



Q3 2021 RESULTS INVESTOR & ANALYST PRESENTATION

November 16, 2021



SUCCESSFUL VOLUNTARY TAKEOVER OFFER BY ZORRO BIDCO (H&F IN PARTNERSHIP WITH EQT)



Acceptance rate of almost 82%
within regular acceptance period

All **regulatory clearances** have
already been **obtained**



Additional acceptance period
until **November 22, 2021**

Settlement will take place **shortly afterwards**



Public delisting tender offer at EUR 480
per zooplus share already announced

Start of the acceptance period after
review of the offer document by BaFin,
probably at the end of November

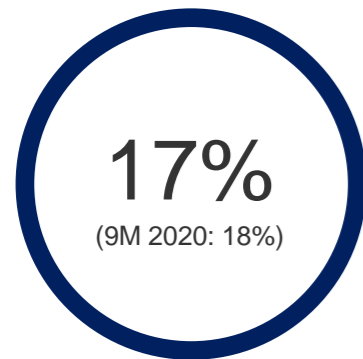
The Strategic Partnership enables zooplus to fully seize long-term growth opportunities arising from an inflection point in the European pet market.

- zooplus' shareholders benefitted – and can still benefit – from a remarkable premium of 85% to the unaffected 3-months VWAP
- zooplus will benefit from the complementary strategic and digital expertise of both partners
- As a private company with a stable ownership structure, zooplus will focus on substantial investments into the business (as opposed to short- and mid-term earnings) to win the European pet space which just started to become mainstream

ZOOPLUS: EUR 1.5 BN IN SALES IN 9M 2021

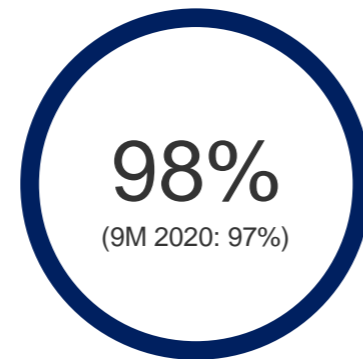


SALES GROWTH



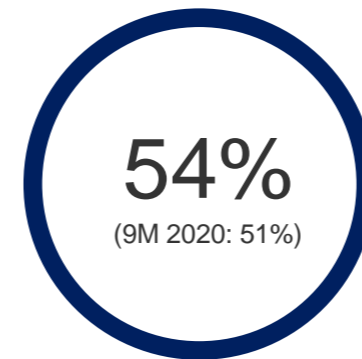
Double-digit sales growth across all European markets

REVENUE RETENTION¹



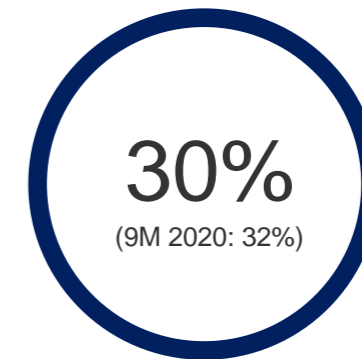
Sustainable growth based on loyal customer base

SUBSCRIBE & SAVE SHARE²



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

OWN BRANDS SALES GROWTH³

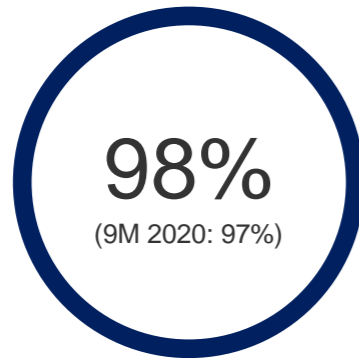


Share of **Own brands** business **continues to grow** despite overall ongoing shortage of raw materials and containers in the third quarter of 2021

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

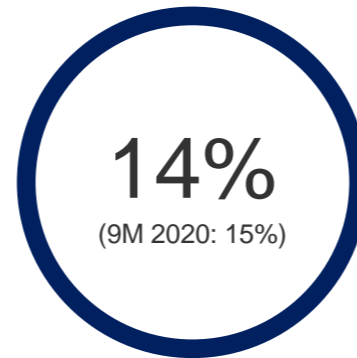
STRATEGIC FOCUS ON CUSTOMER LOYALTY SERVES AS SUSTAINABLE BASE FOR FUTURE GROWTH

