

zooplus strongly increases H1 2010 total sales and earnings

- **Total sales H1 2010 at 85.1 mm + 25.8 mm y-o-y = +44% p.a.**
- **Total sales H1 2010 vs. H1 2008 + 48.6 mm = +53% p.a.**
- **EBIT increases strongly to 1.1 mm (previous year: -0.7 mm)**
- **Net earnings up at 0.7 mm (previous year: -0.6 mm)**
- **Confirmation of ambitious FY 2010 outlook**

Munich, August 31st, 2010 – zooplus AG (WKN 511170, ISIN DE0005111702, ZO1), Europe's leading internet retailer for pet supplies has achieved a strong increase in both total sales and earnings during H1 2010.

Total sales of EUR 85.1 mm were up 44% y-o-y from EUR 59.3 mm during H1 2009. Total sales for the first six months of the year consisted of EUR 77.3 mm of retail sales and another EUR 7.8 mm in other operating income.

The company's EBIT of EUR 1.1 mm was up strongly from EUR -0.7 mm during H1 2009 despite incurring additional fixed costs in relation with the opening of its new international logistics hub. The latter will help to expand and effectively double the company's total capacity to EUR 300 mm in annual sales. Net profit was up significantly as well from EUR -574k in H1 2009 to EUR 687k, resulting in profits per share of EUR 0.27 (versus EUR -0.24 during H1 2009).

In the words of Dr. Cornelius Patt, CEO and Co-Founder of the company: "The results of the first six months of the year underpin the sustainability and underlying strength of our growth strategy. We were able to significantly increase total sales, while simultaneously raising our net profit. With our new international logistics hub we are right on track for further expansion in the future. Benefitting from a much higher visibility into 2010 we explicitly reiterate our ambitious sales and earnings forecasts for 2010."

zooplus AG's medium-term objective is to consolidate and increase its online leadership and to sustainably benefit from anticipated further substantial growth within the online retail sphere.

The full financial report for the first six months of 2010 is available for download online under "Investor Relations" <http://investors.zooplus.com/en/welcome/>.

Company profile

zooplus was founded in 1999 and has become Europe's leading online retailer for pet products, measured by revenue and total sales. In 2009 the latter amounted to EUR 129.7 mm. Average annual growth exceeded 50% for the past three years. The company's profitable business model has already successfully been introduced in 16 countries. zooplus is particularly strong in Germany, the UK, France, the Benelux countries and Austria. zooplus ships products for all pet varieties as well as equine supplies. The product range comprises in pet food (dry and wet pet foods, pet food supplements such as chewing bones and snacks) as well as pet accessories such as cat trees and toys over a wide range of price categories. In addition to a wide selection of over 7,000 products zooplus customers benefit from online veterinary consultations as well as a number of other interactive features. Pet products represent a significant market segment of the European consumer retail space. Overall revenues from pet food and accessories amounted to EUR 18 billion in 2009 within the European Union. Based on the growing trend towards humanisation of pets in western industrialised countries, pet owners are adapting their purchasing behavior in favour of health, wellness and other premium products. In addition, European eCommerce is expected to enjoy sustained, strong growth in the years to come.

Online: <http://investors.zooplus.com/en/welcome/>

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