

zooplus AG: Personnel reorganization within the IT area

Munich, 31 July 2012 – zooplus AG (WKN 511170, ISIN DE0005111702, ticker symbol ZO1), Europe's leading Internet retailer of pet supplies, is structurally realigning its information technology (IT) area. As part of this, Guido Bienhaus (44) will step down from the Management Board, but will continue in his existing role within the company as Chief Technology Officer (CTO). He will be supported by Richard Herz (39) as Chief Information Officer (CIO), who, together with Guido Bienhaus, will take overall managerial responsibility of the department. Dr. Cornelius Patt (CEO) will assume responsibility at board level.

With this personnel restructuring of the technology and IT area, zooplus AG is taking into account the sharply increased importance of the area in tune with the company's dynamic overall growth. Guido Bienhaus will step down from the company's Management Board as of 31 July. As a consequence, the number of members of the Management Board of zooplus AG will be reduced to three: Dr. Cornelius Patt, Florian Seubert and Andrea Skersies.

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 19bn 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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