

## zooplus AG plans share split

- **Decision to be taken at May 2011 AGM**
- **Ad hoc disclosure on share split published today**

Munich, March 22, 2011 – zooplus AG (German Securities Code (WKN) 5111702, stock exchange symbol ZO1), Europe's leading Internet retailer for pet products, today announced in an ad hoc disclosure that a proposal is planned to be made to the General Meeting on May 26, 2011 to increase the share capital from internal company funds. The number of shares would triple as a result, each shareholder would receive two new issued shares for each existing share after the capital increase is concluded. The proportionate shareholdings before and after the transaction will remain unchanged. This will take place automatically on a date still to be set after the General Meeting, and without any costs for the shareholders.

Florian Seubert, CFO of zooplus AG, explains the planned capital measure: "Since zooplus AG's shares were listed for the first time in the spring of 2008, the company's capital markets presence has grown, step by step – from the Entry Standard to the Prime Standard on the Frankfurt Stock Exchange. Our proposed share split is a further rung up the ladder of our capital markets history. Our aim is to make our shares even more attractive – especially for retail investors who want to invest in smaller amounts. On the whole, this step aims to bring us an even greater diversification in our shareholder base by offering a lighter looking share." He adds: "We also have high ambitions on the operating side. We want to consistently further expand our market leadership and by the end of 2014 achieve a total sales run rate of at least EUR 500 million p.a. We will provide greater detail in regard of this forecast as part of the presentation of our annual report 2010 at the end of March 2011."

### Company profile

zooplus was founded in 1999 and has become Europe's leading online retailer for pet products, measured by sales and other income. In 2010 total sales amounted to EUR 193 mm and, therefore, has increased fivefold during the last 5 years. The company's profitable business model has already been introduced successfully in 18 countries. zooplus offers products for all pet varieties. Its product range comprises foods (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 categories. In addition to a broad 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 19 billion within the European Union in 2010 alone. Based on the growing trend towards humanisation of pets in western industrialised countries, pet owners are adapting their purchasing behavior in favour of health, wellness and other premium products. In addition, European eCommerce is expected to enjoy sustained, strong growth in the years to come. zooplus expects a continuation of the company's dynamic growth in tune with continuously positive earnings.

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

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