

**Pets4Homes and  
Freads**

Most prominent platforms

**1,069**

Number of adverts posted to online sales  
platforms during a five-month period

**£4.2m**

Potential financial gain based on the adverts  
identified

**Wyre Forest and  
Wychavon**

Most prominent districts

## **OPERATION LISBON 2**

**17%**

Adverts relating to "large breeds"  
(as identified by The Kennel Club)

**1 in 10**

Adverts posted by licensed breeders

**Cockapoo,  
Cocker Spaniel and  
Labrador Retriever**

Most prominent breed advertised across  
Worcestershire

**37**

Number of accounts potentially enabling  
criminal offences