

zooplus AG:**Sales grow 24% to EUR 643 m in first half of 2018**

- **Sales rise EUR 126 m to EUR 643 m in the first half of 2018 (H1 2017: EUR 517 m)**
- **Sales retention rate again at 94%**
- **Double-digit growth in all 30 regional markets**
- **Full-year sales growth forecast confirmed at 21% to 23%**

Munich, July 19, 2018 – zooplus AG (WKN 511170, ISIN DE0005111702, ticker symbol ZO1), Europe's leading online retailer of pet supplies, generated sales of EUR 643 m in the first half of 2018, according to preliminary figures, which is equivalent to growth of 24% or EUR 126 m versus the same period in the prior year (H1 2017: EUR 517 m). Sales growth adjusted for currency effects amounted to 25%. Sales in the second quarter increased 23% year-on-year (currency-adjusted 24%) to EUR 320 m (Q2 2017: EUR 260 m). This is equal to an absolute year-on-year increase of EUR 60 m compared to a year-on-year increase of just EUR 39 m in the same quarter of the prior year. The growth rate in the first six months of the current year in all 30 regional markets was again at a double-digit level. As a result, zooplus continued its growth trajectory in the first half of 2018, which is at the center of its corporate strategy, thereby consolidating its position as the European market leader in online pet supplies.

Sales growth in the first half of the year was driven by very strong customer loyalty. After adjusting for currency effects, the sales retention rate was 94%. The second pillar of growth was the continuous expansion of our customer base through the acquisition of new sustainable customers. In the first half of 2018, the number of registered new customers increased by a total of 16%.

Dr. Cornelius Patt, CEO of zooplus AG, commenting on the current business development said: "In the first half of 2018, we systematically continued our growth trend. We are very pleased with the development of our sales retention rate, which held steady at 94% in the second quarter on a currency-adjusted basis. This rate once again proves the strong sustainability of our business model. The increase in business with new customers was slightly

lower in the second quarter, which reflects some consolidation after the very sharp increase seen in the preceding three quarters. At the same time, we were able to increase the quality of our registered new customers in comparison to the previous year."

The Management Board of zooplus AG confirms its 2018 full-year forecast for a projected increase in sales of 21% to 23%.

zooplus will publish its full report for the first half of the 2018 financial year on August 22, 2018 and will also make it available on its website at <http://investors.zooplus.com>.

Company profile:

zooplus AG was founded in 1999 and today is Europe's leading online retailer of pet supplies measured by sales. zooplus already occupies the No. 2 market position in the combined market for online and brick-and-mortar retailers of pet supplies. In the 2017 financial year, sales totalled EUR 1,111 m, roughly 75% of which 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 26 bn. Based on the continued vigorous growth anticipated in the European e-commerce market, zooplus expects its dynamic performance to continue.

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