INDUSTRY-LEADING REVENUE RETENTION



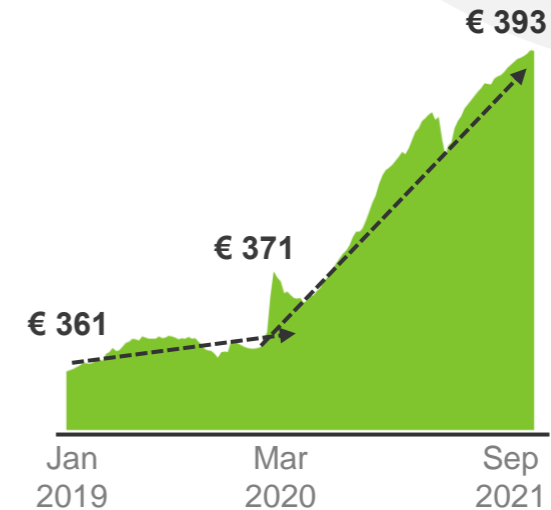
- Revenue retention of 98% **confirms high customer loyalty**
- Certain markets and **older cohorts** already **performing above 100%**

GROWTH IN ACTIVE REPEAT CUSTOMERS



- **5.6m active repeat** customers
- Number of active customers increased to **almost 9.1m** (up from 8.1m in 9M 2020)

ALL-TIME HIGH IN SALES PER ACTIVE REPEAT CUSTOMERS

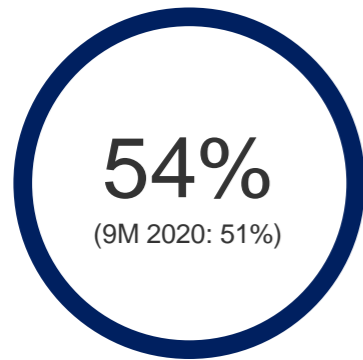


- Sales per active repeat customer increased to **EUR 393** in September 2021 (based on LTM)

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

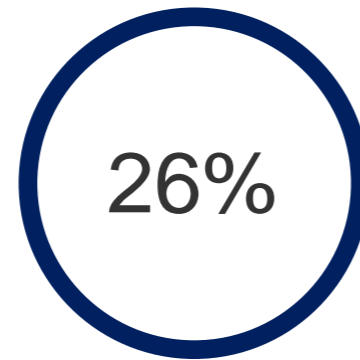


SHARE OF SALES¹



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

SALES GROWTH²



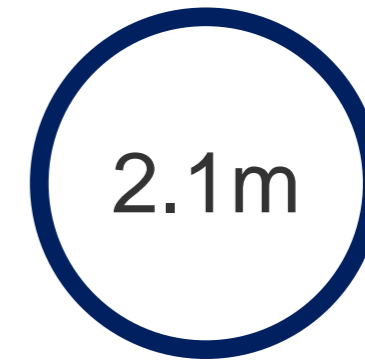
Growth outperforms **total sales growth of 17%**

SALES PER ACTIVE REPEAT ACCOUNT³



Subscribe & Save generates **78% higher sales** per active repeat account

SUBSCRIBE & SAVE ACCOUNTS



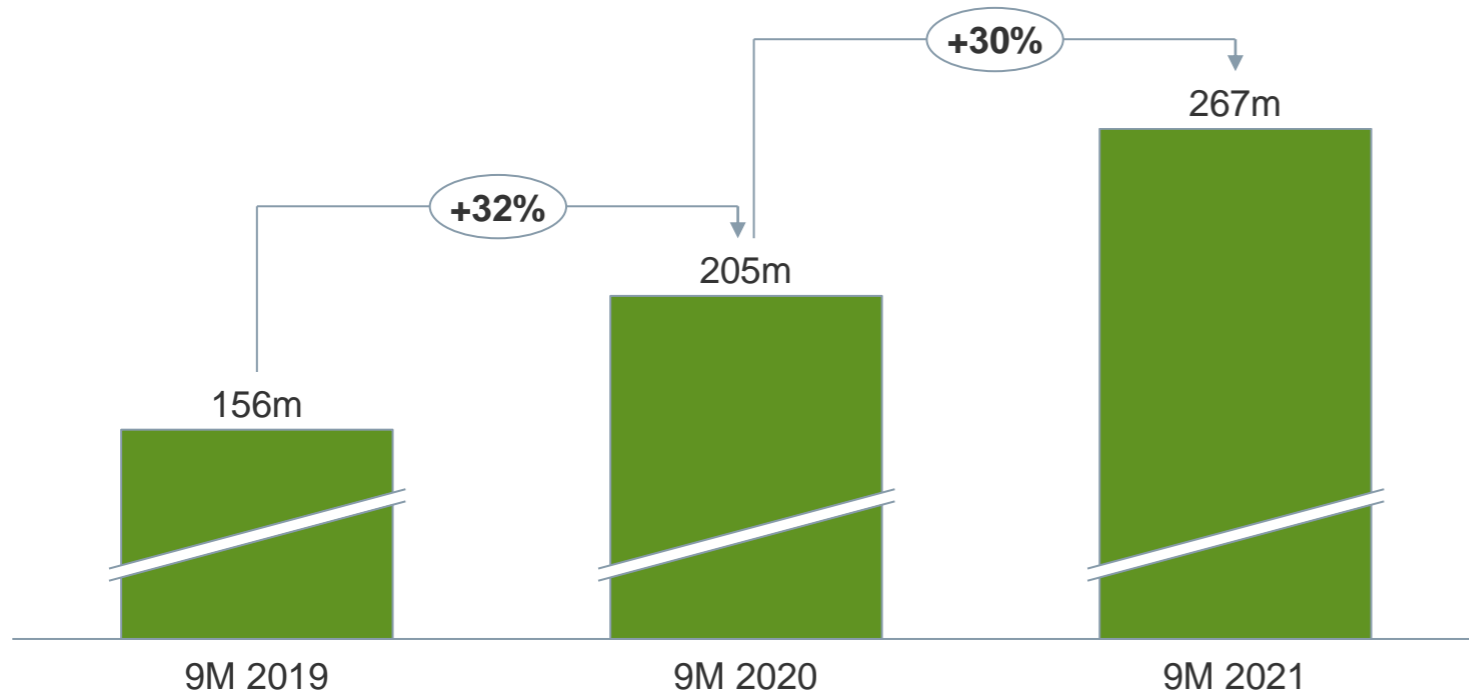
As of **end of 9M 2021** (+29% vs. PY)

