

### **zooplus launches flexible subscription programme for automatic pet supplies delivery in Germany and Austria**

- **zooplus subscription programme strengthens convenient and seamless shopping experience for pet owners**
- **Service can be individually customised**
- **Roll-out to 20 European shops planned**

**Munich, October 19, 2023** – zooplus SE, Europe’s leading online pet platform, launches a subscription model for pet supplies delivery to enrich the pet parent experience across its shops, starting with Germany and Austria. The zooplus subscription programme is convenient and flexible: customers select their pet’s favourite product among a large selection of eligible items, indicate their preferred shipping frequency, and the product is automatically and regularly delivered to their doorstep. The programme can be adjusted for frequency or paused at any time. The service is especially advantageous for items such as pet food, litter, and treats, catering to the recurring needs of pet owners. Through the zooplus subscription programme, the customers benefit from flexible order dates, basket options and attractive discounts on every zooplus subscription item.

Geoffroy Lefebvre, CEO of zooplus, emphasizes the strategic importance of the zooplus subscription programme: “At zooplus, we put pet parents first. By listening to our customers, we know they want greater convenience and a seamless shopping experience. We are excited to launch the zooplus subscription programme, which marks a milestone in delivering on our ambition to become the ultimate destination for pet parents across Europe. By offering the best choice and most convenient service, we aim to elevate our customers’ experience and drive further loyalty.”

“Our commitment to provide our customers with a best-in-class experience is what drives us to create digital products that are easy, convenient and tailored to their needs,” says Jim Cruickshank, Chief Product Officer at zooplus. “We are excited to

## Company Announcement



launch the zooplus subscription programme and make it even easier for our customers to receive their favourite pet products on a regular basis. The programme allows pet parents to enjoy the peace of mind of having their pet's everyday needs stocked up. It also offers a high degree of flexibility, including adjusting delivery dates to one's needs, pausing when being on vacation and adding or deleting articles to the next zooplus delivery. Additionally, we have included an 'order-now' feature for when delivery is required immediately.”

With the German and Austrian zooplus shops already offering the feature, the zooplus subscription programme will be rolled out across more than 20 European shops over the coming months. The programme features zooplus' own brands product portfolio, with increasing collaborations with local and international pet brands.

### Company profile:

zooplus SE is the leading online pet platform in Europe. Driven by the vision of Celebrating Pet Love Every Day, zooplus caters to all pet parents' needs with a comprehensive product range, advice on nutrition and pet lifestyle, loyalty programs, a convenient, fast and flexible subscription programme and a reliable delivery. On a mission to build the ultimate pet destination, the company is committed to taking the unique zooplus customer experience to the next level by further evolving its platform, product portfolio and customer proposition.

zooplus SE is headquartered in Munich and offers local online shops in 30 European countries. For further information, please visit [corporate.zooplus.com](http://corporate.zooplus.com), our international shop site at [zooplus.com](http://zooplus.com), and our LinkedIn page.

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