

Ad hoc disclosure within the meaning of Section 15 of the Wertpapierhandelsgesetz (WpHG – German Securities Trading Act)



zooplus AG: Share split – Managing and Supervisory Boards will propose an increase in share capital from company funds at the May 2011 General Meeting

Munich, March 22, 2011 – The Managing and Supervisory Boards of zooplus AG (German Securities Code (WKN) 511170) ISIN DE0005111702, stock exchange symbol ZO1) will propose increasing the share capital from company funds to the General Meeting on May 26, 2011. If the General Meeting approves this proposal, after the requisite changes to the articles of incorporation and entry of the share increase in the commercial register, the company's share capital would increase from around EUR 2.8 mm to around EUR 8.4 mm. The number of shares would triple as a result, each shareholder would receive two new issued shares for each existing share after the capital increase was concluded. This will take place automatically on a date still to be set after the General Meeting, and without any costs for the shareholders. This will not result in any changes in the company's proportionate shareholdings. The share split aims to support liquidity for shares of zooplus AG and to keep the shares attractive, including for minor shareholders, after the substantial increases in the share price over the past approximately two years.

<End of ad hoc disclosure>

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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 2010, total sales amounted to EUR 193 mm and, therefore, have increased fivefold during the last 5 years. The company's profitable 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 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. zooplus expects a continuation of the company's dynamic growth in tune with continuously positive earnings.

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

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