



FRESSNAPF GROUP

Concept

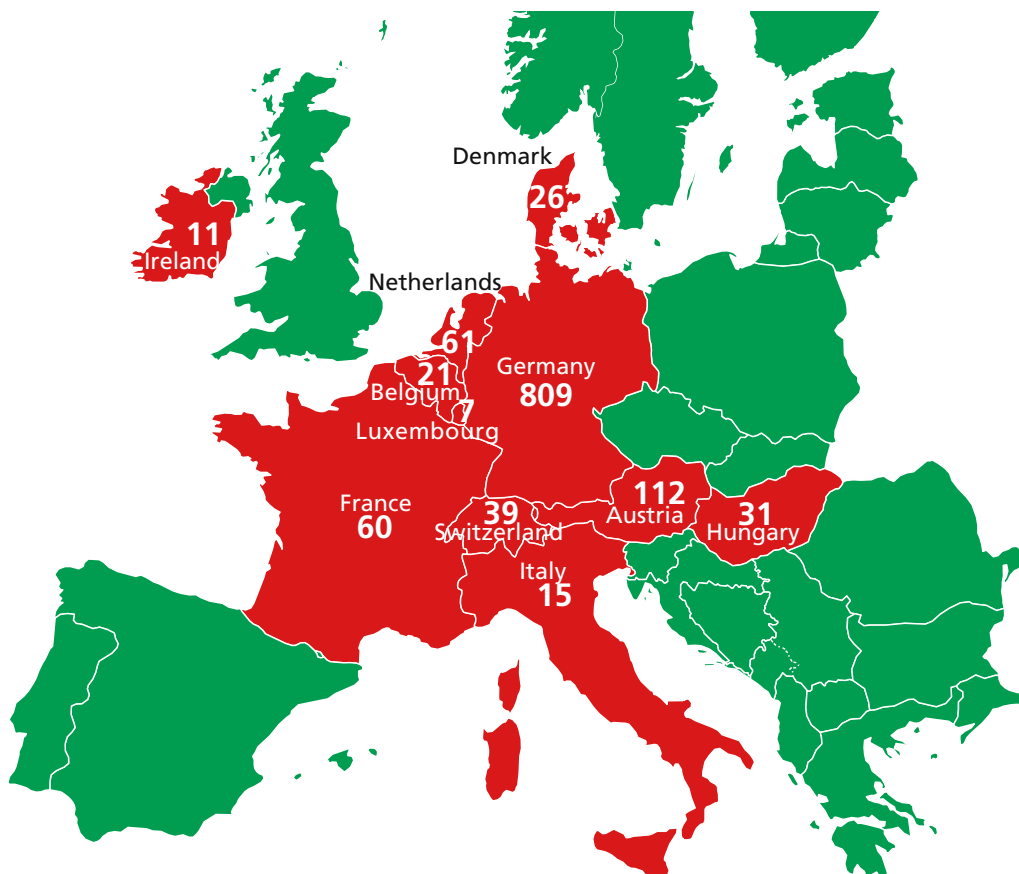
From pet food, accessories and toys right through to life jackets for dogs – the first Fressnapf store, which opened in Erkelenz (Germany) in 1990, offered animal lovers useful and original products for their pets. The huge success of this first store paved the way for Fressnapf, Europe's largest specialty chain for pet food and accessories. The success is based on the clear concept of company founder and proprietor Torsten Toeller: A wide selection of products on huge areas, value for money and expert advice. In 2005, the company expanded this successful concept: With "Fressnapf XXL" – large-scale stores with extensive animal departments – Fressnapf picks up on the trend towards experience shopping, presenting a hands-on adventure into the world of animals. A variety of new services such as dog grooming and veterinary surgeries in the stores complete the range and are milestones on the path to becoming a one-stop provider all around pets. The company's brick-and-mortar stores and mail order business were joined by a third sales channel in 2009 with the online shop, making Fressnapf a multi-channel retailer.

Fressnapf in Europe

Stores per country

Total no.: 1.192

as of 31.12.2011





Fressnapf Group in Figures

Turnover*	FY 2008	increase in %	FY 2009	increase in %	FY 2010	increase in %
Fressnapf						
Germany	762,2	13,0	830,9	9,0	874,7	5,2
Fressnapf						
International	296,0	19,8	356,1	20,3	403,4	13,3
Fressnapf						
Total	1.058,0	14,9	1.187,0	12,2	1.278,0	7,6
* in million euros						
No. of stores	FY 2008		FY 2009		FY 2010	
Fressnapf						
Germany	723		761		794	
Fressnapf						
International	271		318		352	
Fressnapf						
Total	994		1.079		1.146	

