

**Ad hoc announcement
pursuant to § 15 of the
German Securities Trading
Act (WpHG)**



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Australia –

zooplus AG details plan to increase capital from company funds

Munich, April 12, 2011 – The Management and Supervisory boards of zooplus AG will propose to the company's AGM (held on May 26, 2011 in Munich) to increase the company's share capital from company funds, although on a simple 1:1 ratio. The recently implemented increase of share capital to EUR 2,809,289.00 from authorised capital is to be augmented by a further EUR 2,809,289.00 to EUR 5,618,578.00 through conversion of a partial amount of the share premium account on the basis of a corresponding resolution.

On the precondition that the AGM approves this proposal, and following the entry of the corresponding capital increase resolution in the company's commercial register, each shareholder would receive one new ordinary share for each ordinary share currently held.

Exclusion clause

This publication is exclusively for information purposes and does not constitute either an offer to sell or a solicitation of an offer to buy any securities. There was neither a public offer in connection with this transaction, nor will there be a public offer of securities. No securities offering prospectus has been or will be prepared in connection with the transaction. Dissemination of this disclosure and the offer and sale of securities could be subject to restrictions in certain jurisdictions.

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<End of ad hoc announcement>

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 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 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 humanization of pets in western industrialized countries, pet owners are adapting their purchasing behavior in favor 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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