zooplus



Paw print

Update 2024

Hear from our CFO



Dear readers,

2024 was, first and foremost, a year of commitment and a year of showing up.

At zooplus, we have continued to develop our approach to sustainability in a way that's steady, thoughtful, and aligned with how we work as a company. That doesn't mean chasing new initiatives for visibility. It means refining what's already in place, asking better questions, and making sure our actions are consistent and credible.

One area where this has become especially clear is in how we respond to evolving reporting expectations. These requirements are not just about compliance. They are a reminder that transparency is part of how we build trust with our customers, our partners, and each other. And they have helped us sharpen our understanding of what we measure, why we measure it, and how it connects to the decisions we make every day.

What stood out to me this year was the way teams across zooplus took responsibility of their part in this work. Sustainability isn't something we assign to a single function - it's something that is part of how we think and operate, across teams and across departments.

This work, to me, reflects two of our core values at zooplus: Courage and care. It takes courage to stay engaged when the path isn't always clear, and to keep going when the results take time. And it takes care - care for our people, for the pets we love, and for the planet we all share. These values have shaped our progress more than any single initiative. They have guided how we show up, how we collaborate, and how we hold ourselves to account.

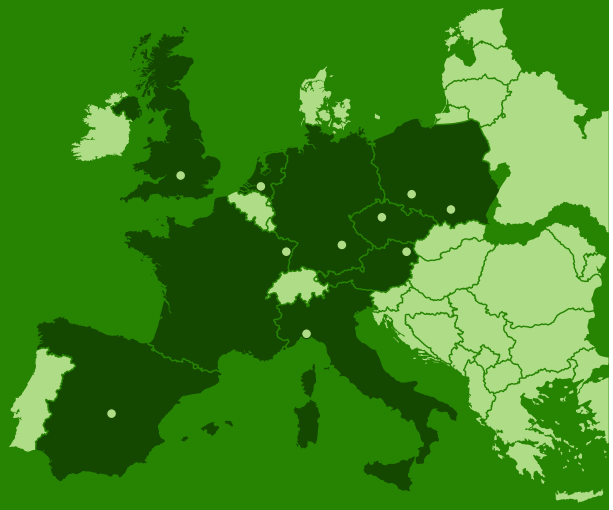
Thank you for your continued interest in our journey. We know there is more to do, and we are committed to doing it well.

Steffen Schüller, Chief Financial Officer

zooplus at a glance

15,000+
Products across food, accessories, and health categories

Active in
30 **European countries**
Serving 11 million customers with localised solutions



1,300+
Pet enthusiasts
Working at zooplus

10 **Office locations**
Across Europe

25 years of commitment

Since 1999, zooplus has consistently championed innovation, customer satisfaction, and sustainability, marking a quarter-century of trusted service in the pet care industry

1999
Foundation and launch of **first online shop**

2003
First donation of customers' **zooPoints to pet charity**

2012
First time winning German Online-Retailer **Award**

2014
Launch of charity own brand **"zoolove"**

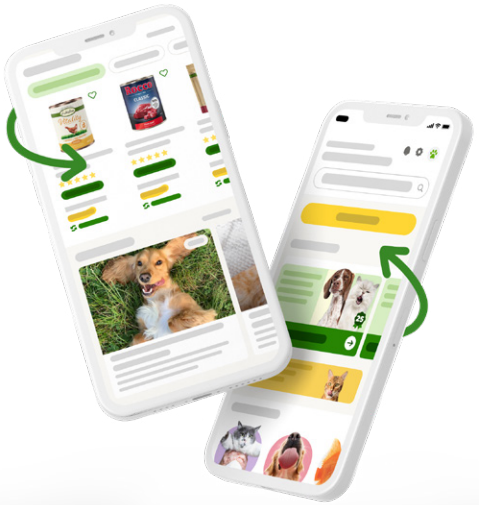
2018
Formation of employee volunteer group **"GoGreen"**

2019
Publication of first **CSR report**

2020
Introduction of **100% recycled** void fill in parcels

2022
Member of the **Pet Sustainability Coalition**

2024
25-Year anniversary





Our compass

What we stand for

At zooplus, pets are more than companions: They're family. Every product we offer, every service we design, and every interaction we have is shaped by our deep love for animals and the joy they bring into our lives.

