions or feedback, please do not hesitate to contact me.

Thank you,

Amanda Drobnis, CEO, and the Hilltop Bio Team

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