

zooplus AG: Total sales up 39.5% in the first six months of 2011

- Total sales +39.5% to EUR 118.7 million
- EBIT (EUR -6.4 million) and consolidated net profit (EUR -4.8 million) strongly impacted by the migration of logistics
- Consolidated net profit for the full year 2011 anticipated to remain on par with H1 level 2011
- Forecast confirmed for total sales of at least EUR 250 million for 2011 and at least EUR 320 million for 2012

Munich, August 22, 2011 – zooplus AG (WKN 511170, ISIN DE0005111702, Ticker symbol ZO1), Europe's leading pet supplies online retailer, generated a 39.5% increase in total sales (sales and other operating income) to EUR 118.7 million in the first half of 2011. The company therefore remains on track to achieve the forecast total sales mark of at least EUR 250 million for 2011, and that despite the temporary fall in sales at the start of Q2 2011 on the back of the logistics migration. Total sales in the first half of 2011 consisted of EUR 112.3 million from sales and EUR 6.4 million from other operating income.

zooplus was faced with increased expenses and a limited ability to generate revenues in the second quarter of 2011 – a period impacted by the logistics migration and the opening of the new main logistics site. Operating income (EBIT) therefore came in at EUR -6.4 million, substantially down on the previous year figure of EUR 1.1 million. At the end of the reporting period, consolidated net profit/loss came in at EUR -4.8 million compared to EUR 0.6 million in the previous year. Overall, this corresponds to earnings per share of EUR -1.70 for the first half of 2011 (previous year: EUR 0.25).

Florian Seubert, CFO of zooplus AG, commented on the first half of 2011 and provided an insight into the outlook for further business development as follows: "The challenges in the second quarter were greater than we had initially anticipated. However, we have now successfully mastered the process and we are looking forward with confidence to the second half of 2011 and the years to come. Because with the successful launch of the new logistics centre, which extended our logistics capacity from EUR 300 million to over EUR 400 million,

we have laid the foundations for our future growth as part of our internationalisation strategy. It goes without saying that we remain committed to achieving the growth targets we have set out. We therefore still anticipate total sales of at least EUR 250 million in 2011 and at least EUR 320 million in 2012. In the second half of 2011, we are aiming to achieve an overall balanced result, and are therefore anticipating a full year figure roughly on par with H1 2011."

The complete report for the first six months of 2011 is available for downloading from the website www.zooplus.de in the "Investor Relations" area.

Company profile:

zooplus was founded in 1999 and has established itself as Europe's leading online retailer for pet products, measured by sales and other income. In 2010, total sales amounted to EUR 194 mm and, therefore, have increased fivefold during the last 5 years. At the same time, the company generated EBIT operating earnings of EUR 3.3 mm in 2010. The company's business model has already been introduced successfully in 18 countries. zooplus offers products for all pet varieties. 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 19 billion within the European Union in 2010 alone. Based on the growing trend towards humanization of pets in western industrialized countries, pet owners are adapting their purchasing behaviour 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. zooplus expects a continuation of the company's dynamic growth.

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

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