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 WITH 30%



- Own brands sales* increased by 30% compared to 9M 2020 representing a sales share of 18%
- Strategic relevance of own brands business as **differentiator** and **loyalty driver**

*Including own brands pet care & accessories sales

FINANCIAL HIGHLIGHTS

zooplus

Q3 2021: SALES GROWTH OF 18% EBITDA IMPACTED BY ONE-OFF TRANSACTION COSTS



TOTAL SALES OF MORE THAN EUR 1.5BN IN THE FIRST NINE MONTHS OF 2021

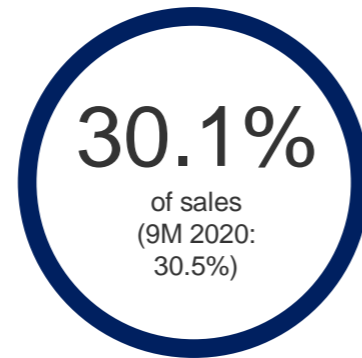


SALES



Double-digit sales
performance of **17%** on a like-
for-like basis

GROSS MARGIN



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

EBITDA



EBITDA margin of 1.0%
(9M 2020: 3.7%)
Impacted by one-off
transaction cost in Q3 2021

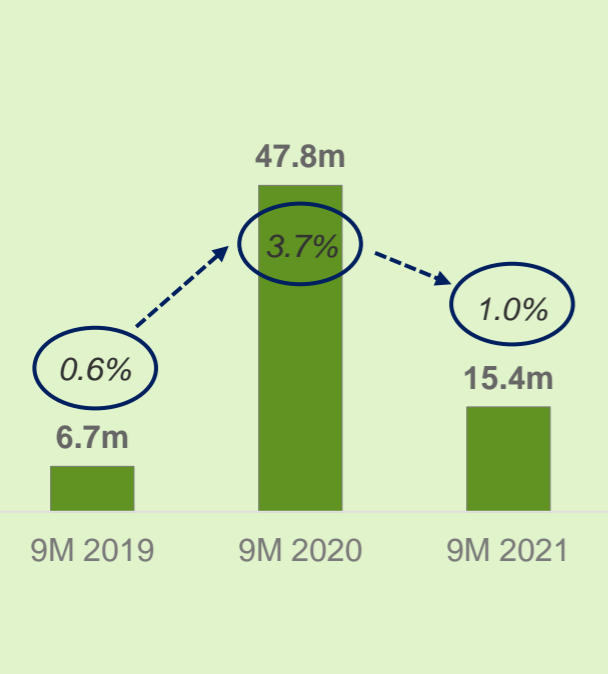
