

## Management Team



**Dr. Cornelius Patt**  
Founder & CEO

Business Strategy, IT/Data Science and HR  
Previously with Roland Berger  
Strategy Consultants



**Andreas Maueröder**  
CFO

Finance, Controlling, Legal,  
Investor Relations and Internal Audit  
Previously with PricewaterhouseCoopers,  
Schörghuber Unternehmensgruppe



**Florian Welz**  
CCO

Vendor Management and Sales  
Previously with Kingfisher Gruppe,  
Media-Saturn Gruppe



**Dr. Mischa Ritter**  
COO

Logistics and Operations  
Previously with Roland Berger  
Strategy Consultants

## High-growth Business Model

- Europe's leading online pet supplies retailer
- Successfully established across 30 European countries
- Key markets: Germany, Austria, Switzerland, France, UK, The Netherlands, Italy, Spain and Poland
- Two-brand strategy with zooplus and bitiba
- Average growth of around 33 % p.a. (2008 – 2018)
- Pet supplies are ideally suited for online retail:
  - standardized products
  - regular and repeat demand patterns
  - high-convenience home delivery
- Strong new customer growth as well as high customer loyalty amongst existing users
- Large product selection (more than 8,000 items)
- 6.8 m active customers in 2018 underscore zooplus' successful business concept

## Attractive Market

- Large and growing market (total volume of around EUR 26 bn gross; 2 – 3 % growth p.a.)
- Strong overall e-commerce growth in Europe
- Ongoing „humanization“ in key industrialized countries leads to increasing demand

## Growth strategy 2019

- For the 2019 financial year, we expect sales to grow by 14 % to 18 % compared with the previous year
- We expect the EBITDA in the range of EUR 10 m to EUR 30 m

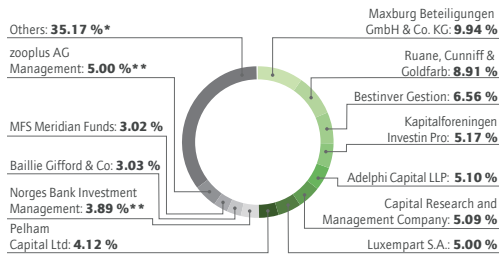
## Competitive Advantages

- Online market leadership in Europe, significant competitive advantages towards competitors
- Attractive price positioning on the basis of lean and efficient operations
- Efficient pan-European logistic structure
- Cost leadership in online segment

## Key Financial Data (IFRS)

kEUR	2016	2017	2018
Sales Growth p.a.	908,610 27.7	1.110,633 22.2	1,341,701.1 22.2
Gross Margin as % of sales	226,978 25.0	271,003 24.4	384,928.3 28.7
EBITDA as % of sales	19,696 2.2	8,770 0.8	8,568.5 0.6
EBT as % of sales	17,867 2.0	4,052 0.4	-2,281.8 -0.2
Equity ratio in % (as of December 31)	52.0	46.5	36.8
Average number of staff	386	512	635

## Shareholder structure



As of December 31, 2019; Calculation based on a total number of voting rights of 7,146,688

Share ownership according to the published voting rights notifications

\*Free float of 90.06% according to the definition of Deutsche Börse

\*\*including equity instruments

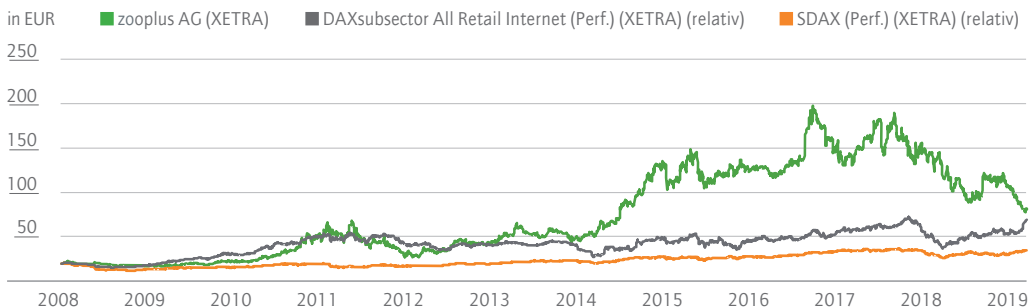
## Key data

German securities code no. (WKN)	511170
ISIN	DE0005111702
Stock exchange symbol	Z01
Segment	Regulated market (Prime Standard)
Type of shares	No-par value bearer shares
Share capital as of December 31, 2019	EUR 7,146,688.00
Initial listing	09/05/2008
Initial issuing price:	EUR 13.00 <sup>1</sup>
Share price – December 28, 2018*	EUR 118.90
Share price – December 30, 2019*	EUR 85.40
Percentage change	-28.2%
Period high*	EUR 132.20
Period low*	EUR 81.00

\* Closing prices in Deutsche Börse AG's XETRA trading system

<sup>1</sup> Taking into account the increase in share capital from company funds in July 2011

## Stock Chart zooplus AG: May 9, 2008 to December 30, 2019



## Financial Calendar 2020

January 28, 2020	Preliminary FY 2019 Sales Figures
March 25, 2020	Annual Report 2019
May 14, 2020	Quarterly Report Q1 2020
June 25, 2020	Annual General Meeting 2020
August 18, 2020	Semi-Annual Report H1 2020
November 17, 2020	9-Monthly Report 2020

## Contact

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