



# H1 2021 RESULTS INVESTOR & ANALYST PRESENTATION

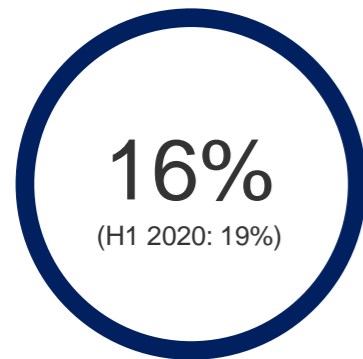
August 17, 2021



# ZOOPLUS: ONE BILLION EURO IN SALES IN H1 2021

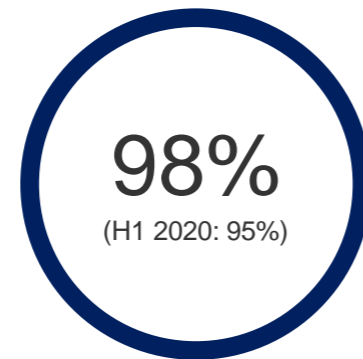


## SALES GROWTH



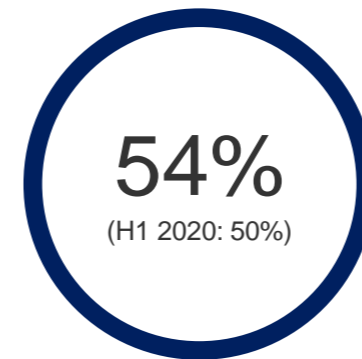
Double-digit sales growth across all European markets

## REVENUE RETENTION<sup>1</sup>



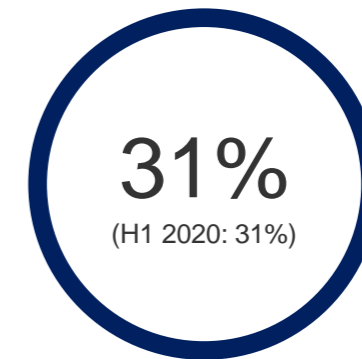
Sustainable growth based on loyal customer base

## SUBSCRIBE & SAVE SHARE<sup>2</sup>



Flagship **Subscribe & Save** program gains further significance

## OWN BRANDS SALES GROWTH<sup>3</sup>

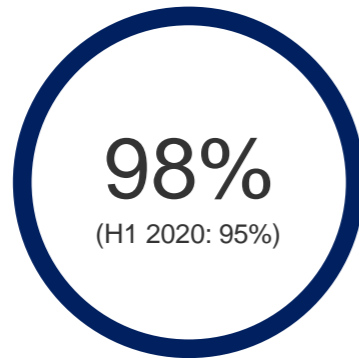


Share of **Own brands** business **continues to** grow despite overall shortage of raw materials and containers in the second quarter of 2021

1) Revenue retention (net, fx adjusted)  
2) Of zooplus active repeat sales  
3) Including own brands pet care & accessories sales

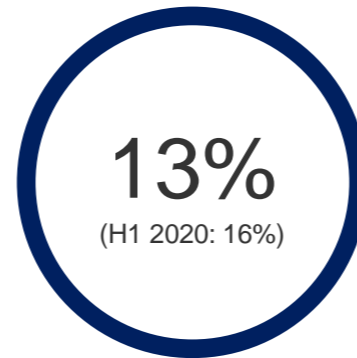
# STRATEGIC FOCUS ON CUSTOMER LOYALTY SERVES AS SUSTAINABLE BASE FOR FUTURE GROWTH

## INDUSTRY-LEADING REVENUE RETENTION



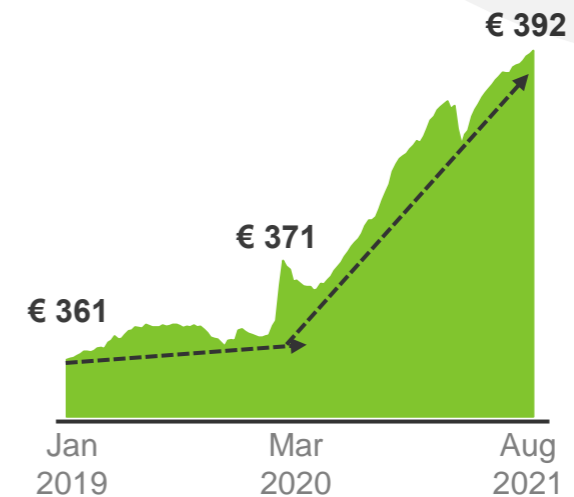
- Revenue retention of 98% **confirms high customer loyalty**
- Certain markets and **older cohorts** already **performing above 100%**