That's why our vision speaks for itself:

Celebrating pet love everyday!

What guides us on this path, shapes our identity as a company and helps us turn this vision into reality is our brand core: Seeing the world through pets' eyes.

This means more than offering great products and services. It's about how we understand our customers, how we advocate for pets, for people and the planet, and how we are guided by our company values. They are our guiding star and reflect what truly matters to us.

This way, we challenge ourselves to become better every day.

Care
For pets, our work, each other – and the planet we live on

Courage
To progress and push beyond boundaries

Openness
To create a culture of transparency, collaboration, and growth

Simplicity
To stay focused on what matters

Circularity in action

Through decarbonisation and circularity, we are transforming our operations to reduce our environmental impact and support a more sustainable future. Our approach is guided by the Reduce, Reuse, Recycle framework:

Smarter packaging, lower impact

In 2024, we introduced standardised and more efficient packaging rules for our own brands to reduce our environmental footprint.



Reduce

We focus on minimising resource use across our operations, particularly by optimising our logistics: Through automated parcel fitting we ensure that we only use the minimum amount of carton required for each parcel, thereby eliminating empty space in a parcel and avoiding unnecessary material use. For the same reason, we have reduced the use of external straps around heavy or large parcels by 50% in 2024. Furthermore, our return rate remains below 1%, helping us to cut down on unnecessary waste.

Reuse

To extend the life of products and materials, we refurbish returned accessories for resale and donate usable but unsellable items to animal welfare organisations. Many damaged products are repaired using spare parts and avoiding full replacements. These practices help reduce waste and conserve resources.

Recycle

We prioritise the use of recycled and recyclable materials in our packaging. In 2024, 95% of our shipping cartons, 73% of our packing tape, and 100% of our filling materials were made from recycled content. These materials are also recyclable after use. Particularly for better recyclability of our cartons, we have introduced paper-based tear-strips for most of our boxes. Besides these efforts, we continue to test eco-friendly packaging innovations to keep on improving material sustainability and reducing environmental impact.

2024 Highlights

25% plastic reduction in dry food bags

Through an **improved bag design** that prioritises sealing efficiency, we were able to significantly cut down on plastic usage.

