

## **zooplus starts into 2010 with further strong growth**

**Munich, April 29<sup>th</sup>, 2010 – zooplus AG (WKN 511170, ISIN DE0005111702, ZO1), Europe's leading internet retailer for pet supplies has achieved total sales of EUR 39.6 mm in the first quarter of 2010 (based on preliminary figures). EUR 37.4 mm of these revenues are sales of pet supplies through the company's various online shops, while another EUR 2.2 mm resulted from other operating activities. zooplus thus recorded growth of 39% year-over-year compared to the first quarter of 2009.**

The company is very pleased with its start into the new business year, and continues the dynamic development of its Europe-wide market leadership. Florian Seubert, Chief Financial Officer of zooplus, reaffirms the company's targets for 2010: „With our ongoing high-growth rate we succeeded in strengthening our market penetration and market share. We are fully on track for strongly dynamic and profitable growth in 2010.“

**zooplus will publish its full financial report for the first three months of 2010 on May 31<sup>st</sup>, 2010. It will be available for download at <http://investors.zooplus.com/en/welcome>**

### **Company profile**

zooplus was founded in 1999 and has become Europe's leading online retailer for pet products, measured by revenue and total sales. In 2009 the latter amounted to EUR 129.7 mm. Average annual growth exceeded 50% for the past three years. The company's profitable business model has already successfully been introduced in 16 countries. zooplus is particularly strong in Germany, the UK, France, the Benelux countries and Austria. zooplus ships products for all pet varieties as well as equine supplies. The product range comprises in particular pet food (dry and wet pet foods, pet food supplements such as chewing bones and snacks) as well as pet accessories such as cat trees and toys over a wide range of price categories. In addition to a wide selection of over 7,000 products zooplus customers benefit from online veterinary consultations as well as a number of other interactive features. Pet products represent a significant market segment of the European consumer retail space. Overall revenues from pet food and accessories amounted to EUR 18 billion in 2009 within the European Union. Based on the growing trend towards humanisation of pets in western industrialised countries, pet owners are adapting their purchasing behavior in favor of more health and wellness products. eCommerce in Europe is expected to enjoy sustained, strong growth in the future.

**Online:** <http://investors.zooplus.com/en/welcome/>

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