

zooplus AG: 46% total sales growth during 9M 2010 underscores international expansion strategy

- **Total sales 9M 2010 +46% at EUR 135.4 mm**
- **EBIT increases to EUR 2.2 mm (previous year: EUR -1.1 mm)**
- **FY 2010 outlook raised to minimum of EUR 185 mm in total sales with EBT between EUR 2.5 mm and EUR 4.0 mm**

Munich, November 22nd, 2010 – zooplus AG (WKN 511170, ISIN DE0005111702, ZO1), Europe's leading internet retailer for pet supplies, has achieved strong total sales growth during 9M 2010, which clearly underscores the company's international expansion strategy.

Total sales of EUR 135.4 mm were up 46% y-o-y from EUR 92.5 mm during 9M 2009. Total sales for the first nine months of the year consisted of EUR 123.8 mm of retail sales and another EUR 11.5 mm in other operating income.

The company's EBIT of EUR 2.2 mm was up from EUR -1.1 mm during 9M 2009. Net profit was up significantly as well from EUR -0.8 mm in 9M 2009 to EUR 1.2 mm, resulting in profits per share of EUR 0.47 (versus EUR -0.34 during 9M 2009).

Dr. Cornelius Patt, CEO and Co-Founder of the company, summarizes: "We successfully managed to further increase our quarterly rate of growth during Q3 compared to the first half of the year. We are currently benefitting from a very low logistics cost structure which enabled us to significantly expand our marketing budgets, resulting in this extraordinary step-up in growth. We expect to continue upon this positive trend during Q4 2010 and consequently are raising our full year forecast to a minimum total sales level of EUR 185 mm on the back of an EBT between EUR 2.5 mm and EUR 4.0 mm."

zooplus AG's strategic objective is to consolidate and increase its online leadership and to sustainably benefit from anticipated further substantial growth within the online retail sphere. During 2010, the company clearly prioritizes the maximization of sustainable growth over pre-tax earnings as long as the latter remain overall positive. On the backdrop of continuously excellent growth opportunities all across Europe the management believes this

to be the most conducive strategy towards overall value maximization during the coming year as well.

The full financial report for the first nine 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 sales and other income. In 2009 total sales amounted to EUR 129.7 mm. Average annual growth exceeded 50% for the past three years. The company's profitable business model has already been introduced successfully in 17 countries. zooplus offers products for all pet varieties as well as equine supplies. Its product range comprises foods (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 categories. In addition to a broad 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 within the European Union in 2009 alone. 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/>

Contact Investor Relations:

cometis AG
Henryk Deter / Dominic Großmann
Tel.: +49 (0)611-205855-15
Fax: +49 (0)611-205855-66
E-mail: grossmann@cometis.de