

## **zooplus AG: Growth in line with forecast during Q1 2012**

**Munich, April 20, 2012 – zooplus AG (WKN 511170, ISIN DE0005111702, ticker symbol ZO1), Europe’s leading online retailer of pet supplies, generated total sales of EUR 73.4 million in the first three months of the financial year 2012 (previous year: EUR 60.6 million) according to preliminary figures. This represents an increase of 21% year-on-year. Total sales consist of sales of EUR 70.2 million (previous year: EUR 56.3 million and up 25% year-on-year) as well as other operating income of EUR 3.2 million (previous year: EUR 4.3 million). The higher basis of comparison in Q1 2011 regarding other operating income is due to positive one-offs.**

Florian Seubert, CFO of zooplus AG, is very satisfied with business development in the first quarter 2012: “Looking at the full year 2012, we are confident of achieving our targets. eCommerce continues to rapidly gain momentum in the pet supplies segment across Europe. We are aiming to make the most of this trend by boosting sales further and expanding our European market leadership position.”

**The complete report for the first quarter 2012 will be published by zooplus AG on May 21, 2012 and made available for download at [www.zooplus.de](http://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 257 million and has therefore increased seven-fold during the last five years. The company's business model has already been introduced successfully in 20 European countries. zooplus offers products for all common 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 19 billion 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 further dynamic development for the future.

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