

High-growth Business Model

- Europe's leading online pet supplies retailer
- Successfully established across 30 European countries
- Key markets: Germany, Austria, Switzerland, France, UK, The Netherlands, Italy, Spain and Poland
- Two-brand strategy with zooplus and bitiba
- Average growth of around 37 % p.a. (2008 – 2015)
- Pet supplies are ideally suited for online retail:
 - standardized products
 - regular and repeat demand patterns
 - high-convenience home delivery
- Strong new customer growth as well as high customer loyalty amongst existing users
- Large product selection (more than 8,000 items)
- Around 4.0 m active customers in 2015 underscore zooplus' successful business concept

Attractive Market

- Large and growing market (total volume of around EUR 25 bn gross; 2 – 3 % growth p.a.)
- Strong overall e-commerce growth in Europe
- Ongoing „humanization“ in key industrialized countries leads to increasing demand

Growth strategy 2016

We intend to

- reach sales of at least EUR 900 million
- reach EBT of around EUR 14 – 18 m

Competitive Advantages

- Online market leadership in Europe, significant competitive advantages towards competitors
- Attractive price positioning on the basis of lean and efficient operations
- Efficient pan-European logistic structure
- Cost leadership in online segment

Management Team



Dr. Cornelius Patt
Founder & CEO

Corporate Management, overall responsibility for Business Development & System Development, IT, HR, Logistics and Supply Chain Management

Previously with Roland Berger Strategy Consultants



Andrea Skersies
CMO

Sales and Marketing

Previously with Roland Berger Strategy Consultants



Andreas Grandinger
CFO

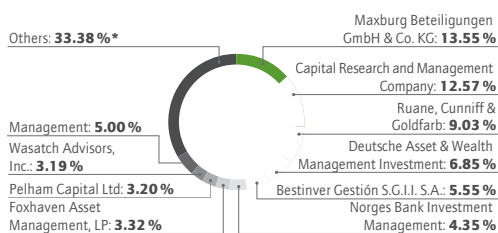
Finance, Controlling, Legal, Internal Audit, Investor Relations and Sourcing

Previously with Parfümerie Douglas

Key Financial Data (IFRS)

kEUR	2013	2014	2015
Sales	407,004	543,099	711,306
Growth p.a.	27.5	33.4	31.0
Total Sales	426,922	570,864	742,651
Growth p.a.	27.2	33.7	30.1
Gross Margin as % of total sales	147,129 34.5	177,879 31.2	224,435 30.2
EBITDA as % of total sales	4,888 1.1	9,888 1.7	15,424 2.1
EBT as % of total sales	3,831 0.9	8,756 1.5	12,670 1.7
Equity ratio in % (as of December 31)	43.9	62.2	56.4
Average number of staff	253	267	313

Shareholder structure



As of December 1, 2016

Shareholder structure on the basis of the published voting right announcements

* According to Deutsche Börse the freefloat amounts to 86.45%

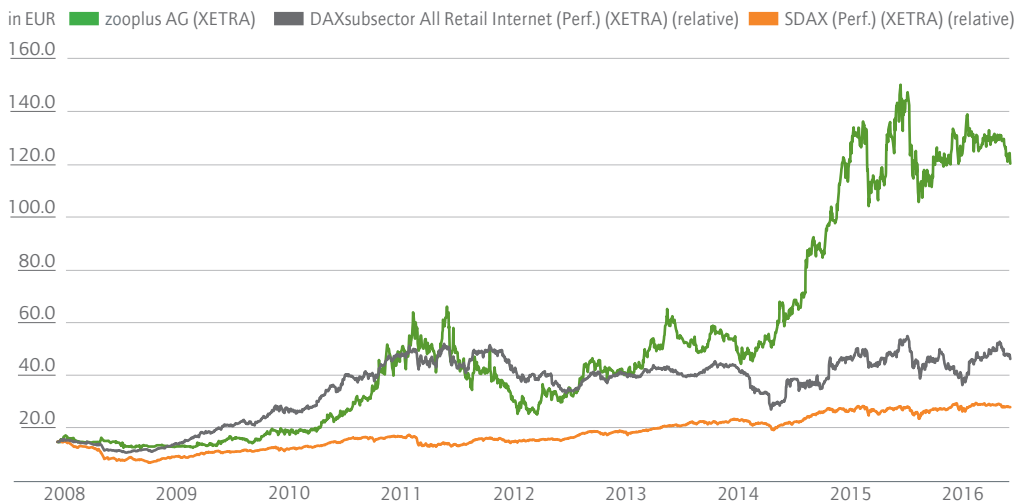
Key data

German securities code no. (WKN)	511170
ISIN	DE0005111702
Stock exchange symbol	Z01
Segment	Regulated market (Prime Standard)
Type of shares	No-par value bearer shares
Share capital as of November 2, 2016	EUR 7,051,302.00
Initial listing	09/05/2008
Initial issuing price:	EUR 13.00 ¹
Share price – start of fiscal year 2016*	EUR 141.10
Share price – December 1, 2016*	EUR 119.10
Percentage change	-15.6%
Period high*	EUR 141.10
Period low*	EUR 104.70

* Closing prices in Deutsche Börse AG's XETRA trading system

¹ Taking into account the increase in share capital from company funds in July 2011

Stock Chart zooplus AG: May 9, 2008 to December 1, 2016



Financial calendar 2017

January 26, 2017	Preliminary sales figures FY 2016
March 23, 2017	Annual Report 2016

Contact

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