

zooplus AG: Share split implemented

Munich, July 18, 2011 – With effect as of today, the share split that was approved by the Annual General Meeting of zooplus AG (WKN 511170, ISIN DE0005111702, Ticker symbol ZO1), Europe's leading pet supplies online retailer, was implemented, and the new shares have been included in trading. The higher level of share capital is divided into 5,618,578 ordinary shares, with a notional amount of EUR 1.00 each in the share capital. As a consequence, the previous number of shares has doubled, and one previous ordinary share is now divided into two ordinary shares. Shareholders' interests in the company have been unaffected by this transaction.

The custodian banks will adjust custody holdings at the end of trading on July 15, 2011. Shareholders are not required to take action since all zooplus AG shares are held in collective custody. The bonus shares will be allocated to entitled shareholders by means of custody account credit. The listing of the bonus shares on the Regulated Market of the Frankfurt Stock Exchange was implemented as of today, July 18, 2011. For this reason, the ordinary pair of shares will be listed and traded "ex bonus shares" from today.

Due to the share split, which comes along with a doubled number of shares, the price of the zooplus share should halve in arithmetic terms once trading commences. Conversion of the custody account of custodian banks is free of commission and fees for shareholders in the company.

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 2010, total sales amounted to EUR 194 mm and, therefore, have increased fivefold during the last 5 years. At the same time, the company generated EBIT operating earnings of EUR 3.3 mm in 2010. 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 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 humanization of pets in western industrialized countries, pet owners are adapting their purchasing behaviour 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.

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

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