

## Management Team



**Dr. Cornelius Patt**  
Founder & CEO

Business Strategy, IT/Data Science, HR and Sales

Previously with Roland Berger Strategy Consultants



**Andreas Maueröder**  
CFO

Finance, Controlling, Legal, Investor Relations, Internal Audit and Vendor Management

Previously with PricewaterhouseCoopers, Schögrhuber Unternehmensgruppe



**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 31 % p.a. (2008 – 2019)
- 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)
- 7.6 m active customers in 2019 underscore zooplus' successful business concept

## Attractive Market

- Large and growing market (total volume of around EUR 30 bn gross; 2 – 3 % growth p.a.)
- Strong overall e-commerce growth in Europe
- Ongoing „humanization“ in key industrialized countries leads to increasing demand

## Forecast 2020

- Sales growth compared with the previous year of around EUR 240 m to a volume of approx. EUR 1.765 bn
- EBITDA of at least EUR 40 m

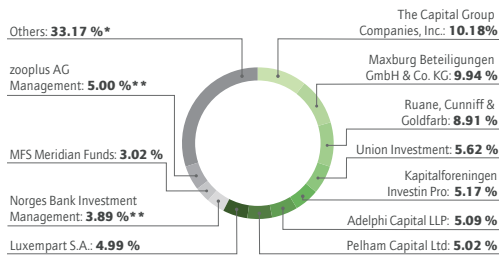
## Competitive Advantages

- 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	2017	2018	2019
Sales Growth p.a.	1,110,633 22.2	1,341,701.1 22.2	1,523,695.6 13.6
Gross Margin as % of sales	271,003 24.4	384,928.3 28.7	441,605.9 29.0
EBITDA as % of sales	8,770 0.8	8,568.5 0.6	11,771.4 0.8
EBT as % of sales	4,052 0.4	-2,281.8 -0.2	-15,911.4 -1.0
Average number of staff	512	635	713

## Shareholder structure



As of July 29, 2020; Calculation based on a total number of voting rights of 7,149,178  
Share ownership according to the published voting rights notifications  
\*Free float of 90.06% according to the definition of Deutsche Börse  
\*\*including equity instruments

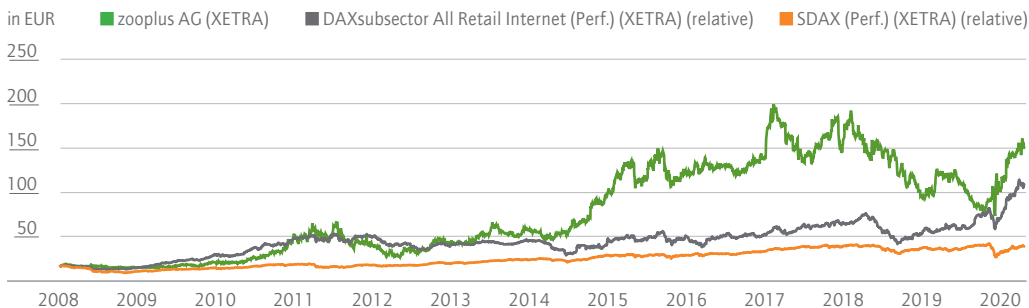
## Key data

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 June 30, 2020	EUR 7,149,178.00
Initial listing	09/05/2008
Initial issuing price:	EUR 13.00 <sup>1</sup>
Share price – December 30, 2019*	EUR 85.40
Share price – July 28, 2020*	EUR 149.40
Percentage change	+74.94%
Period high*	EUR 160.00
Period low*	EUR 71.70

\* 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 July 28, 2020



## Financial Calendar 2020

August 18, 2020 Semi-Annual Report H1 2020

November 17, 2020 9-Monthly Report 2020

## Contact

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