

zooplus AG: Burda increases holdings to 50.04%

- **Long-term anchor investor builds majority stake**
- **Company set to exceed 2010 total sales forecast**

Munich, January 24, 2011 – Burda Group / Dr. Hubert Burda have increased their holdings in the publicly traded zooplus AG to a combined 50.04% as of January 12th, 2011. The Group, therefore, has raised its total shareholdings by approximately 15% during the last twelve months.

Dr. Cornelius Patt, CEO and co-founder of the company, sees these developments in a decidedly positive light: “Burda is an outstandingly successful investor in publicly traded German and international internet firms and is therefore a perfect fit for zooplus. A strong anchor investor, moreover, enables us to forcefully continue our ambitious European growth strategy.”

For 2010 as a whole, the company is already able to give a very positive preliminary indication: total sales will exceed the EUR 185 mm forecast and be above EUR 190 mm in total, making 2010 the company’s most successful year in its history. zooplus is confident to continue upon this dynamic growth path during the current year.

Dr. Cornelius Patt adds: “During 2010 we were able to successfully execute our growth strategy and exceed all our targets. This shows zooplus’ tremendous potential. We will continue to manage the company with a strong focus for growth during 2011.”

The company will publish its preliminary sales figures for fiscal year 2010 on January 28th 2011, which will be available for download within the investor relations section under <http://investors.zooplus.com/en/welcome/>.

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 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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