

## **zooplus AG: Sales increase to EUR 1.1 bn in the first nine months of 2019**

- **Sales in the third quarter of 2019 increase year-on-year by 14%**
- **Private label sales in the third quarter continue to rise above-average, growing 29% compared to the same quarter in the prior year**
- **Number of registered new customers in the third quarter increases year-on-year by 28%**
- **Full-year guidance for sales growth of 14% to 18% confirmed**

**Munich, October 17, 2019** – Based on preliminary figures, zooplus AG (WKN 511170, ISIN DE0005111702, ticker symbol ZO1), Europe's leading online retailer of pet supplies, recorded sales of EUR 1,104 m in the first nine months of 2019 (9M 2018: EUR 974 m), representing a growth of EUR 130 m, or 13%, compared to the same period in the prior year. Sales growth adjusted for currency effects also equaled 13%. In the third quarter of 2019, sales grew by EUR 47 m to a total of EUR 378 m (Q3 2018: EUR 331 m), representing an acceleration in growth compared to the first two quarters of the financial year. The growth rate of 14% achieved in the third quarter of 2019 (currency-adjusted: 14%) was one percentage point higher than in the first six months of 2019.

Total sales were primarily driven by business with existing customers. Adjusted for currency effects, the sales retention rate in the first nine months of 2019 remained at a high level of 91% (9M 2018: 95%). New customer business in the first nine months of 2019 continued to develop favorably with the number of registered new customers rising year-on-year by 25%. Sales of private label products of food and litter in the first nine months of 2019 continued to grow at an above-average rate of 29%.

Dr. Cornelius Patt, CEO of zooplus AG, commented on the company's performance saying: "We achieved a slight acceleration in growth in the third quarter of 2019 compared to the first two quarters. With a rise in sales of EUR 47 million over the prior year's quarter, we have clearly continued our growth path and have expanded our leading market position in Europe.

The number of registered new customers showed a favorable development, reaching a record level of 761 thousand new customers in the third quarter of 2019. In connection with the effects of the General Data Protection Regulation of 2018, we are focusing specifically on activating new customers and converting them into loyal customers. The regulation's effects are also still visible in our sales retention rate which, at 91%, came in below the prior year's level. We are working diligently on optimizing our direct marketing activities and are confident that we have the right measures in place to see future improvement."

Based on the expected sales development in the remainder of 2019, the Management Board is confirming its 2019 full-year guidance for sales growth of 14% to 18%.

zooplus will publish its full report for the first nine months of the 2019 financial year on November 14, 2019 and make it available on its website at [www.investors.zooplus.com](http://www.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. In the 2018 financial year, sales totalled EUR 1,342 m. 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.

Online at: [www.zooplus.de](http://www.zooplus.de)

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