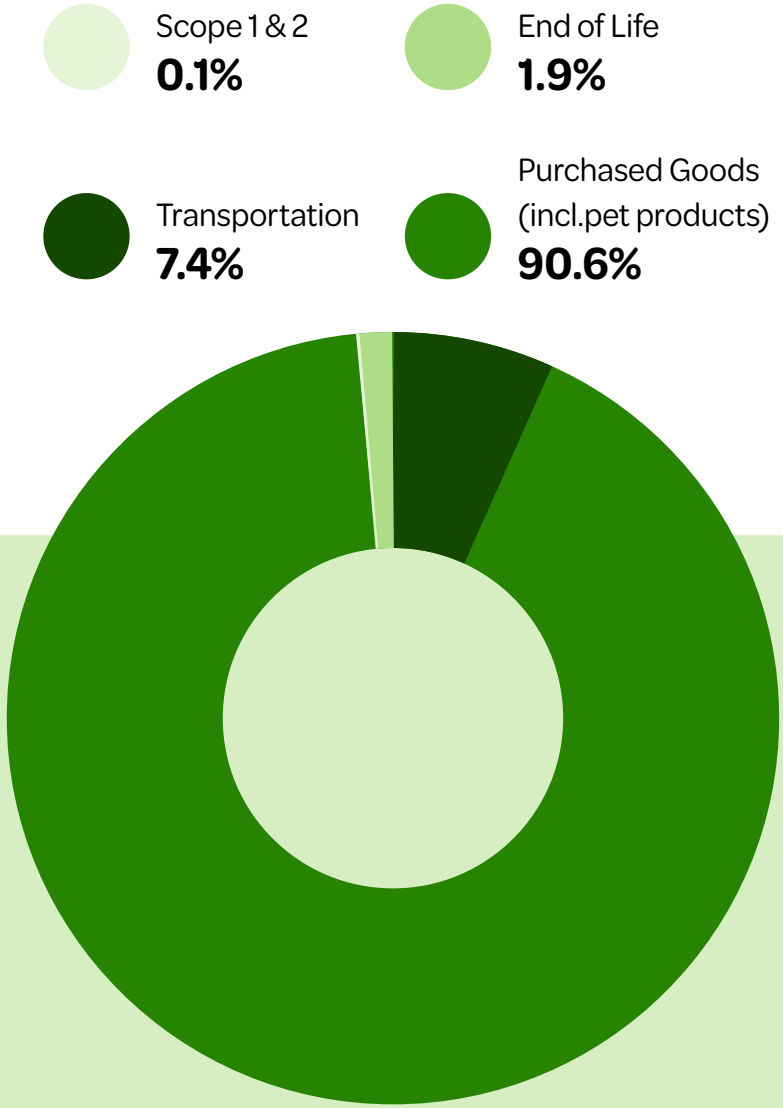
2,500 storage spaces saved

Thanks to **optimised warehouse box design**, we were able to fit more articles into each box, minimising the amount of empty space inside. This helped us save pallet space and avoid around **70 truck trips** per year, also reducing CO_2 emissions.

Our carbon footprint in 2024

Measuring our impact throughout the value chain is a vital step. Only with a clear and accurate overview can we control and reduce CO_2 emissions from our activities and products effectively.

Since 2022, we have been able to reduce our carbon footprint per parcel by more than 30%.



Breakdown of our carbon emissions

Scope 1 and 2 include our direct emissions, stemming from activities such as energy use in buildings and the company's car fleet.

Scope 3 encompasses our indirect emissions from all activities along our value chain, like manufacturing, transportation, product usage, and product disposal.

The majority of our emissions stem from the pet products we sell, accounting for 79% of our total emissions.

* All our greenhouse gas emissions are calculated as carbon dioxide equivalents CO_2e.

Our carbon removal projects



Some of our projects

Climate-resilient forest adaptation in Germany:
Pina Earth's Schlegel project in Thuringia, Germany, transforms 471 hectares of spruce forest into a biodiverse, climate-resilient ecosystem. Through reforestation with diverse species, natural regeneration, and improved wildlife management, the project aims to remove more than 27,000 tonnes of CO_2 over 30 years.

Sustainable biochar production in the United States:
We support carbon removal through the Oregon Biochar Solutions project, which turns waste biomass into biochar, a stable form of carbon that not only locks away CO_2 but also serves as a potent fertiliser and helps improve soil health.

You can read more about the climate projects we support online.





More than
7,800
tonnes of CO_2e compensated in 2024

Giving back
to the communities we serve

€60,000
zoolove donations

Through purchasing products from the zoolove brand by zooplus, our customers supported animal welfare simply by shopping for their own pets. This is because 10% of the sale price of every zoolove product was donated directly to animal charities, helping pets in need.

€1 million
worth of zooPoints donations

Our zooPoints loyalty programme allowed customers to earn points with every purchase. These points could be donated to animal shelters, turning everyday shopping into direct support for animal welfare.

In total
€1.13 million

were donated in 2024 by zooplus and its community to aid animal welfare and emergency relief across Europe.

Special charity events and campaigns

During our campaigns for World Animal Day and Christmas, customers had the opportunity to support animal welfare with each order they placed, as 10 zooPoints of each order were donated to animal shelters. Moreover, as a key partner of the non-profit animal welfare organisation KTOZ, we supported the charity concert “Granie na szczekanie” in Kraków, showcasing our commitment to helping animals in need.

Emergency relief

In response to two major flooding events in Spain and Eastern Europe, we provided targeted support to help affected animals and communities. For example, zooplus delivered essential supplies such as pet food pallets to ensure pets’ safety and comfort in affected areas.

Our team
in action

Across Europe, we have been partnering with numerous animal shelters, strengthening our commitment to hands-on support. Local teams regularly organised volunteer visits and donation drives, offering both time and resources. Our activities included, among other things, cleaning animal enclosures, removing animal waste, and providing the shelters with product samples. This ensured that our help made a real difference on the ground.







Diversity, equity & inclusion



2024 Highlights

74 nationalities

50% of our employees are female

43% of our top management is female*

* Top management defined as employees in C-level and C-1-level positions with managerial responsibilities.

At zooplus, we believe that diversity is our strength and inclusion is our responsibility.

