

**Ad hoc announcement  
pursuant to Section 15 of  
the German Securities  
Trading (WpHG)**



(Not for dissemination, publication or distribution in the USA, Canada, Japan and Australia)

**Volume of zooplus AG's ongoing capital increase from authorized  
capital**

**Munich, December 14, 2010 – The subscription results from zooplus AG's current ongoing capital increase are now available after the subscription period expired yesterday. According to information from UniCredit Bank AG, which is supporting the capital increase, the company's shareholders exercised their subscription rights in the amount of EUR 216,099.00 and UniCredit Bank AG has subscribed for new shares in this amount. The offer was oversubscribed severalfold. The company's share capital will thus be increased by a nominal amount of EUR 216,099.00 from the current total of EUR 2,593,190.00 to EUR 2,809,289.00 by issuing 216,099 new, no-par value bearer shares each with a nominal interest of EUR 1.00 in the share capital.**

Execution of the capital increase will immediately be applied to be entered in the company's commercial register. After registration of the execution of the capital increase with the company's commercial register the new shares will then be admitted immediately and without a prospectus to the segment of the Frankfurt Stock Exchange with additional requirements subsequent to admission (Prime Standard) and included in the existing listing for the old shares. The new shares carry full profit participation rights from fiscal year 2010.

zooplus AG will generate gross proceeds from the issue of EUR 9,076,158.00 from the capital increase – subject to execution of the capital increase being entered in the commercial register. The funds will serve to drive the internationalization of core business and to further reinforce the company's pan-European market leadership. In addition, the capital increase will allow accelerated expansion of, in particular, zooplus AG's own brands and its international logistics and technology platform. In addition, the company is expecting positive effects from a substantial increase in its balance-sheet equity ratio for its international purchasing and European working capital management.

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**<End of ad hoc announcement>**

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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 2009 total sales amounted to EUR 129.7 mm. Average annual growth exceeded 50% for the past three years. The company's profitable business model has already been introduced successfully in 17 countries. zooplus offers products for all pet varieties as well as equine supplies. 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 and steadily growing market segment of the European consumer retail space. Overall revenues from pet food and accessories amounted to EUR 18 billion within the European Union in 2009 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.

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

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