

zooplus AG substantially exceeds its FY 2012 total sales forecast

- **Total sales up 30% to EUR 334.3 m (previous year: EUR 257.1 m)**
- **Original EUR 320 m target exceeded substantially**
- **Positive EBITDA anticipated for a strong final fourth quarter 2012**

Munich, January 30, 2013 – zooplus AG (WKN 511170, ISIN DE0005111702, ticker symbol ZO1), Europe’s leading online retailer of pet supplies, was able to increase total sales by 30% to EUR 334.3 m (previous year: EUR 257.1 m) in the financial year 2012 according to preliminary figures. Total sales comprise sales and other income. Sales were reported at EUR 319.0 m (previous year: EUR 244.8 m) for FY 2012, while other income came in at EUR 15.3 m (previous year: EUR 12.3 m).

The business’ positive development is at present also expected to be reflected in the company’s Q4 2012 earnings. On the back of an increase in total sales of 34% to EUR 96.5 m (Q4 2011: EUR 72.0 m), zooplus AG currently anticipates a positive EBITDA figure within a low six-digit range for the last quarter of the year. This is largely due to a substantially improved customer acquisition efficiency in combination with significant economies of scale across all key operations.

Dr. Cornelius Patt, CEO of zooplus AG, is pleased with the business’ development: “A 30% increase in sales for the full year 2012 underlines the success and sustainability of our customer-oriented growth strategy. A broad-based market success – all key markets are growing – has proceeded hand in hand with new records in marketing efficiency, which in turn generates significant advantages for our cost structure. We will be able to outline these effects in more detail when publishing our annual report in March. Nevertheless, we are already able to say that we are looking very positively towards the future with regards to both our growth and earnings targets for 2013 and beyond.”

The annual report 2012 with final figures will be published by zooplus AG on March 25, 2013 and made available for download at investors.zooplus.com.

Company profile:

zooplus was founded in 1999 and has established itself as Europe's leading online retailer for pet products, measured by sales and total sales. In 2012, the latter amounted to EUR 334 m and has therefore increased six-fold since 2007. The company's business model has already been introduced successfully in 22 European countries. zooplus offers products for all pet varieties. Its product range comprises foods (dry and wet pet foods as well as pet food supplements) and pet accessories (such as cat trees, dog baskets and toys) in all price categories. In addition to a selection of over 8,000 products, zooplus customers benefit from a range of interactive online content and community features. Pet supplies is a key market segment within the European retail landscape. In 2011, sales of more than EUR 21 bn were recorded within the pet supplies industry in the European Union. The ongoing "humanization" of pets in key industrialized countries means that pet owners' purchasing behavior is undergoing profound change and moving towards healthcare, wellness and other related premium products. In addition, continued strong growth is expected for eCommerce in Europe per se. zooplus is therefore anticipating continued dynamic growth for the future.

Online at: www.zooplus.de

Investor relations contact:

cometis AG
Dirk Ulmer
Tel.: +49 (0)611-205855-24
Fax: +49 (0)611-205855-66
E-mail: ulmer@cometis.de