## GROWTH IN ACTIVE REPEAT CUSTOMERS



- **5.4m active repeat** accounts
- Number of active customers increased to **almost 9m** (up from 8.1m in H1 2020)

## ALL-TIME HIGH IN SALES PER ACTIVE REPEAT CUSTOMERS

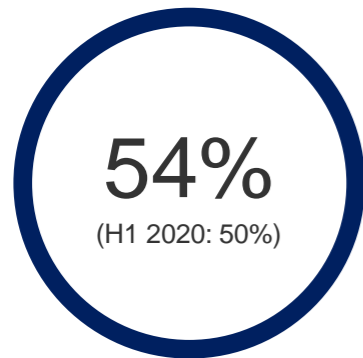


- Sales per active repeat customer increased to **EUR 392** in August 2021 (based on LTM)
- New customer cohorts show high quality with better retention and higher sales per customer

# SUBSCRIBE & SAVE PROGRAM DRIVES CUSTOMER LOYALTY AND LONG-TERM EARNINGS PERSPECTIVE



## SHARE OF SALES<sup>1</sup>



Subscribe & Save  
flagship loyalty program  
**continuously increases  
significance**

## SALES GROWTH<sup>2</sup>



Growth outperforms  
**total sales growth  
of 16%**

## SALES PER ACTIVE REPEAT ACCOUNT<sup>3</sup>



Subscribe & Save  
generates **86% higher  
sales** per active repeat  
account

## SUBSCRIBE & SAVE ACCOUNTS



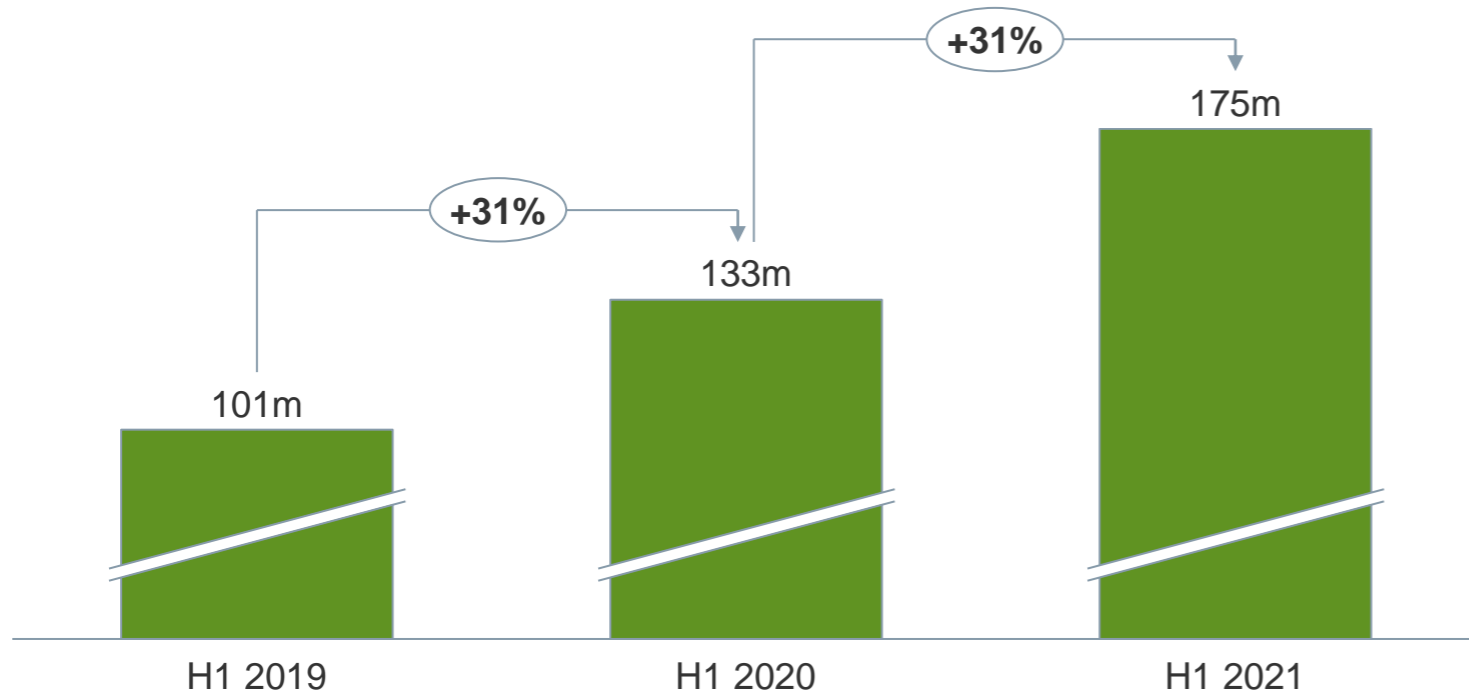
As of **end of H1 2021**  
(+26% vs. PY)

