

zooplus AG achieves substantial increase in sales and total sales and specifies forecast for 2012

- **Total sales up 28% to EUR 237.8 m (previous year: EUR 185.1 m)**
- **Sales rise 29% to EUR 226.8 m (previous year: EUR 176.4 m)**
- **Total sales forecast for 2012 raised to EUR 330 m +x (from EUR 320 m)**
- **EBITDA slightly negative after acceleration in growth**

Munich, November 12, 2012 – zooplus AG (WKN 511170, ISIN DE0005111702, ticker symbol ZO1), Europe’s leading online retailer of pet supplies, was able to substantially boost its total sales in the first nine months of 2012 according to its final figures. Total sales rose from EUR 185.1 m to EUR 237.8 m compared to the previous year (+28.4%). Total sales are made up of sales and other income. zooplus AG was able to increase its sales in the reporting period by 28.6% to EUR 226.8 m (previous year: EUR 176.4 m). The share of sales generated abroad rose to a disproportionately high 58% (previous year: 53%). In addition, the company generated other income of around EUR 10.9 m (previous year: EUR 8.7 m).

Operating earnings before interest, taxes, depreciation and amortization (EBITDA) also improved significantly year-on-year to EUR -2.1 m compared to EUR -7.3 m. The quarterly fall compared to the first half of 2012 (EBITDA: EUR -0.5 m) primarily resulted from the systematic continuation of zooplus AG’s European expansion, which should allow zooplus to benefit significantly in the medium to long term with significantly accelerated growth. New customer acquisition achieved a new record high with 1.1 million customer accounts opened in the first nine months of 2012.

As a counterbalance to the additional direct expenses incurred from growth and expansion (cost of sales and market expansion costs), expenses for advertising and customer acquisition were substantially reduced in relation to total sales compared to the previous year. This offset negative effects in part. In addition, zooplus AG was able to achieve significant economies of scale in relation to other important operating figures and therefore increase its long-term earnings potential. The logistics and personnel areas continued their positive development, while other operating expenses rose by a disproportionately low amount compared to total sales.

In terms of assets, a reduction in current assets to EUR 53.8 m (December 31, 2011: EUR 66.2 m) led to a leaner balance sheet structure, while equity fell slightly to EUR 33.8 m compared to EUR 35.5 m as of December 31, 2011. This means that as of September 30, 2012, the equity ratio was around 53% and was therefore significantly above the long-term target range of between 30% and 40%. Total assets fell to EUR 63.5 m (December 31, 2011: EUR 75.1 m).

As Florian Seubert, CFO, commented: “We have made substantial progress in the year so far. The internationalization strategy of zooplus has been pushed forward, while significant increases in efficiency have also been realized. What also stands out is that we will substantially exceed our growth targets for 2012. For the full year 2012, we are now anticipating total sales of at least EUR 330 m. As previously announced for this eventuality, we are accepting a temporary reduction in EBITDA in order to achieve this goal. Over the course of the year, the impact from this should be a maximum of -1% of total sales. We are therefore aiming to achieve a neutral EBITDA figure once again in the fourth quarter 2012. For 2013, we are striving to generate total sales of at least EUR 400 m and a neutral or positive EBITDA. On the back of the excellent European expansion opportunities, achieving maximum possible sustainable growth with a view to increasing the company’s value in the long term remains top priority.”

The full report for the first nine months of 2012 is available for download at the website www.zooplus.de in the “Investor Relations” section.

Company profile:

zooplus was founded in 1999 and has established itself as Europe's leading online retailer for pet products, measured by sales and total sales. In 2011, the latter amounted to EUR 257m and has therefore increased seven-fold during the last five years. The company's business model has already been introduced successfully in 22 European countries. zooplus offers products for all pet varieties. Its product range comprises foods (dry and wet pet foods as well as pet food supplements) and pet accessories (such as cat trees, dog baskets and toys) in all price categories. In addition to a selection of over 8,000 products, zooplus customers benefit from a range of interactive online content and community features. Pet supplies is a key market segment within the European retail landscape. In 2011, sales of more than EUR 21bn were recorded within the pet supplies industry in the European Union. The ongoing "humanization" of pets in key industrialized countries means that pet owners' purchasing behavior is undergoing profound change and moving towards healthcare, wellness and other related premium products. In addition, continued strong growth is expected for eCommerce in Europe per se. zooplus is therefore anticipating continued dynamic growth for the future.

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