

## **zooplus AG: Total sales up significantly during Q2 2012**

**Munich, July 20, 2012 – zooplus AG (WKN 511170, ISIN DE0005111702, ZO1), Europe’s leading online retailer of pet supplies, was able to reach total sales of EUR 152.0m (previous year: EUR 118.7m) in the first six months of the financial year 2012 according to preliminary figures. This represents an increase of 28.1% year-on-year. Total sales consist of sales of EUR 145.5m (previous year: EUR 112.3m) and other income of EUR 6.5m (previous year: EUR 6.4m). With a quarterly year-on-year increase of 34.6% during Q2 zooplus was able to show a particularly strong recent growth trend. The rise in sales emanated both from existing and new markets such as Hungary, Romania and Slovenia which were entered during the first six months of 2012.**

Florian Seubert, CFO of zooplus AG, commented on the business development during the first half of the year: “As expected, our growth strategy is showing its desired effects. By tapping new geographical markets and systematically penetrating our already existing ones, we have succeeded in substantially accelerating our growth rate compared over Q1 2012. We remain on track for our full year EUR 320m total sales target which we set ourselves at the beginning of the year.”

**The complete report for the first six months of 2012 will be published by zooplus AG on August 20, 2012 and made available for download at [www.zooplus.de](http://www.zooplus.de) within the “Investor Relations” section.**

### **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 2011, the latter amounted to EUR 257 mm and has therefore increased seven-fold during the last five years. 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 19 billion 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](http://www.zooplus.de)

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