

zooplus AG: As planned, FY 2011 total sales exceed EUR 250 million

- Total sales up 32% to around EUR 256.2 mm (FY 2010: EUR 193.6 mm)
- Total Q4 2011 sales increase to EUR 71.1 mm (Q3 2011: EUR 66.5 mm)
- Strong third and fourth quarter 2011 underscore the capability of the new Hörselgau logistics site

Munich, January 30, 2012 – zooplus AG (WKN 511170, ISIN DE0005111702, ticker symbol ZO1), Europe's leading pet supplies online retailer, generated total sales of EUR 256.2 mm during 2011 according to preliminary figures. This includes sales from the online retail of pet supplies of around EUR 244.8 mm as well as EUR 11.4 mm from other operating income. Compared year-on-year, this represents an increase of around 32%.

The company was able to increase total sales during the final quarter of 2011 to around EUR 71.1 mm (Q3 2011: EUR 66.5 mm). These figures also reflect the performance of the new Hörselgau logistics operation, which went live in mid-2011. In combination with the existing site in Tilburg, The Netherlands, this set-up provides capacity for over EUR 400 mm in total annual sales and, therefore, forms the basis of the company's planned future growth.

Florian Seubert, CFO of zooplus AG, is satisfied with the company's sales development in 2011: "By generating total sales of EUR 256 mm we are well on course and have comfortably achieved our overall forecast. The completed large-scale logistics migration project together with the successfully executed capital increase will further support our growth over the coming years."

The complete report for fiscal year 2011 will be available for download under www.zooplus.de within the "Investor Relations" section as of March 30, 2012.

Company profile:

zooplus was founded in 1999 and has established itself as Europe's leading online retailer for pet products, measured by sales and other income. In 2011, total sales amounted to EUR 256 million and, therefore, have increased sevenfold during the last 5 years. The company's 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 8,000 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 2011 alone. Based on the growing trend towards humanization of pets in western industrialized countries, pet owners are adapting their purchasing behavior in favor 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.

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