FREE CASH FLOW



Strong free cash flow
generation and continuous
improvements in working
capital

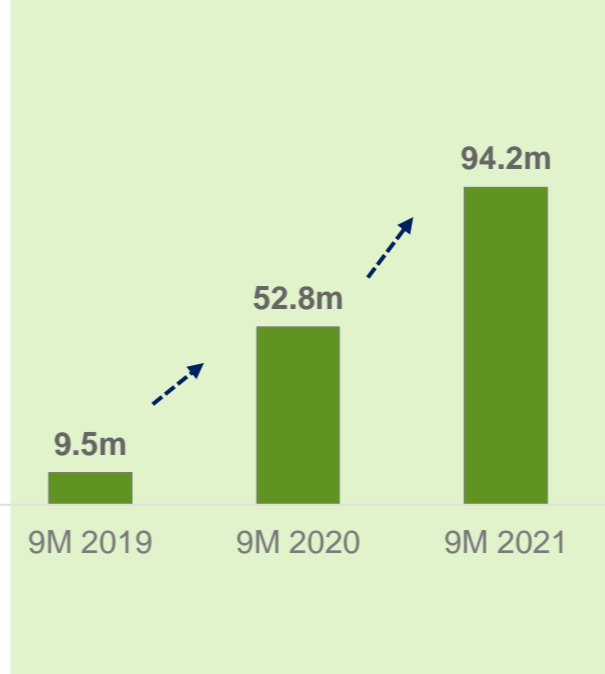
STRONG FREE CASH FLOW GENERATION; EBITDA IMPACTED BY ONE-OFF TRANSACTION COST IN Q3 2021

EBITDA in EUR



- EBITDA margin of **1.0%** (compared to 3.7% in 9M 2020) impacted by one-off transaction cost

Free cash flow in EUR

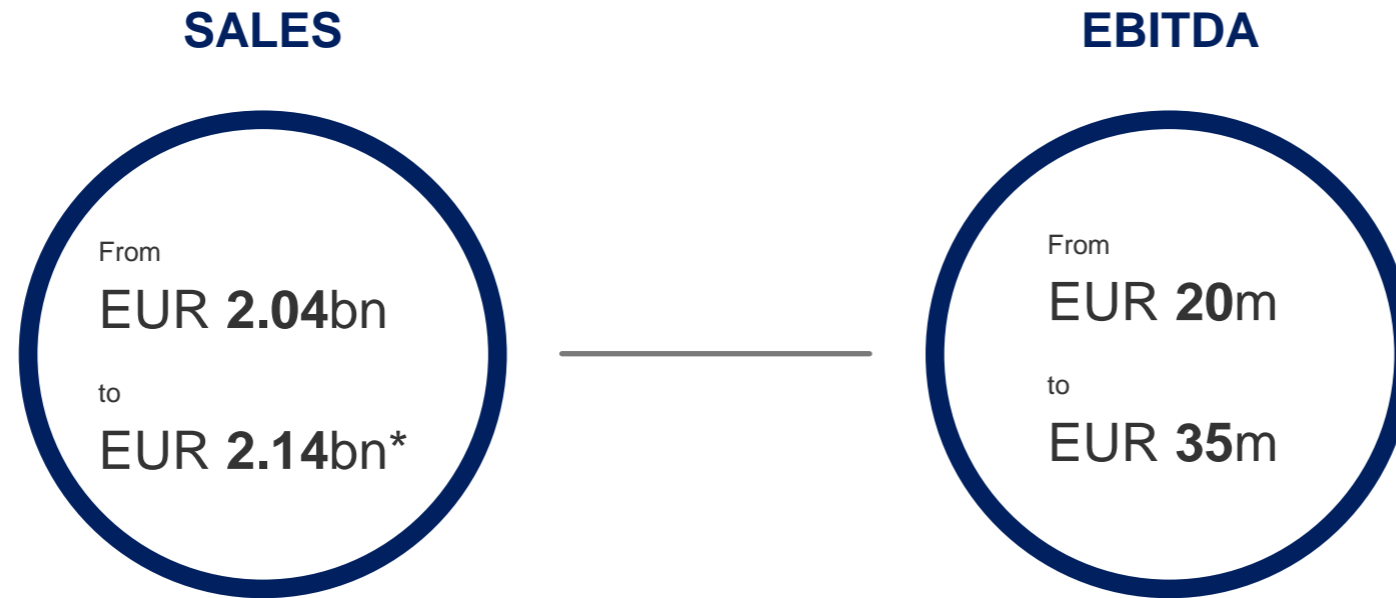


- Strong free cash flow generation
- Further **improvements in working capital** supporting free cashflow
- Total cash** on balance sheet **EUR 182m** at the end of 9M 2021

2021 GUIDANCE

zooplus

UPDATE ON 2021 GUIDANCE DUE TO ONE-OFF TRANSACTION COSTS



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

**THANK
YOU**

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