

H1 2010 total sales up by more than 40%

Munich, July 30th, 2010 – zooplus AG (WKN 511170, ISIN DE0005111702, ZO1), Europe's leading internet retailer for pet supplies has shown further strong growth during H1 2010. Based on preliminary figures total sales reached EUR 84.4 mm during the period. EUR 77.2 mm of these revenues were generated through the company's various online shops, whilst another EUR 7.2 mm resulted from other related operating activities. zooplus recorded growth of 42% year-over-year compared to the first half of 2009.

In the words of Florian Seubert, CFO of the company: "We succeeded in driving our dynamic growth in line with our ambitious targets. This is the result of a convincing customer proposition as well as strong secular online channel growth. We managed to increase our market penetration all across Europe and thereby further strengthen our market-leading position within online pet supplies retail overall."

zooplus' full financial report for H1 2010 will be published on August 31st, 2010. It will be available for download at <http://investors.zooplus.com/en/welcome>

Company profile

zooplus was founded in 1999 and has become Europe's leading online retailer for pet products, measured by revenue and total sales. In 2009 the latter amounted to EUR 129.7 mm. Average annual growth exceeded 50% for the past three years. The company's profitable business model has already successfully been introduced in 16 countries. zooplus is particularly strong in Germany, the UK, France, the Benelux countries and Austria. zooplus ships products for all pet varieties as well as equine supplies. The product range comprises in pet food (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 price categories. In addition to a wide 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 18 billion in 2009 within the European Union. 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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