zooplus AG: Successful Business Year 2009 – Strong Growth Solidifies Market Leadership

- **Total sales up by 52% to EUR 129.7 mm**
- **EBIT excluding extraordinary items EUR 0.9 mm (previous year: EUR 2.7 mm)**
- **New logistics centre in the Netherlands successfully established**
- **Record acquisition figures: 706k new customers**

Munich, March 31st 2010 – zooplus AG (WKN 511170, ISIN DE0005111702, ZO1) today publishes its final results for FY2009. Europe's leading internet retailer for pet supplies continued its strong expansion in terms of total sales (revenues and other operating revenues) in the reporting period. To solidify and foster its leadership on the German and European markets, 2009 focused on dynamic growth and Europe-wide business development.

zooplus AG achieved total sales of EUR 129.7 mm during the past business year. Compared to the figure of EUR 85.1 mm figure of the preceding year, this represents a 52.4% increase. Revenues from the sale of online pet supply sales amount to approximately EUR 123 mm while the remaining EUR 6 mm derive from other operating revenues.

At the same time the company recorded a EUR 0.7 mm decrease in Earnings Before Interests and Taxes (EBIT) from the preceding year to EUR -1.3 mm. The latter figure however contains one-off costs for establishing the company's new logistics centre in Tilburg, the Netherlands, and expenses related to the change of segment into the Prime Standard of the Frankfurt stock exchange (total effect: EUR -2.2 mm). In addition, results for 2009 were influenced by increased marketing expenses for European expansion, by the continuing weakness of the British Pound (GBP) and the economic recession. In spite of these factors, operating income was positive with EUR 0.9 mm before extraordinary costs and write-offs. For the current year 2010 zooplus does not expect to incur any further extraordinary expenditures.

The group's net results decreased from the previous year's EUR 5.8 mm to EUR -1.1 mm in 2009. In addition to the above mentioned factors, this is owing to the effect of a non-recurrent revenue tax payment of EUR 5.1 mm which was included as a positive item for 2008 net results. Overall 2009 earnings per non-diluted share are EUR -0.44 (previous year: EUR 2.41) and per diluted share EUR -0.44 (previous year: 2.29).

Notwithstanding the challenging overall economic environment, zooplus AG in 2009 pursued a deliberate policy of strong anti-cyclical growth. This was reflected by the increase in newly acquired customers by 706k in 2009 as opposed to 472k for the preceding period, marking a new all-time high for the company and highlighting the business model's potential even in a difficult economic climate. Not only the German home market but the entire western and central European space offers enormous growth opportunities for zooplus – exploiting these remains the focus of the company's strategy.

Objectives for 2010 are further to strengthen market leadership in Germany, while at the same time to achieve significant market penetration in all large European core markets. The new logistics centre in Tilburg, the Netherlands, which is operational since the fourth quarter, has an important role in this connection. Beyond doubling annual logistics capacity to EUR 300 mm sales, it will enable significant improvements in delivery times and distribution costs in large markets such as France and the UK, already in 2010.

Dr. Cornelius Patt, CEO and one of the founders of Zooplus sees 2009 in a very positive light. "We are very proud of the numerous milestones achieved last year. By doubling our logistics capacity, upgrading to Prime Standard and achieving extremely dynamic growth coupled with record new customers, we pushed zooplus onto a bigger and truly international stage. This is setting the tone for our strategy in the next couple of years. We are thus very optimistic for the future, and are confident of achieving total revenue growth of 35 to 40% to EUR 175 to 180 mm in 2010. At the same time, we want to increase our earnings before taxes to a positive low-to-mid single digit million euro figure."

The complete Annual Report 2009 is available for download on the website www.zooplus.de under "Investor Relations".

Company profile:

zooplus was founded in 1999 and has become Europe's leading online retailer for pet products, measured by revenue figures and total sales. In 2009 these amounted to EUR 123.3 mm and EUR 129.7 mm respectively. Annual growth exceeded 50% on average 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 prouducts for all pets and also for horses. The product range comprises in particular 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 in a wide range of price categories. In addition to the wide selection of over 7,000 products zooplus customers benefit from online veterinary consultations. Pet lovers enjoy exchanges with friends in the zooclub, the online community for pets. Pet products represent a significant market segment of the European consumer retail market. Revenues from pet food and accessories amounted to EUR 17 billion in 2009. Based on the growing trend towards humanisation of pets in western industrialised countries, pet owners are adapting their purchasing behaviour in favour of more health and wellness products. eCommerce in Europe is expected to enjoy sustained, strong growth in the future.

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

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