

zooplus AG: Total sales forecast increased for the financial year 2014

- **Total sales improve by 29% to EUR 256.8 m in the first half of 2014 (H1 2013: EUR 198.8 m)**
- **Forecast for total sales 2014 raised from EUR 500 m to at least EUR 530 m**

Munich, July 22, 2014 – zooplus AG (WKN 511170, ISIN DE0005111702, ticker symbol ZO1), Europe's leading online retailer of pet supplies, was able to maintain growth at the high level of the first quarter during the second quarter 2014. According to preliminary figures, the company recorded a 28% increase in total sales to EUR 130.5 m in Q2 2014 compared to the previous year (Q2 2013: EUR 101.8 m), which makes up a rise of 29% to EUR 256.8 m for the first half of 2014 (H1 2013: EUR 198.8 m). Total sales was composed of sales of EUR 124.1 m (Q2 2013: EUR 97.4 m) and other income of EUR 6.4 m (Q2 2013: EUR 4.4 m). On a half-year basis, total sales consisted of sales of EUR 244.8 m (H1 2013: EUR 190.2 m) and other income of EUR 12.0 m (H1 2013: EUR 8.6 m).

Dr. Cornelius Patt, CEO of zooplus AG, comments on the positive business development: "The company has succeeded in achieving total sales of over EUR 250 million during a half-year period for the first time. The continued strong growth rate of almost 30% compared to the previous year underlines the high acceptance of our offering among customers throughout Europe. In the highly competitive e-commerce environment, we have also succeeded in maintaining a clear and consistent advantage over other providers. We view this development as further confirmation of the value added orientation of our growth strategy."

On the back of this sustained growth, the Management Board has opted to increase the forecast with regard to total sales in 2014. The total sales forecast for the current financial year is being raised from EUR 500 m to anticipated total sales of at least EUR 530 m. As a result, for the first time in company history zooplus is aiming to achieve a rise in total sales of over EUR 100 m compared to the previous year (2013: EUR 91 m).

“Our strong growth is allowing us to strengthen our market-leading position in the online channel in all of Europe’s key markets. The ambition to maintain this position will continue to characterize our strategy in the years ahead,” says Dr. Patt with regards to the outlook. Based on preliminary figures, a confirmation of the earnings forecast (EBT) of around EUR 6 m for the financial year 2014 seems very likely. This would represent an increase in EBT of around 60% compared to the previous year (2013: EUR 3.8 m).

The complete report for the first half of 2014 will be published by zooplus on August 19, 2014 and made available for download at investors.zooplus.com.

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 2013, the latter amounted to EUR 427 m and has therefore increased seven-fold since 2007. The company's business model has already been introduced successfully in 24 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 2013, sales of more than EUR 23 bn were recorded within the pet supplies industry in the European Union. Continued strong growth is expected for eCommerce in Europe also in the coming years. zooplus is therefore anticipating continued dynamic growth for the future.

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