Company History

- 2010**
- Relaunch of fressnapf.de
 - "Global PETS Award"
 - "German Retail Award"
- 2009**
- Munich: Grand opening of the 1.000th Fressnapf store in Europe
 - Grand opening of the first Maxi Zoo XXL stores in France and Belgium
 - Inauguration of a second logistics center in Feuchtwangen, Germany
 - Launch of Fressnapf online shop
 - "P&R Reitsportmarkt" (100% subsidiary of the Fressnapf Group since 2007) changes its name to "Equiva"
 - "German Business Communication Award"
- 2008**
- Acquisition of majority share in Zoomart (Belgium)
 - Grand opening of the first Fressnapf XXL store in Luxemburg
 - Grand opening of the first Megazoo store in Austria (Vienna)
 - For the first time, turnover exceeds 1 billion euros
 - Award "PET Retailer of the Year"
- 2007**
- Grand opening of the first Megazoo store in Berlin
 - XXL Krefeld: Most successful grand opening since company foundation
 - Inauguration of new administration building at the Krefeld headquarters
 - "Award of Excellence" (Torsten Toeller)



Company History

- 2006**
 - Grand opening of the first Maxi Zoo store in Ireland
 - Opening of the 750th Fressnapf store (Curno, Italy)
 - Foundation of Fressnapf Academy

- 2005**
 - Grand opening of the first Maxi Zoo store in Italy
 - Grand opening of the first Zoomart store in Belgium
 - Extension of logistics center at the Krefeld headquarters
 - Award "Golden Sugar Loaf"

- 2004**
 - Fressnapf invests in French specialty chain City-Zoo
 - Grand opening of the first Maxi Zoo store in France
 - Award "Franchisor of the Year"

- 2003**
 - Fressnapf invests in Danish specialty chain PetGo
 - Grand opening of the first Maxi Zoo store in Denmark
 - Grand opening of the 500th Fressnapf store (Wiener Neustadt, Austria)
 - Award "Entrepreneur of the Year" (Torsten Toeller)

- 2002**
 - Grand opening of the first Fressnapf store in Hungary

- 2001**
 - Fressnapf invests in Dutch specialty chain Jumper B.V.
 - Grand opening of the first Jumper store in The Netherlands

- 2000**
 - Construction of new central warehouse and headquarters in Krefeld

- 1999**
 - Grand opening of the first Fressnapf store in Luxemburg
 - Germany's 250th Fressnapf store opens in Andernach

- 1998**
 - Grand opening of the first Fressnapf store in Switzerland
 - Inauguration of new administration office in Krefeld

- 1997**
 - Start of international expansion
 - Grand opening of the first Fressnapf store in Austria

- 1996**
 - Grand opening of the 100th Fressnapf store in Germany

- 1995**
 - Grand opening of the 50th Fressnapf store in Osnabruck, Germany

- 1992**
 - Opening of the first franchise stores

- 1990**
 - Grand opening of the first Fressnapf store in Erkelenz, Germany

- 1989**
 - Inspired by the American super pet stores, Torsten Toeller develops a concept for European specialty stores for pet food and accessories



Employees

The Fressnapf group employs around 7,000 colleagues at individual stores across Germany. Around 900 work at the Krefeld headquarters and the logistics centers. Across Europe, the group of companies employs more than 8.000 members of staff (as of December 31, 2010).

Headquarters

The Fressnapf head office in Krefeld (Germany) acts as a service provider for the national and international members of the Fressnapf group.

Management

- Torsten Toeller (Founder and Chief Executive Officer)
- Marc Lukies (Chief Regional Officer)
- Johannes Croé (Chief Regional Officer)
- Martin Luntscher (Chief Financial Officer)
- Michael Brackmann (Chief Purchasing Officer)
- Stephan Tendam (Chief Operations Officer)

Private Label

- AniOne (accessories for dogs, cats, rodents and birds) combines high functionality with great value
- Bioplan (dog and cat food) untreated, gently processed, stands for species-appropriate livestock husbandry, controlled ecological farming and environmentally sound production
- fit+fun (pet food) price entry range
- MORE4DOGS / MORE4CATS (accessories with high functionality) quality features and exclusive design
- MultiFit (pet food and hygiene products) for dogs, cats, birds, rodents and fish
- PetBalance (pet food supplements and care products for dogs and cats) innovative products for best pet care
- PetBalance Medica (diet pet food for dogs and cats) developed under guidance of experienced veterinarians and qualified veterinary nutrition specialists
- Premiere (specialty pet food and hygiene products) canned dog food with high meat content and specially processed cat litter
- real nature (dog and cat food) combines best natural ingredients with gentle production processes
- SELECT GOLD (pet food and dental chews) in premium quality



Animal Welfare

- Fressnapf supports the "Deutscher Tierschutzbund e.V." (German Animal Welfare Association), Bonn, Baumschulallee 15, phone: +49 / 228 / 60 49 60
- Fressnapf supports the WSPA Welttierschutzgesellschaft e.V. (World Society for the Protection of Animals), Berlin, Reinhardtstr. 10, phone: +49 / 30 / 923 72 260

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