

**zooplus AG to move onto prime standard / regulated market on  
October 22<sup>nd</sup> 2009**

- **zooplus to relist onto the regulated market (prime standard segment) of the Frankfurt stock exchange**
- **Prospectus approved by Bafin**
- **Company to participate at the Deutsche Eigenkapitalforum**

**Munich, October 21<sup>st</sup> 2009 – zooplus AG (WKN 511170, ISIN DE0005111702, ZO1), Europe's leading online pet supplies retailer will move from the open market (entry standard segment) onto the regulated market (prime standard segment) of the Frankfurt stock exchange on October 22<sup>nd</sup>.**

A prospectus for the admission of a total share capital of EUR 2.415.960 mm (as well as a further 185.440 conditional shares with an individual share of the total capital of EUR 1,00 each for the exercise of stock options) has been published on the company's website. The prospectus has already been approved by Bafin. By moving onto the prime standard segment, zooplus AG will be listed on the main market of the Frankfurt stock exchange and therefore subject itself to the highest transparency and publicity regulations. As a result, the company will also fulfill the requirements for inclusion into other German share indices. At the same time the company will be achieving a substantially higher degree of visibility for its stock and, thereby, potentially make itself more attractive for international investors.

zooplus' long term strategy will be focused on substantial further growth in order to attain sustainable and attractive levels of profitability on the basis of scale and efficiency effects. Organic growth in Germany, the expansion across the European Union, as well as the entry into new geographic markets will continue to form the backbone of this strategy. Apart from increasing its market presence, the company plans to enlarge its current product offering, especially through the introduction of new product categories as well as new private label ranges. At the same time, the company aims to increase the number of its country-specific websites across the European Union.

With this clear-cut strategy zooplus emphasizes the fortification and expansion of its current market position. Based upon a high degree of scalability of its business model, particularly within logistics, sourcing and IT, the company regards itself as well positioned to face future

challenges. Additionally, the company benefits from its particular strength and know how in the area of online marketing and customer acquisition. Based upon its 10-year track record as well as its current market leadership position zooplus enjoys a considerable competitive head start which will be formidably difficult to catch up with.

Dr. Cornelius Patt, CEO and co-founder of zooplus is optimistic regarding the move onto the prime standard segment: "We are happy to be listed on the segment with the highest requirements in terms of transparency and regulatory demands. At our initial entry standard listing in May 2008 we announced that this would only be the first of a series of steps. Now we are following up on this. We aim to use our listing on the regulated market to support our growth plans. This will create more awareness and make zooplus more attractive for capital markets investors domestically and abroad.

**The company will present at the Frankfurt stock exchange's annual Deutsches Eigenkapitalforum on November 9<sup>th</sup> 2009 (Room: Milan).**

### **Company profile:**

zooplus is a leading online retailer for pet products in Germany and Europe and by its own estimate holds - with respect to overall online sales - a leading position in all key European markets. zooplus offers products for all standard breeds and races (including equine supplies) via websites in Germany/Austria, UK, France, Holland, Belgium, Ireland, Italy, Spain and Poland and also, via zooplus.com, in 6 other international markets.

Through its websites zooplus offers a wide range of pet products, i.e. particularly pet food (dry and wet pet food, pet food supplements such as chewing bones, snacks, etc) as well as pet accessories in a wide range of prices and categories.

zooplus is a predominantly growth-oriented company. zooplus intends to continue to grow aggressively in all its existing as well as new geographic markets whilst at the same time continuously improve its earnings and profitability levels over the coming years.

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

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