

## **zooplus AG announces preliminary 9M 2009 revenue figures**

**Munich, November 2<sup>nd</sup> 2009 – zooplus AG (WKN 511170, ISIN DE0005111702, ZO1), Europe's leading online pet supplies retailer has today published its preliminary revenue figures for the first 9 months of 2009. Total revenue of EUR 92,0 mm represents a growth rate of 56% y-o-y (9M 2009 vs. 9M 2008). Total revenue consists of approximately EUR 87,5 mm in sales and around EUR 4,5 mm in additional income.**

Florian Seubert, CFO and one of the company's founders, explains: "We are particularly pleased with zooplus' development during the first nine months of 2009. With a continuously high rate of growth we are successfully following our designated expansion strategy."

According to a recent poll undertaken by the European Commission, internet retail continues to gain in popularity. The share of online shoppers amongst the overall European population has risen from 27% to 33% from 2006 to 2008. It is interesting to note, however, that national borders still seem to present a significant barrier for international online commerce. Only 39% of all attempts at cross-border internet shopping are successful according to the Commission. International delivery and payment still prove to be major obstacles in the eye of the consumer.

As a truly international player, zooplus is very well positioned to satisfy all customer expectations in this respect. The company operates within 16 countries and additionally offers 11 country-specific websites where customers are able to shop using their local languages. Additionally, customers can use [www.zooplus.com](http://www.zooplus.com) as the company's international gateway where they will find a continuously growing and attractive international product spectrum. In this context, zooplus' new international distribution hub, situated in Tilburg / The Netherlands, which is planned to go live during q4 2009, will play a crucial role in dealing with international orders even more efficiently in the future.

**The full 9M 2009 report will be published on November 30<sup>th</sup> 2009 and made accessible under <http://investors.zooplus.com/en/welcome>**

### **Company profile:**

zooplus is a leading online retailer for pet products in Germany and Europe and by its own estimate holds - with respect to overall online sales - a leading position in all key European markets. zooplus offers products for all standard breeds and races (including equine supplies) via websites in Germany / Austria, UK, France, Holland, Belgium, Ireland, Italy, Spain and Poland and also, via zooplus.com, in 6 other international markets.

Through its websites zooplus offers a wide range of pet products, i.e. particularly pet food (dry and wet pet food, pet food supplements such as chewing bones, snacks, etc) as well as pet accessories in a wide range of prices and categories.

zooplus is a predominantly growth-oriented company. zooplus intends to continue to grow aggressively in all its existing as well as new geographic markets whilst at the same time continuously improve its earnings and profitability levels over the coming years.

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

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