

## **zooplus AG: Total sales and earnings before taxes (EBT) significantly increased in 2014**

- **Positive development in new and existing customer business leads to 34% increase in total sales to EUR 570.9 million**
- **Earnings before taxes (EBT) rise 132% to EUR 8.8 million (previous year: EUR 3.8 million)**
- **Pre-tax return on total sales of 4% in existing customer business**
- **Further vigorous growth forecast for 2015: Total sales of around EUR 700 million, EBT between EUR 8 million and EUR 12 million**

**Munich, March 25, 2015** – zooplus AG (WKN 511170, ISIN DE0005111702, ticker symbol ZO1), Europe's leading online retailer for pet supplies, has confirmed its very positive sales and earnings performance in the past financial year on the basis of the final figures for 2014. The sharp 34% rise in total sales to EUR 570.9 million (previous year: EUR 426.9 million) resulted from very positive development with new and existing customers in all markets. At the same time, earnings before taxes (EBT) were increased by 132% from EUR 3.8 million to EUR 8.8 million.

Further significant progress was achieved with regard to overall efficiency. Total costs for marketing, logistics, personnel and administration, depreciation and amortization, and interest were cut by 4 percentage points year on year to 29.6% of total sales (previous year: 33.6%) and thus fell below the 30% mark for the very first time in 2014. This development was primarily due to the improved efficiency of marketing and logistics and economies of scale in personnel and administrative costs.

Dr. Cornelius Patt, CEO of zooplus AG, explains further: "Our business grew faster in 2014 than in the year before. The development of existing customer business, which makes up around two thirds of our sales, was particularly pleasing. It grew by 36% last year and reached customer loyalty of 91% in terms of sales. Based on our internal figures we achieved EBT of EUR 15 million with existing customer business in 2014, which equates to a pre-tax return on total sales of 4%. At the same time, we acquired a total of 1.8 million new

customers in 2014, which generated sales of EUR 174 million. We invested EUR 6 million in new customer business, whereby EBT totaled EUR 8.8 million in 2014.”

The positive overall result and the capital increase in November 2014 led to a much higher equity ratio of 62.2% as of December 31, 2014 (December 31, 2013: 43.9%). Equity was EUR 86.2 million as of the 2014 reporting date (December 31, 2013: EUR 36.7 million). This was also the main reason for the increase in total assets to EUR 138.6 million (December 31, 2013: EUR 83.7 million). Operating cash flow was positive, reaching EUR 2.8 million (previous year: EUR -3.5 million).

Dr. Cornelius Patt describes the outlook for 2015: “With our defined targets of total sales of around EUR 700 million and EBT of between EUR 8 million and EUR 12 million, we will build on our position in the overall market for pet supplies. At the same time, we will combine further ambitious sales growth with another improvement in earnings.”

zooplus will make its 2014 Annual Report available for download at <http://investors.zooplus.com> during the course of the day.

### **Company profile:**

zooplus was founded in 1999 and is now Europe’s leading online retailer for pet supplies in terms of sales and total sales. In the 2014 financial year, the latter totaled around EUR 571 million. The company’s business model has so far been launched successfully in 28 European countries. zooplus sells products for all major pet types. In particular, its product range includes pet food (dry and wet food and food supplements) and accessories such as scratching posts, dog baskets, and toys in all price categories. As well as a selection of over 8,000 products, zooplus customers also benefit from a variety of interactive content and community offerings. The pet supplies market is an important segment in the European retail landscape. Sales of pet food and accessories within the European Union amount to around EUR 25 billion. Because further vigorous growth is anticipated in the European e-commerce market, zooplus is expecting its dynamic performance to continue.

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