1) Of zooplus active repeat customer sales (customers with at least two orders in 2020)

2) Net sales of Subscribe & Save vs. PY quarter

3) Gross sales, (based on z+ customers, LTM)

# HIGH-MARGIN OWN BRANDS BUSINESS IS GROWING ABOVE 30%



- Own brands sales\* increased by 31% compared to H1 2020 representing a sales share of 17%
- Strategic relevance of own brands business as differentiator and loyalty driver

\*Including own brands pet care & accessories sales

# STRATEGIC PARTNERSHIP WITH HELLMAN & FRIEDMAN TO FULLY CAPTURE LONG-TERM GROWTH OPPORTUNITIES



Offer price of EUR 390 per share in cash represents a **significant premium of 50%** to the 3M VWAP and enables immediate and upfront value creation for shareholders



With Hellman & Friedman (H&F), zooplus will gain additional sector expertise, hands-on support, enhanced financial flexibility and a stable ownership structure to **seize long-term growth opportunities** in a growing and fast-evolving market



As the partnership builds on zooplus' success story, the Investment Agreement **includes clear commitments for zooplus' strategy**, pan-European footprint, management team, and employees

- **Management Board and Supervisory Board welcome** the long-term Strategic Partnership and **support** H&F's public takeover offer.
- H&F has secured **approximately 17 percent of the shares via irrevocable tender commitments** from key shareholders, including the Management Board Members and Maxburg Beteiligungen GmbH & Co. KG.

# FINANCIAL HIGHLIGHTS



# Q2 2021 SLIGHTLY IMPACTED BY TEMPORARY STOCK LIMITATIONS AND INVESTMENT INTO CUSTOMER ACTIVATION AND LOYALTY





# ZOOPLUS RECORDS SOLID TOP- AND BOTTOM-LINE GROWTH IN H1 2021



## SALES



**Double-digit sales**  
performance of **16%** on a like-  
for-like basis

## GROSS MARGIN



Gross margin **stable at a**  
**high-level**

## EBITDA



**EBITDA margin of 4.2%**  
(H1 2020: 3.4%)

## FREE CASH FLOW



**Strong free cash flow**  
generation mainly **driven by**  
**operating profitability** and  
continuous **improvements in**  
**working capital**

# GROSS MARGIN CONTINUES TO BE IN THE TARGET RANGE OF 30% (+/- 1%p)

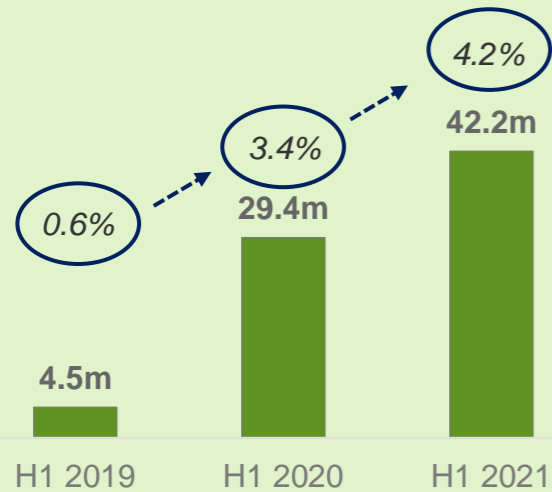
## Gross margin and share of loss-making orders



