

High-growth Business Model

- Europe's leading online pet supplies retailer
- Successfully established across 30 European countries
- Key markets: Germany, Austria, Switzerland, France, UK, The Netherlands, Italy, Spain and Poland
- Two-brand strategy with zooplus and bitiba
- Average growth of around 34 % p.a. (2008 – 2017)
- Pet supplies are ideally suited for online retail:
 - standardized products
 - regular and repeat demand patterns
 - high-convenience home delivery
- Strong new customer growth as well as high customer loyalty amongst existing users
- Large product selection (more than 8,000 items)
- 5.8 m active customers in 2017 underscore zooplus' successful business concept

Attractive Market

- Large and growing market (total volume of around EUR 26 bn gross; 2 – 3 % growth p.a.)
- Strong overall e-commerce growth in Europe
- Ongoing „humanization“ in key industrialized countries leads to increasing demand

Growth strategy 2018

- For the 2018 financial year, we expect sales to grow by 21 % to 23 % compared with the previous year
- We expect the EBT margin in the range of +0.5 % to -0.5 % in relation to sales

Competitive Advantages

- Online market leadership in Europe, significant competitive advantages towards competitors
- Attractive price positioning on the basis of lean and efficient operations
- Efficient pan-European logistic structure
- Cost leadership in online segment

Management Team



Dr. Cornelius Patt
Founder & CEO

Corporate Management, overall responsibility for Business Development & System Development, IT, HR, Logistics and Supply Chain Management

Previously with Roland Berger Strategy Consultants



Andrea Skersies
CMO

Sales and Marketing

Previously with Roland Berger Strategy Consultants



Andreas Grandinger
CFO

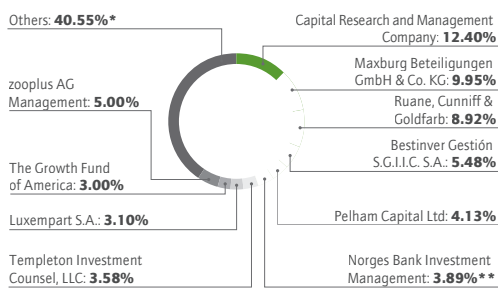
Finance, Controlling, Legal, Internal Audit, Investor Relations and Sourcing

Previously with Parfümerie Douglas

Key Financial Data (IFRS)

kEUR	2015	2016	2017
Sales	711,306	908,610	1,110,633
Growth p.a.	31.0	27.7	22.2
Gross Margin as % of sales	193,089 27.1	226,978 25.0	271,003 24.4
EBITDA as % of sales	15,424 2.2	19,696 2.2	8,770 0.8%
EBT as % of sales	12,671 1.8	17,867 2.0	4,052 0.4
Equity ratio in % (as of December 31)	56.4	52.0	46.5
Average number of staff	313	386	512

Shareholder structure



As of May 24, 2018; Calculation based on a total number of voting rights of 7,141,178

Share ownership according to the published voting rights notifications

* Free float of 90.05% according to the definition of Deutsche Börse

** including equity instruments

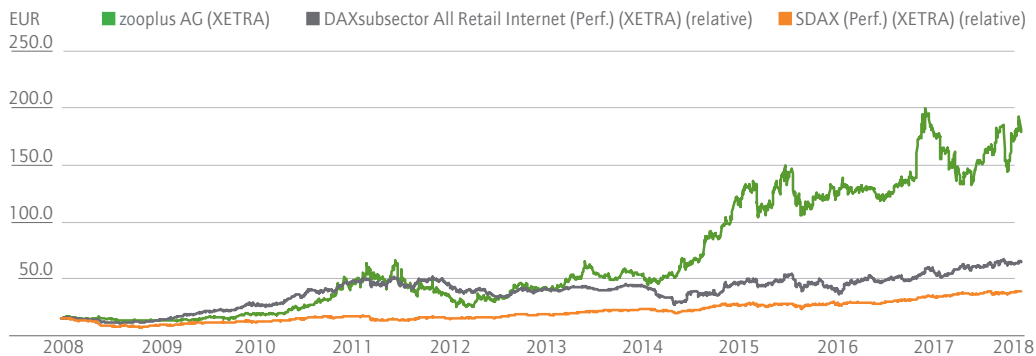
Key data

German securities code no. (WKN)	511170
ISIN	DE0005111702
Stock exchange symbol	ZOI
Segment	Regulated market (Prime Standard)
Type of shares	No-par value bearer shares
Share capital as of April 30, 2018	EUR 7,141,178.00
Initial listing	09/05/2008
Initial issuing price:	EUR 13.00 ¹
Share price – December 29, 2017*	EUR 150.30
Share price – May 24, 2018*	EUR 178.00
Percentage change	+18.4%
Period high*	EUR 191.80
Period low*	EUR 143.50

* Closing prices in Deutsche Börse AG's XETRA trading system

¹ Taking into account the increase in share capital from company funds in July 2011

Stock Chart zooplus AG: May 9, 2008 to May 24, 2018



Financial Calendar 2018

June 13, 2018	Annual General Meeting 2018
July 19, 2018	Preliminary h1 2018 revenues
August 22, 2018	Semi-annual report h1 2018
October 17, 2018	Preliminary q3 2018 revenues
November 14, 2018	9-Monthly Report 2018

Contact

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