

zooplus AG: Total sales increase 30% to EUR 742 million in 2015

- **Year's original target of roughly EUR 700 million significantly exceeded**
- **Sales retention rate rises to 94% in 2015**
- **Forecast 2016 with sales of at least EUR 875 million, corresponding to total sales of a minimum of EUR 900 million**

Munich, January 28, 2016 – Based on preliminary figures for the 2015 financial year, zooplus AG (WKN 511170, ISIN DE0005111702, ticker symbol ZO1), Europe's leading online retailer of pet supplies, increased total sales, consisting of sales and other income, by 30% to EUR 742 million (previous year: EUR 571 million). Sales for the financial year rose 31% to EUR 711 million (previous year: EUR 543 million) while other income amounted to EUR 31 million (previous year: EUR 28 million).

Based on these figures, zooplus was able to slightly exceed its revised total sales target of EUR 740 million after raising this target from its initial level of EUR 700 million. Pet food, the most important category for customer loyalty increased exceptionally strong and accounted for roughly 80% of sales. The year-on-year growth in pet food sales was 36%. Accessories increased a moderate 12% due to dollar exchange rate-related price adjustments.

In his comments on the preliminary results, Dr. Cornelius Patt, CEO of zooplus AG, said: "We continued our growth path in 2015 and increased our total sales by 30%. In absolute figures we grew by an amount of EUR 171 million, to a total of EUR 742 million. Business with existing customers increased 37% supported by a sales retention rate of 94%. Sales to new customers grew 16%. By achieving continued double-digit growth in all local markets, we have further strengthened our strategic market position and secured a solid base for 2016. Meanwhile, in 30 countries across Europe, the name zooplus stands for competitive prices and excellent service."

In 2016, zooplus expects to generate sales of at least EUR 875 million, corresponding to a level of total sales of a minimum EUR 900 million. As of 2016, zooplus will follow the customary market practice and report sales, not total sales, as its key top-line indicator.

zooplus will announce its final results for the 2015 financial year and detailed forecasts for financial year 2016 when it publishes its consolidated financial statement on March 23, 2016, which will be made available on its website <http://investors.zooplus.com>.

Company profile:

zooplus was founded in 1999 and today is Europe's leading online retailer for pet supplies measured by sales and total sales. The latter totaled EUR 742 million in the 2015 financial year of which approximately 70% was generated internationally. The company's business model has been launched successfully in 30 European countries. zooplus sells products for all major pet breeds. The product range includes pet food (dry and wet food and food supplements) and accessories such as scratching posts, dog baskets, and toys in all price categories. In addition to a selection of over 8,000 products, zooplus customers benefit from a variety of interactive content and community offerings. The pet supplies market is an important market segment in the European retail landscape. Sales of pet food and accessories within the European Union amount to around EUR 25 billion. Based on the further vigorous growth anticipated in the European e-commerce market, zooplus expects its dynamic performance to continue.

Online at: www.zooplus.de

Investor relations/media contact:

cometis AG
Anita Schneider
Unter den Eichen 7
65195 Wiesbaden
Phone: +49 (0)611-205855-26
Fax: +49 (0)611-205855-66
Email: schneider@cometis.de
Website: www.cometis.de