- **Gross margin stabilized at ~ 30%**
- **Gross margin** continues to benefit from **own brands expansion** (+31% sales increase vs. H1 2020) and **intelligent pricing**
- Temporary impact from shortage of availability resulting in **reduced promotional intensity** with positive impact on gross margin
- **Loyalty benefits** included in gross margin

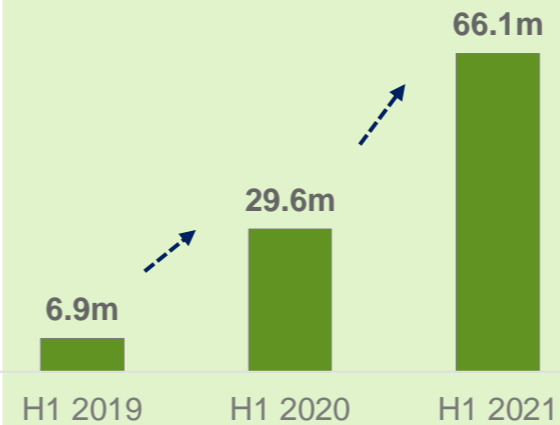
# GROSS MARGIN AND OPERATIONAL EFFICIENCY REFLECTED IN OPERATIONAL PROFITABILITY

## EBITDA in EUR



- EBITDA margin of **4.2%** (compared to 3.4% in H1 2020)

## Free cash flow in EUR

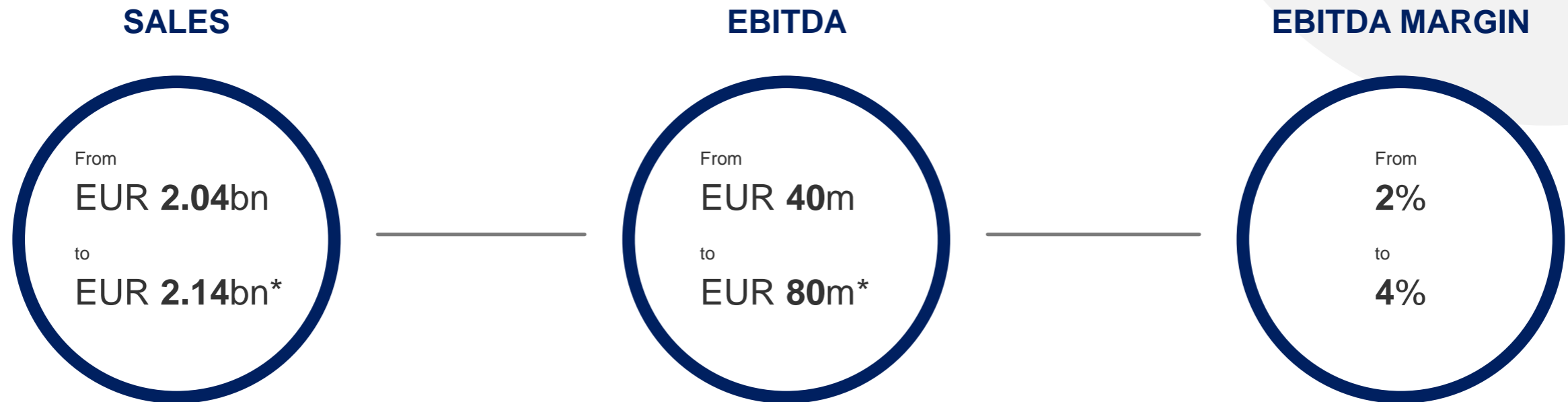


- Strong free cash flow generation mainly driven by operating profitability
- Further improvements in working capital supporting free cashflow
- Total cash on balance sheet **EUR 164m** at the end of H1 2021

# 2021 GUIDANCE

zooplus

# FULL YEAR GUIDANCE FOR SALES AND EBITDA EXPECTED TO BE AT THE MID- TO UPPER RANGE



\*Management Board currently assumes FY 2021 sales and EBITDA in the mid- to upper range.

**THANK  
YOU**

**zooplus**

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