

zooplus AG exceeds its forecast and increases total sales by 34% to EUR 571 m in 2014

- **Total sales up by EUR 144 m to EUR 571 m**
- **Original full-year target of EUR 500 m substantially exceeded**
- **Growth driver: strong new customer business and further improved customer loyalty**

Munich, January 29, 2015 – zooplus AG (WKN 511170, ISIN DE0005111702, ticker symbol ZO1), Europe's leading online retailer for pet supplies, was able to increase total sales by 34% to EUR 571 m (previous year: EUR 427 m) in the financial year 2014 according to preliminary figures. Total sales consist of sales and other income. Sales were reported at EUR 543 m (previous year: EUR 407 m) in the past financial year, while other income came in at EUR 28 m (previous year: EUR 20 m).

The original total sales target for 2014 of EUR 500 m, which was raised twice during the year to EUR 550 m most recently, was exceeded by EUR 71 m. This strong improvement resulted from a substantial increase of the growth rate during the year. Total sales increased by 38% in the second half of the year compared to the previous year period, while growth was coming in at 29% in the first half. Absolute growth in 2014 of EUR 144 m also substantially exceeded the comparable previous year figure of EUR 91 m.

Dr. Cornelius Patt, CEO of zooplus AG, comments: "With a rise in total sales of 34%, the past financial year saw the highest percentage growth rate in the last four years. This growth is well balanced both on a regional and structural level: we are recording double-digit growth rates in all markets. Sales from new customers rose by a total of 29% compared to the previous year. Existing customer business grew even stronger at 36% which represents a prime example of sustainability: the customer loyalty figure reached a new record high of 91%, following on from 85% in the previous year. Overall, we were able to extend our market-leading position in eCommerce for pet supplies in Europe once again."

In-depth results for the financial year 2014 will be published by zooplus with the annual financial statements on March 25, 2015 and will be made available for download at <http://investors.zooplus.com>.

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 2014, the latter amounted to EUR 571 m. The Company's business model has already been introduced successfully in 28 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. Sales within the pet supplies industry amount to around EUR 25 bn in the European Union. Continued strong growth is expected for eCommerce in Europe also in the coming years. zooplus is therefore anticipating continued dynamic growth for the future.

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