

## **zooplus AG: Strong total sales growth in first quarter of 2011**

- **Total sales up 52% to EUR 60.6 million**
- **EBIT at EUR -0.4 million (previous year: EUR 0.2 million)**
- **Higher expenses due to logistics migration burden earnings**

**Munich, May 20, 2011 – zooplus AG (WKN 511170, ISIN DE0005111702, Ticker symbol ZO1), Europe's leading pet supplies online retailer, achieved significant growth in total sales (sales and other operating income) in the first three months of 2011. The 52% growth to EUR 60.6 million reflects the company's clearly focused European growth strategy, as well as specific, favourable seasonal holiday effects (previous year: EUR 39.8 million). Sales of around EUR 56.3 million comprised the chief proportion of total sales in this context. Other operating income of EUR 4.4 million accounted for the remaining portion.**

As part of the migration process of the central logistics site, the company was confronted with particular challenges as part of the start-up of operations of its new logistics location in Hörselgau / Eisenach. Special expenses of EUR 0.9 million were incurred in this connection. Accordingly, operating earnings (EBIT) amounted to EUR -0.4 million, compared with EUR 0.2 million in the previous year. Consolidated net profit stood at EUR -1.0 million at the end of the period under review, following EUR 0.1 million in the previous year. Overall, this fed through to earnings per share of EUR -0.34 (previous year: EUR 0.04).

Florian Seubert, CFO, commented on the special effect and on performance during the reporting period as follows: "The approximately EUR 2.5 million cost overshoot for the logistics migration from Staufenberg to Eisenach that we foresee for the first half year – we were originally budgeting a total of up to EUR 1.5 million – has prompted us to adjust our earnings forecast for the full year from our previous breakeven to a slightly positive figure, to a loss in the low single-digit range in millions of euros. From today's perspective, however, these special effects will impact only the first and second quarters of 2011. At the same time, we continue to anticipate total sales of at least EUR 250 million in 2011, and of at least EUR 320 million in 2012."

The complete report for Q1 2011 can be downloaded from the company's website at <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 2010, total sales amounted to EUR 194 mm and, therefore, have increased fivefold during the last 5 years. At the same time, the company generated EBIT operating earnings of EUR 3.3 mm in 2010. The company's business model has already been introduced successfully in 18 countries. zooplus offers products for all pet varieties. 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 19 billion within the European Union in 2010 alone. Based on the growing trend towards humanization of pets in western industrialized countries, pet owners are adapting their purchasing behaviour 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. zooplus expects a continuation of the company's dynamic growth.

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

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