

### **zooplus extends Executive Committee to further strengthen its position as the leading e-commerce pet platform in Europe**

#### **Alejandro Bethlen joins as CMO, Jim Cruickshank joins as CPO**

Munich, February 16, 2023 – zooplus, the leading European online pet platform, announces the appointment of Alejandro Bethlen as Chief Merchandising Officer and Jim Cruickshank as Chief Product Officer. Both take up their new roles as members of the zooplus Executive Committee.

Geoffroy Lefebvre, CEO of zooplus, said: “On behalf of the entire zooplus team, I would like to give a warm welcome to Alejandro and Jim. In their new leadership roles, both will support the company in accelerating our growth and further strengthening our position as the leading pet e-commerce platform in Europe. With their expert knowledge and experience, we will take the unique zooplus customer experience to the next level through both the further development of our product portfolio and the evolution of our platform.”

Alejandro Bethlen, Chief Merchandising Officer, is responsible for leading the development of the zooplus brand portfolio, supplier relations and sourcing. His role covers International Accounts, Local Champion Brands, Own Brands across food, accessories, and services, and will contribute to further elevate zooplus as Europe’s largest online player in the pet supplies industry.

Alejandro Bethlen brings many years of international management experience in the areas of Fast Moving Consumer Goods and e-commerce to zooplus. During his career, he held various leadership positions including at Procter & Gamble as manager of several mainstream brands in the US and Latin America as well as at Amazon, where he served as General Manager for AmazonFlex Europe & Asia, the group’s last mile delivery service. Prior to joining zooplus, Alejandro was CEO of The Bouqs Company, an e-commerce flower delivery service in the US.

Jim Cruickshank, Chief Product Officer, leads the company's Product organisation and together with the team focuses on transforming the company's customer platforms, architecting the zooplus user experience, and building all products and interfaces with a clear focus on customer centricity.

Jim Cruickshank looks back on over 20 years of experience in digital product leadership and management. Most recently, he was VP Global Digital Development & Retail Technology for Pandora. Prior to that, he served as Global Director of Digital Product & UX for Marks & Spencer in UK. In a previous position as Director of Product Management at Microsoft, he led the Bing, MSN Shopping and Travel product teams.

Alejandro and Jim will be based at the zooplus headquarters in Munich, Germany.

### 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](https://investors.zooplus.com) or our international shop site at [zooplus.com](https://zooplus.com).

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