

zooplus AG: Share capital increase from company funds

Munich, July 13, 2011 – The AGM of zooplus AG (German Securities Identification Number / WKN 511170, ISIN DE0005111702, Ticker symbol ZO1), Europe's leading pet supplies online retailer, approved an increase of its share capital from company funds on May 26, 2011, among other agenda items. The resolution concerning the capital increase has been entered in the company's commercial register (HRB 125080) at the Munich Regional Court with effect as of today, and the share capital has been increased by EUR 2,809,289.00, from EUR 2,809,289.00 to EUR 5,618,578.00.

The company's shareholders are entitled by law to the new ordinary shares in a 1:1 ratio, as a consequence of which one (1) new ordinary share is additionally attributable to each one (1) existing ordinary share. Share ownership relationships remain unchanged as a result of the transaction. The new ordinary shares are fully dividend-entitled from January 1, 2011.

Company profile:

zooplus was founded in 1999 and has established itself as Europe's leading online retailer for pet products, measured by sales and other income. In 2010, total sales amounted to EUR 194 mm and, therefore, have increased fivefold during the last 5 years. At the same time, the company generated EBIT operating earnings of EUR 3.3 mm in 2010. The company's 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 humanization of pets in western industrialized countries, pet owners are adapting their purchasing behaviour 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.

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

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