

## **zooplus AG revenue up significantly during Q1 2011**

**Munich, April 20<sup>th</sup>, 2011 – zooplus AG (WKN 511170, ISIN DE0005111702, ZO1), Europe’s leading internet retailer for pet supplies, has reached preliminary total sales of EUR 60.3 mm during the first three months of the year. EUR 56.3 mm of sales were generated through the company’s various online shops, while another EUR 4.0 mm resulted from other related operating activities. zooplus, therefore, recorded a total y-o-y growth of 52% compared to the first three months of 2010.**

Florian Seubert, CFO of zooplus AG, comments on the figures: “Revenue growth proceeded well and paints a positive picture for the year as a whole. Our growth also highlights the importance of our new logistics hub in Eisenach, which will open during H1 2011 and will increase our logistics capacity to some EUR 400 million annually. This represents another important milestone in our long-term strategy to become one of the EU’s top three retailers in our business segment.”

**zooplus’ full financial report for 3M 2011 will be published on May 20<sup>th</sup>, 2011. It will be available for download at <http://investors.zooplus.com/en/welcome>**

### **Company profile:**

zooplus was founded in 1999 and has become 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 profitable 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 behavior in favor of health, wellness and other premium products. In addition, European eCommerce is expected to enjoy sustained, strong growth in the years to come.

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

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