

zooplus AG substantially exceeds its forecast for total sales in the financial year 2013

- **Total sales up 27% to EUR 426 m (previous year: EUR 335.6 m)**
- **Original annual target of at least EUR 400 m substantially exceeded**
- **Positive earnings before taxes (EBT) for full year 2013 confirmed**

Munich, January 30, 2014 – zooplus AG (WKN 511170, ISIN DE0005111702, ticker symbol ZO1), Europe’s leading online retailer of pet supplies, was able to increase total sales by 27% to EUR 426 m (previous year: EUR 335.6 m) in the financial year 2013 according to preliminary figures. Total sales are made up of sales and other income. Sales were reported at EUR 407 m (previous year: EUR 319.2 m) in the past financial year, while other income came in at EUR 19 m (previous year: EUR 16.3 m).

The substantial increase of EUR 90 m in total sales in 2013 stemmed particularly from the strong fourth quarter. In the fourth quarter, total sales came in at EUR 119 m, up EUR 11 m over the previous quarter Q3. Overall, the original target for total sales of at least EUR 400 m, which was increased to EUR 415 m in October, was therefore exceeded by another EUR 11 m. The positive development in total sales will be reflected in the earnings figures with a positive EBT which will be in line with the forecast.

Dr. Cornelius Patt, CEO of zooplus AG, is very pleased with the development of the company: “Continued strong growth in all our markets with a sales increase totaling 27% for the full year 2013 underlines the success of our customer-centric growth strategy and has led to a further expansion of our leading market position in Europe. As part of this, we were able to record our best ever customer loyalty figures in all countries. This was also confirmed by a study from a German retail research institute (ECC Cologne) a few days ago, in which customers rated zooplus as the best online retailer in Germany. The basis for this is our unparalleled value for money and excellent customer service quality. Overall, it becomes clear that the zooplus business model combines sustainable growth through strong customer satisfaction with high cost efficiency, leading to positive results and a high return on investment.”

The full results will be published with the presentation of the annual financial statements on March 26, 2014.

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 2013, the latter amounted to EUR 426 m and has therefore increased seven-fold since 2007. The company's business model has already been introduced successfully in 24 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 22 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.

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