

ManyPets and Odie Pet Insurance join forces in the US to offer continuous coverage

01/11/24 – Pet insurance providers ManyPets and Odie are announcing they have joined forces to offer continuous coverage to ManyPets customers in the US, as UK-based ManyPets refocuses its brand on the UK market.

Odie will offer terms for continuous support and coverage to ManyPets customers with policies renewing from January 1, 2025. Renewal offers for these policies will begin going out on November 1, 2024 and will be subject to underwriting approval.

Since entering the US in March 2021, ManyPets has provided best in class insurance coverage that has been chosen by thousands of customers, thanks to competitive pricing and highly acclaimed service, as demonstrated by a 4.5 rating on TrustPilot.

Robb Granado, US CEO of ManyPets commented: “ManyPets has developed what we consider to be the best coverage option for pet parents across the US. We’re delighted to announce this next stage of our journey as we join forces with Odie in the US to make sure that pets and pet parents in the US continue to receive great coverage.”

ManyPets in the US is part of Many Group which originated in the UK and is a pet insurance success story, building a strong customer following despite veterinary treatment inflation across both territories over the past few years.

Odie Pet Insurance is a national pet health insurance brand whose mission is to simplify access to vital pet care services through its technology-enabled platform. Since its launch in 2021, Odie has established itself as a key player in the U.S. with meaningful distribution across its direct-to-consumer and partnership channels.

Miles Thorson, CEO and Co-Founder of Odie Pet Insurance said, “We are thrilled to be offering renewals and a continuation of services to all ManyPets customers. We are confident they will appreciate our caregiving ethos and look forward to providing exceptional value and support on their pet parenting journey.”

Many Group continues to go from strength to strength under CEO Luisa Barile, appointed in February 2024 with a mission to drive the insurance provider from rapid growth into long-term profit. Barile’s strategy has been to introduce a number of transformative changes including a new leadership line-up and consolidating the group’s investment to the UK market. The agreement with Odie in the US is part of that refocus, and Barile and her management team remain incredibly proud of the progress made in this transformation, as well as the clear successes of the ManyPets team in the US since 2021.

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Notes to editors

ManyPets Inc is part of Many Group which is based in the UK, where it has also operated ManyPets pet insurance since 2017. Since entering the US market in March 2021, the brand has offered insurance coverage with no annual limits.

Odie Pet Insurance Marketing Inc. is a U.S. pet insurance agency incubated within the Thorson family-owned speciality insurance platform, which has over 30 years of successful program management. Odie operates its pet health insurance program in all 50 states in conjunction with A-rated capacity and highly automated systems for insurance and information. Odie was founded with a revolutionary spirit and the caregiving goal of broadening access to vital pet health services for all pet owners through a convenient digital experience.

Media enquiries should be sent to media@manypets.com

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