

Geoffroy Lefebvre appointed as CEO of zooplus SE

Munich, October 11, 2022 – zooplus, the leading European online pet platform, announces the appointment of Geoffroy Lefebvre as Chief Executive Officer and member of the Management Board. Geoffroy joins from Richemont, where he previously served as CEO of the leading online luxury fashion retailer YOOX NET-A-PORTER. Effective October 31, 2022, he is going to take over from Dr. Cornelius Patt, who has been serving as the CEO of zooplus since 2006.

Stefan Goetz and Johannes Reichel on behalf of the Supervisory Board said: “zooplus has entered the next phase of its development, and we are delighted to have Geoffroy Lefebvre as new CEO. Together with him and the zooplus team across Europe, we will further strengthen the company’s category leadership, consumer proposition and brand. Geoffroy has proven pure-play e-commerce and digital brand building experience in a highly competitive, premium consumer industry. This makes him the ideal fit for zooplus as the company embarks on the next chapter of its growth journey. We also want to thank Dr. Cornelius Patt for his extraordinary dedication to the company he founded. In the name of the entire zooplus team we wish him all the best for the future.”

Commenting on his appointment, Geoffroy Lefebvre said: “As the leading e-commerce pet platform in Europe, zooplus is in a unique position today to pursue an accelerated growth trajectory, at a very exciting time for our industry. The dedication to pets and to serving our customers ever more conveniently has always been at the heart of zooplus. I am thrilled to be joining this passionate team and look forward to working together with colleagues across all our European locations on growing our community of customers and making zooplus the ultimate, most engaging and most innovative online destination for pet families.”

Geoffroy held various leadership positions during 11 years at Richemont in Switzerland, including Deputy CEO of Jaeger-LeCoultre, CEO of Baume & Mercier and

Chief Digital Officer of Richemont before becoming CEO of YOOX NET-A-PORTER based in Milan, Italy. Prior to Richemont, he was an Associate Partner with McKinsey & Company in France and the UK. A French national, he is a graduate of École polytechnique and École Nationale Supérieure des Télécommunications (Paris) and holds an MBA from INSEAD.

Company profile:

zooplus SE is the leading online pet platform in Europe. Founded as a German start-up in 1999, zooplus dedicated itself to the mission of creating moments of happiness between pets and pet parents across now 30 European countries. The comprehensive product range includes renowned international brands, popular local products as well as high-quality, exclusive own brand lines for pet food, accessories, care products, toys and much else for dogs, cats, birds, hamsters, horses, and many other furry and non-furry friends. In addition, zooplus customers benefit from exclusive loyalty programs, best value for money proposition, fast and reliable delivery as well as a seamless digital shopping experience, combined with a variety of interactive content and community offerings.

For further information about zooplus, please visit investors.zooplus.com or our international shop site at zooplus.com.

Press contact:

zooplus SE
Diana Apostol
Sonnenstraße 15
80331 Munich
Phone: + 49 (0) 89 95006-210
Fax: + 49 (0) 89 95006-503
Email: press@zooplus.com
Website: <https://investors.zooplus.com>