

Management Team



Dr. Cornelius Patt
Founder & CEO

Corporate Management, overall responsibility for Business Development & System Development, IT, Sales & Marketing, Human Resources, Vendor Management Corporate Accounts

Previously with Roland Berger Strategy Consultants



Andreas Maueröder
CFO

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

Previously with PricewaterhouseCoopers, Schörrhuber Unternehmensgruppe



Dr. Mischa Ritter
COO

Logistics, Supply Chain Management, Own Brands Development, Accessories, and Customer Care

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 30% p.a. (2008 – 2020)
- 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)
- 8.3 m active customers in 2020 underscore zooplus' successful business concept

Attractive Market

- Large and growing market (roughly EUR 28 bn to EUR 29 bn (net) in 2020; growth to roughly EUR 49 bn by 2030 expected; growth rate of 6% per year)
- Strong overall e-commerce growth in Europe
- Ongoing „humanization“ in key industrialized countries leads to increasing demand

Forecast 2021

- Sales in the range of EUR 2.04 bn to EUR 2.14 bn
- EBITDA in the range of EUR 40 m to EUR 80 m

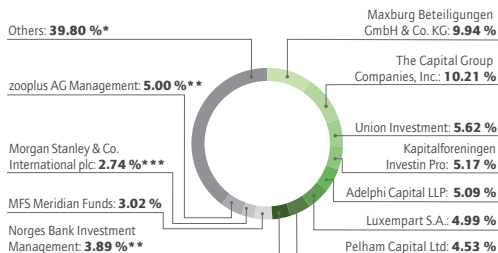
Competitive Advantages

- 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	2018	2019	2020
Sales Growth p.a.	1,341,701.1 20.8	1,523,695.6 13.6	1,801,521.9 18.2
Gross Margin as % of sales	384,928.3 28.7	441,605.9 29.0	546,845.8 30.4
EBITDA as % of sales	8,568.5 0.6	11,771.4 0.8	63,262.9 3.5
EBT as % of sales	-2,281.8 -0.2	-15,911.4 -1.0	30,677.0 1.7
Average number of staff	635	713	768

Shareholder structure



As of April 26, 2021; 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

***including shares from trading book

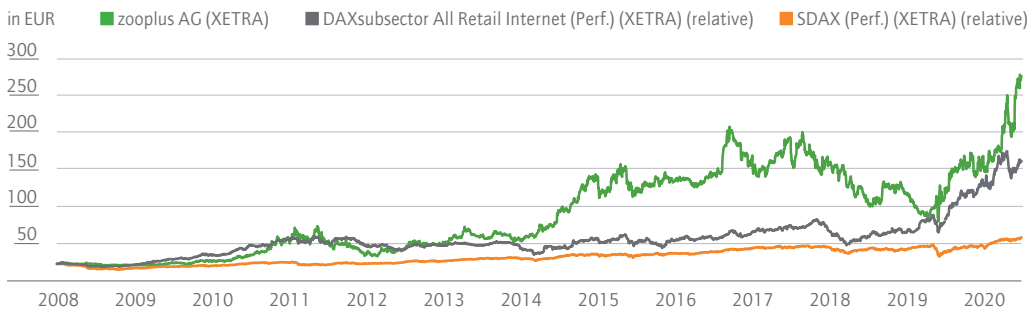
Key data

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, 2020	EUR 7,149,178.00
Initial listing	09/05/2008
Initial issuing price:	EUR 13.00 ¹
Share price – December 30, 2020*	EUR 169.80
Share price – April 27, 2021*	EUR 267.00
Percentage change	+57.24%
Period high*	EUR 269.00
Period low*	EUR 164.80

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

¹ Taking into account the increase in share capital from company funds in July 2011

Stock Chart zooplus AG: May 9, 2008 to April 27, 2021



Financial Calendar 2021

May 12, 2021	Quarterly Statement Q1 2021
May 20, 2021	Annual General Meeting 2021
August 17, 2021	Semi-Annual Report H1 2021
November 16, 2021	Quarterly Statement Q3 2021

Contact

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