

zooplus AG: Subscription period of planned capital increase to start on November 25, 2011

- **Prospective duration of subscription period: November 25 until and including December 8, 2011**
- **Subscription ratio of 12:1 and subscription price of EUR 42.00**
- **Issue proceeds from up to 469,261 new shares to strengthen equity base for further growth and expansion of European online market leadership**

Munich, November 22, 2011 – In the period between November 25 and December 8, 2011 inclusive, zooplus AG (WKN 511170, ISIN DE0005111702, Ticker symbol ZO1), Europe's leading pet supplies online retailer, is to offer its shareholders one new share at a subscription price of EUR 42.00 for every twelve shares that they hold. This should generate gross issue proceeds of up to EUR 19,708,962.00 for the company, which it intends to utilize to strengthen the equity base and for further growth in the course of the expansion of the company's European online market leadership.

Dr. Cornelius Patt, zooplus' CEO, commented on the reasons for this capital measure: "The proceeds from the capital increase will enable zooplus to deploy a stable equity base to continue its dynamic growth across the whole of Europe, and to expand its market position in the future. In 2011, we created the logistical prerequisites to grow to more than EUR 400 million of sales capacity. This is why the extension of our market-leading position in all important European markets will continue to form the focus of our activity in coming years. We believe that this will be the decisive driver of our company's value in the medium term."

With the capital increase, the company will increase its share capital from a current EUR 5,631,138.00 (through partial utilization of its Authorized Capital 2008) by a nominal amount of up to EUR 469,261.00 to up to EUR 6,100,399.00, through issuing up to 469,261 new ordinary bearer shares. The new shares will each have a notional amount in the share capital of EUR 1.00.

The complete offering document can be downloaded from the company's website at www.zooplus.de within the "Investor Relations" area, and it was also published today in the Bundesanzeiger (German Federal Gazette).

Company profile:

zooplus was founded in 1999 and has established itself as 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. 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 behavior in favor 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.

On the Internet at: www.zooplus.de

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