

zooplus AG: Strong growth in sales and earnings in the first half of 2014

- **Total sales rise 29% to EUR 257.0 m (H1 2013: EUR 198.8 m)**
- **Positive earnings before taxes (EBT) of EUR 3.3 m (H1 2013: EUR -0.5 m)**
- **Forecast for total sales 2014 of EUR 500 m raised to at least EUR 530 m**
- **EBT target of around EUR 6 m confirmed for full year 2014**

Munich, August 19, 2014 – zooplus AG (WKN 511170, ISIN DE0005111702, ticker symbol ZO1), Europe's leading online retailer of pet supplies, generated total sales of EUR 257.0 m in the first half of the financial year 2014 according to its final figures (H1 2013: EUR 198.8 m). In the second quarter, the company's total sales grew to EUR 130.7 m (Q2 2013: EUR 101.8 m). This represents an increase of 29% and 28% respectively over the previous year periods. For the first half of the year, sales advanced to EUR 244.8 m (H1 2013: EUR 190.2 m), while other income increased to EUR 12.2 m (H1 2013: EUR 8.6 m). In the second quarter 2014, these figures improved to EUR 124.1 m (Q2 2013: EUR 97.4 m) and EUR 6.5 m (Q2 2013: EUR 4.4 m) respectively.

Parallel to the strong improvement in total sales, zooplus AG was also able to continue its positive earnings development from the first quarter. In the first six months of 2014, earnings before taxes (EBT) rose to EUR 3.3 m (H1 2013: EUR -0.5 m), while in the second quarter the company achieved EBT of EUR 2.0 m (Q2 2013: EUR 0.2 m).

Dr. Cornelius Patt, CEO of zooplus AG, was delighted with the development recorded in the first half of 2014: "These final figures once again confirm that zooplus is excellently positioned with its strategy focusing on growth and the expansion of our market position. It is also clear that the growth in total sales and the resultant economies of scale are the major drivers of positive earnings development. We are committed to continuing this trend in future."

Economies of scale and further efficiency gains led to another significant reduction in overall costs for marketing, logistics, personnel and administration, depreciation, amortization and

interest to 30.6% of total sales in the first half of the year. In Q2 2014, this figure stood at 29.8% and, therefore, dropped below the 30% mark for the first time. In the previous year, these costs were still a substantially higher 34.9% and 34.2% of total sales respectively. As a result, the cost ratio has been cut from over 40% to approximately 30% within a period of just three years. Dr. Patt adds: "In our view, this cost structure is unmatched in the pet supplies market, both online and offline, and allows us to offer our customers throughout Europe outstanding value for money and at the same time permanently maintain a clear advantage over the competition."

Operating cash flow also recorded positive development in the first half of the year. This figure was substantially in the black at EUR 3.2 m for the first half of 2014 (H1 2013: EUR -6.3 m), which is particularly attributable to the half-year earnings and improvements to working capital.

The total assets of the zooplus Group came in at EUR 97.9 m as of June 30, 2014 (December 31, 2013: EUR 83.7 m). With an equity ratio of 44.8%, the Group boasts a level which is up on the target corridor of 30-40%.

Dr. Patt remains optimistic for the full year 2014: "We are on course to increase total sales by more than EUR 100 m year-on-year for the first time in company history and have therefore recently raised our forecast from EUR 500 m to at least EUR 530 m. Moreover, we are confirming our annual target 2014 for earnings before taxes of around EUR 6 m. This represents an increase of roughly 60% over the previous year period."

The half-year report H1/2014 will be made available for download at investors.zooplus.com during the course of the day.

Company profile:

zooplus was founded in 1999 and has established itself as Europe's leading online retailer for pet products, measured by sales and total sales. In 2013, the latter amounted to EUR 427 m and has therefore increased seven-fold since 2007. The company's business model has already been introduced successfully in 24 European countries. zooplus offers products for all pet varieties. Its product range comprises foods (dry and wet pet foods as well as pet food supplements) and pet accessories (such as cat trees, dog baskets and toys) in all price categories. In addition to a selection of over 8,000 products, zooplus customers benefit from a range of interactive online content and community features. Pet supplies is a key market segment within the European retail landscape. In 2013, sales of more than EUR 23 bn were recorded within the pet supplies industry in the European Union. Continued strong growth is expected for e-commerce in Europe also in the coming years. zooplus is therefore anticipating continued dynamic growth for the future.

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