

zooplus to list on the Frankfurt Stock Exchange

Unterfoehring, May 5th 2008 – zooplus AG, Europe's leading internet retailer for pet products and supplies, will publicly list its stock on Frankfurt Stock Exchange's Entry Standard, a segment of the Open Market. A listing prospectus has been published and accepted by Bafin, the German financial markets regulatory authority. First day of trading will be May 9th 2008. The listing will not encompass a capital increase at this point in time.

zooplus was set up in 1999 and considers itself to be Europe's leading online pet supplies retailer according to turnover. Total sales for 2007 were EUR 55,4 mm and have been growing at an average of approx. 40% p.a. between 2005 and 2007. The business model has so far been launched successfully across 13 European markets. The company's core markets are: Germany, the UK, France, the Netherlands as well as Austria. The company offers a wide range of pet-related products ranging from food to accessories and more than 7000 individual products on offer. In addition, zooplus features a number of community- and content- related services, such as discussion forums, vet advice or online pet owner communities.

Pet supplies – with more than EUR 17 bln in total European market volume – is an attractive niche retail segment which is expected to grow substantially online over the coming years while at the same time benefitting from a growing trend towards premium and higher-margin products.

To quote Dr. Cornelius Patt, CEO and co-Founder of zooplus: "zooplus in 1999 was an initial trial whether it would be possible at all to retail pet supplies online. Today - with more than EUR 50mm in total sales - we are Europe's largest player in our segment by far. We are well positioned versus our competition, growing fast with enormous further potential while at the same time solidly profitable. Our IPO is a logical next step towards taking the company to a substantially higher level in terms of profits and sales during the coming years."

All of zooplus' 2.386.150 bearer shares will be released for trading. Initially, and due to various lock-up agreements, only 5% of the total stock can be traded freely. Medium-term, this percentage is set to increase substantially. zooplus does not rule out a later change of market segment into a German or European regulated market. The company's Shareholder Meeting has already given its consent to such a measure, especially in the form of introducing the company to trade on Frankfurt's General or Prime Standard market segment. zooplus seeks to communicate and report as openly and transparently as possible and has voluntarily agreed to give an annual declaration of adherence to the German Corporate Governance Codex. In addition, all the company's reporting is already based upon international accounting standards (IFRS).

Dr. Cornelius Patt adds: "Under a different IPO climate one might have thought about a capital increase whilst at the same time creating a substantially higher free float from day one. This, however, does neither appear sensible nor possible in a way which would have added value for zooplus. Moreover, and due to our strong operational cash flow zooplus does not require such a measure in the first place right now. As we have been working on our listing for quite some time and seem to be very well prepared for such a step we have decided to go forward nevertheless. Certainly, further steps will follow."

Company profile:

zooplus is Europe's leading online pet supplies retailer. With activities in all core European markets through 9 separate national websites (Germany, the UK, France, Italy, Spain, the Netherlands, Belgium, Ireland and Poland) as well as its international website zooplus.com, the company offers a wide range of pet related products to European customers. The company seeks to build upon its successful European expansion and continue to grow aggressively whilst at the same time continually increasing its profitability over the coming years.

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