

**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 9, 2012 – The capital increased from authorized capital resolved on November 17, 2011 by the Managing Board of zooplus AG, Munich, with the approval of the Supervisory Board, was entered in the company's commercial register today.

Now that the capital increase has been entered in the commercial register the company's share capital has increased from EUR 5,631,138.00 by a nominal amount of EUR 469,261.00 to EUR 6,100,399.00. A total of 469,261 new shares were issued.

Exclusion clause

This publication is exclusively for information purposes and does not constitute either an offer to sell or a solicitation of an offer to buy any securities. There was neither a public offer in connection with this transaction, nor will there be a public offer of securities. No securities prospectus has been or will be prepared in connection with the transaction. Dissemination of this disclosure and the offer and sale of securities could be subject to restrictions in certain jurisdictions.

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Canada, Japan and Australia

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<End of ad hoc announcement>

Company profile:

zooplus was founded in 1999 and has established itself as 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. The company's 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 behaviour 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. zooplus expects a continuation of the company's dynamic growth.

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

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