

## **zooplus AG: Subscription period for the planned capital increase commences on November 30, 2010**

- **Subscription period from November 30 up to and including December 13, 2010**
- **Subscription ratio 12:1 with a subscription price of EUR 42.00**
- **Proceeds from the issue of up to 216,099 new shares supports further growth and internationalization**

**Munich, November 26, 2010 – zooplus AG (German Securities Code (WKN) 511170, ISIN DE000511170, symbol ZO1), Europe’s leading Internet retailer for pet products, is offering its shareholders one new share for every twelve old shares at a subscription price of EUR 42.00 in the period from November 30 up to and including December 13, 2010. This will result in gross proceeds from the issue of up to EUR 9,076,158.00 accruing to the company. This is to be invested in the company’s further international growth.**

In concrete terms, the funds are to be used to accelerate the expansion of, in particular, the own brand business and international distribution. In addition, positive effects from a substantial increase in the balance-sheet equity ratio are expected for international procurement and European working capital management.

For Dr. Cornelius Patt, zooplus AG’s CEO and one of the company’s founders, the capital increase is a further logical step in the company’s growth strategy: “The proceeds of around EUR 9 million are to be used to reinforce our pan-European leadership of the online pet market, and to dynamically drive our internationalization. That means for zooplus that we will further increase our customer and distribution base on all of the key European markets, and, at the same time, the speed of our company’s profitable growth.”

The company will increase its share capital from a current EUR 2,593,190.00 by a nominal up to EUR 216,099.00 to up to EUR 2,809,289.00 by partially using its Authorized Capital 2008 by issuing up to 216,099 new, no-par value bearer shares. The new shares have a theoretical interest in the share capital of EUR 1.00 per share.

The full subscription offer can be downloaded online at [www.zooplus.de](http://www.zooplus.de) in the “Investor Relations” section and was also published today in the *Börsen-Zeitung*.

### 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/>

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