

**Ad hoc announcement
pursuant to Section 15 of
the German Securities
Trading (WpHG)**



(Not for dissemination, publication or distribution in the USA, Canada, Japan and Australia)

**zooplus AG's capital increase from authorized capital has been
executed**

Munich, January 5, 2011 – The capital increased from authorized capital resolved on November 19, 2010 by the Managing Board of zooplus AG, Munich, with the approval of the Supervisory Board, was entered in the company's commercial register.

Now that the capital increase has been entered in the commercial register the company's share capital has increased from EUR 2,593,190.00 by a nominal amount of EUR 216,099.00 to EUR 2,809,289.00. A total of 216,099 new shares were issued.

Exclusion clause

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<End of ad hoc announcement>

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 2009 total sales amounted to EUR 129.7 mm. Average annual growth exceeded 50% for the past three years. The company's profitable business model has already been introduced successfully in 17 countries. zooplus offers products for all pet varieties as well as equine supplies. 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 and steadily growing market segment of the European consumer retail space. Overall revenues from pet food and accessories amounted to EUR 18 billion within the European Union in 2009 alone. Based on the growing trend towards humanisation of pets in western industrialised countries, pet owners are adapting their purchasing behavior in favour 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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