



NEWS RELEASE

BARK Introduces New Era of Travel Made for Dogs with the Launch of BARK Air

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Dogs Fly First: BARK Announces First-of-its-Kind Travel Experience Tailored to Dogs Starting May 2024

NEW YORK--(BUSINESS WIRE)-- BARK, Inc. (NYSE: BARK) ("BARK" or the "Company"), a leading global omnichannel dog brand with a mission to make all dogs happy, today announced it has partnered with a jet charter company to launch **BARK Air**. BARK Air is the world's first air travel experience designed specifically for dogs first, and their human companions second, enabling them to travel together comfortably and conveniently. Starting today, premium flights for dogs (and their humans) are available for booking, with the first flights taking off from New York on Thursday, May 23.

(Photo: Business Wire)

Traveling long distances with a dog is a challenge many dog parents face, particularly for those dogs that don't fit into a carrier that can be placed under the seat in front. Too often, dogs are denied travel, confined to a duffle bag, or endure the stress of flying in cargo. Recognizing these challenges, and the increasing demand for an accessible solution, BARK Air presents a more fun – and humane – option for dogs traveling with their two-legged human companions. BARK Air exemplifies BARK's dog-first mentality and award-winning customer experience, setting a new standard for dogs who love to travel but have been forced to settle for less-than-ideal traveling conditions.

"When we started BARK in 2011, we were on a mission to disrupt the dog space and create products designed for dogs and their humans. We are excited to take the insights we've learned over the years to create an experience



that is truly dog-first, which is drastically different from just accepting dogs – from the ground to the skies,” said Matt Meeker, Co-Founder and Chief Executive Officer at BARK. “We believe this initiative will elevate awareness of our brand’s mission and values, introduce more dog lovers to the BARK family, and help enrich the lives of dogs and their people around the world.”

BARK Air has taken the white glove experience typical of a human’s first-class experience and redirected all that pampering to pooches – from booking to arrival, to in-flight services and disembarkation, dogs will truly be the VIPs and treated to a positively luxurious, curated experience.

- Following booking, humans will be contacted by a BARK Air concierge to collect information about each dog and their human’s travel plans to ensure the best possible experience.
- On travel day, dogs and their companions will arrive at the airport 45 to 60 minutes before takeoff for a simple, efficient check-in process where dogs can meet other furry friends on their flight while their people are treated to meals prepared by onsite chefs – no crates, stressful TSA checkpoints, or screening.
- Before boarding, a highly skilled BARK Air concierge will welcome dogs at the gate to help them settle into their experience through socialization and dog-centric cabin preparation. The BARK Air concierge will also evaluate each dog to ensure they are enjoying their experience and adapting to the new environment and if additional attention and care is needed prior to boarding or once on board.
- Also prior to boarding, the plane will be treated to a “Dogs Fly First” flight prep with calming pheromones, music, and colors that pups prefer. All furry passengers will have access to various aids such as calming treats, noise-canceling ear muffs, and calming jackets to ensure a stress-free and enjoyable flight.
- Once onboard, dogs will be served their beverage of choice during ascent and descent to ensure they do not experience any ear discomfort commonly caused by changes in cabin pressure. Additionally, a variety of BARK-branded treats, snacks, and surprises will be provided throughout the flight with the intent of pampering furry passengers and their humans.

At launch, routes will serve the New York City metro area via Westchester County Airport (HPN) with flights to the Los Angeles area via Van Nuys (VNY) and London, England via Stansted Airport (STN). Through the partnership, an Argus Platinum-rated charter company is responsible for all aircraft, crew, maintenance, and insurance-related matters, while BARK is focused on creating and delivering a world-class air travel experience for dogs and their people.

“We believe this initiative will raise awareness of BARK’s mission in a cost-effective manner,” said Zahir Ibrahim, Chief Financial Officer at BARK. “Given we are not committed to booking flights far in advance, we have a lot of flexibility to opportunistically charter flights during times of high demand. In parallel, we believe the additional traffic to BARK.co will raise awareness of our full offering, benefiting our core business in the long term.”

For more information on BARK Air and booking, visit DogsFlyFirst.com and follow along on Instagram @barkair.

About BARK

BARK is the world's most dog-centric company, devoted to making dogs happy with the best products, services and content. BARK's dog-obsessed team applies its unique, data-driven understanding of what makes each dog special to design playstyle-specific toys, wildly satisfying treats, great food for your dog's breed, effective and easy to use dental care, and dog-first experiences that foster the health and happiness of dogs everywhere. Founded in 2011, BARK loyally serves dogs nationwide with themed toys and treats subscriptions, BarkBox and BARK Super Chewer; custom product collections through its retail partner network, including Target and Amazon; its high-quality, nutritious meals made for your breed with BARK Food; and products that meet dogs' dental needs with BARK Bright®. At BARK, we want to make dogs as happy as they make us because dogs and humans are better together. Sniff around at BARK.co for more information.

Forward Looking Statements

This press release contains forward-looking statements relating to, among other things, the future performance of BARK that are based on the Company's current expectations, forecasts and assumptions and involve risks and uncertainties. In some cases, you can identify forward-looking statements by terminology such as "may," "will," "should," "could," "expect," "plan," "anticipate," "believe," "estimate," "predict," "intend," "potential," "continue," "ongoing" or the negative of these terms or other comparable terminology. These statements include, but are not limited to, statements about future operating results, including our strategies, plans, commitments, objectives, and goals. Actual results could differ materially from those predicted or implied and reported results should not be considered as an indication of future performance. Other factors that could cause or contribute to such differences include, but are not limited to, risks relating to the uncertainty of the projected financial information with respect to BARK; the risk that spending on pets may not increase at projected rates; that BARK subscriptions may not increase their spending with BARK; BARK's ability to continue to convert social media followers and contacts into customers; BARK's ability to successfully expand its product lines and channel distribution; competition; the uncertain effects of the COVID-19 pandemic or other global or macroeconomic events or challenges.

More information about factors that could affect BARK's operating results is included under the captions "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in the Company's quarterly report on Form 10-Q, copies of which may be obtained by visiting the Company's Investor Relations website at <https://investors.bark.co/> or the SEC's website at www.sec.gov. Undue reliance should not be placed on the forward-looking statements in this press release, which are based on information available to the Company on the date hereof. The Company assumes no obligation to update such statements.

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