

Animates Ltd in Pet Care (New Zealand)

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Abstracts

The further development of Animates over the forecast period will be guided by parent company EBOS Group, which took a 50% stake in the company as part of the 2011 deal in which it acquired Masterpet Corp. Support from both EBOS and Masterpet will help Animates to continue opening new retail outlets and expanding its assortments of pet food and pet products. Animates is also expected to continue developing its in-store services, including its grooming and boarding services. At the same time, the...

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