We are committed to creating a workplace where everyone feels valued, respected, and empowered to grow, both personally and professionally. Our diverZOOty initiatives spread across four pillars.

The pride of zoo

Our LGBTQ+ pillar

The pride of zoo is our LGBTQ+ inclusion pillar, creating a safe and welcoming space for queer colleagues and allies. It promotes visibility, connection, and advocacy across all identities.

In 2024, activities such as pride celebrations in each office, an executive interview on inclusion, and awareness campaigns that highlighted LGBTQ+ voices and stories were organised.

Culture Fest

Our cultural celebration pillar

This pillar celebrates cultural diversity through inclusive events, fostering cross-cultural understanding and belonging across zooplus.

In 2024, Culture Fest engaged around 400 employees in celebrating our multicultural workforce through events like Diwali, Latin Fest, Eastern European Day, Thanksgiving, and Winter Wonderland.

diverZOOty

The Wise & Wonderful

Our age and disability pillar

The pillar focuses on promoting physical, mental, and emotional well-being across zooplus. It encourages open conversations around health topics and supports awareness through inclusive initiatives.

In 2024, activities such as speaker sessions on openness and mental health, a Movember campaign highlighting male health, and a visit to a mental health arts festival were organised under this pillar to foster reflection and dialogue.

zooFemme

Our women inclusion pillar

zooFemme is a gender equality initiative at zooplus that supports the empowerment, visibility, and career development of women. It fosters inclusive networking, encourages personal and professional growth, and creates space for open dialogue through educational programmes, coaching sessions, and inspiring events.

In 2024, key events included an online learning session focused on personal branding, gender pay gap awareness and coaching information events, and International Women's Day celebration, highlighting allyship and breaking barriers.

Empowering our team

We believe that growth and development take many forms, and we support all team members in exploring diverse paths to become their best.



zooSpark
Mentoring programme

Founded in 2024 by zooplus employees as a voluntary initiative, the zooSpark mentoring programme is a self-organised, company-wide effort to foster professional growth and community engagement. Operating in six-months-cycles, the programme connects mentors and mentees across departments and encourages knowledge sharing, leadership development, and personal growth.

2024 Highlights

83 mentor-mentee pairs

200+ hours of mentoring

4.5/5 satisfaction rating from participants

zooplus university
Learning and development

To foster a culture of continuous learning and personal growth, we have a central learning platform, zooplus university, which provides all employees with easy access to a large portfolio of internal training, live sessions, and access to digital learning resources.

Moreover, all new employees complete comprehensive onboarding training, which covers, among other things, legal and compliance areas, as well as IT and security awareness.

2024 Highlights

969 attendees in live training*

3,000+ e-learning completed

* Excluding mandatory onboarding training

External learning

zooplus supports tailored learning through individual and regular career conversations and access to external training, workshops, and conferences. For example, through our leadership academy, we offer curated management training. Furthermore, language courses are available to foster inclusive communication.

> ***zooSpark helped me grow in confidence and feel more connected to the company.***
>
> Mentee, 2024

Our guiding principles

At zooplus, our actions are rooted in ethical conduct, responsible sourcing, and sustainable thinking. These principles guide our journey toward a more transparent and impactful future.

zooplus Company Code of Conduct

We promote lawful, ethical conduct across all operations, and expect employees and partners to act responsibly, guided by our core values and global legal standards. The Code of Conduct reinforces existing principles to ensure integrity in all business activities.

You can read more about our Company Code of Conduct online

zooplus Supplier Code of Conduct

zooplus sources responsibly, requiring suppliers to follow ethical standards based on global principles. Our Supplier Code of Conduct ensures ethical sourcing and continuous improvement across our partner network.

You can read more about zooplus Supplier Code of Conduct online

Pet Sustainability Coalition

Since 2022, zooplus is a proud member of the Pet Sustainability Coalition (PSC)!

The PSC is a non-profit organisation dedicated to advancing environmental and social practices within the pet industry. It supports companies by offering a wide set of resources, like sustainability toolkits, learning opportunities, and workshops to grow sustainably and make a positive impact.

zooplus joined PSC to strengthen its sustainability strategy and align with industry best practices. This collaboration helps zooplus reduce its environmental footprint, enhance transparency, and contribute to a more sustainable pet industry.

psc pet sustainability coalition





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