

zooplus AG reports further total sales growth in first half-year 2011

- Logistics relaunch impacts growth dynamics in Q2 2011
- Total logistics capacity grows to more than EUR 400 million

Munich, July 20, 2011 – zooplus AG (WKN 511170, ISIN DE0005111702, Ticker symbol ZO1), Europe's leading pet supplies online retailer, generated total sales of around EUR 118.5 million in the first six months of the 2011 financial year on the basis of preliminary figures. Of these total sales, around EUR 112.3 million were derived from sales generated by the online sale of pet supplies, and a further EUR 6.2 million from other operating income. As a consequence, sales were up by around 45% year-on-year, and total sales increased by 39%.

In overall terms, zooplus AG's second quarter of 2011 was strongly characterised by the migration of the German logistics centre from Stauffenberg to the new main national and international logistics centre at Hörselgau/Eisenach. This process proved significantly more complex and cost-intensive than initially assumed. Along with the higher direct and indirect costs that arose, the company was also unable to drive ahead with its corporate growth to the full extent intended during Q2 2011.

Florian Seubert, CFO of zooplus AG, explained the negative effects on overall growth in the second quarter of 2011: "Due to the relaunch of our main logistics operations we reported significantly weaker growth than expected, particularly in April. We nevertheless succeeded in returning to our growth path from May and June onwards." He added: "We are confident, however, that we will also achieve the 2011 growth and earnings targets which we have set for ourselves. Due to the difficult second quarter, we expect that this will require an even more vigorous effort on our part. Irrespective of this, the new logistics centre will have already become fully operational from as early as the third quarter, which means that we will again be positioned very well in terms of capacity."

The new central logistics site at Hörselgau/Eisenach is an important precondition for the company's further planned growth, and will boost zooplus' annual logistics capacity from EUR 300 million to more than EUR 400 million.

zooplus AG will publish its complete report for the first six months of 2011 on August 22, 2011, and will make it available for downloading from its website at www.zooplus.de, within the "Investor Relations" area.

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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