



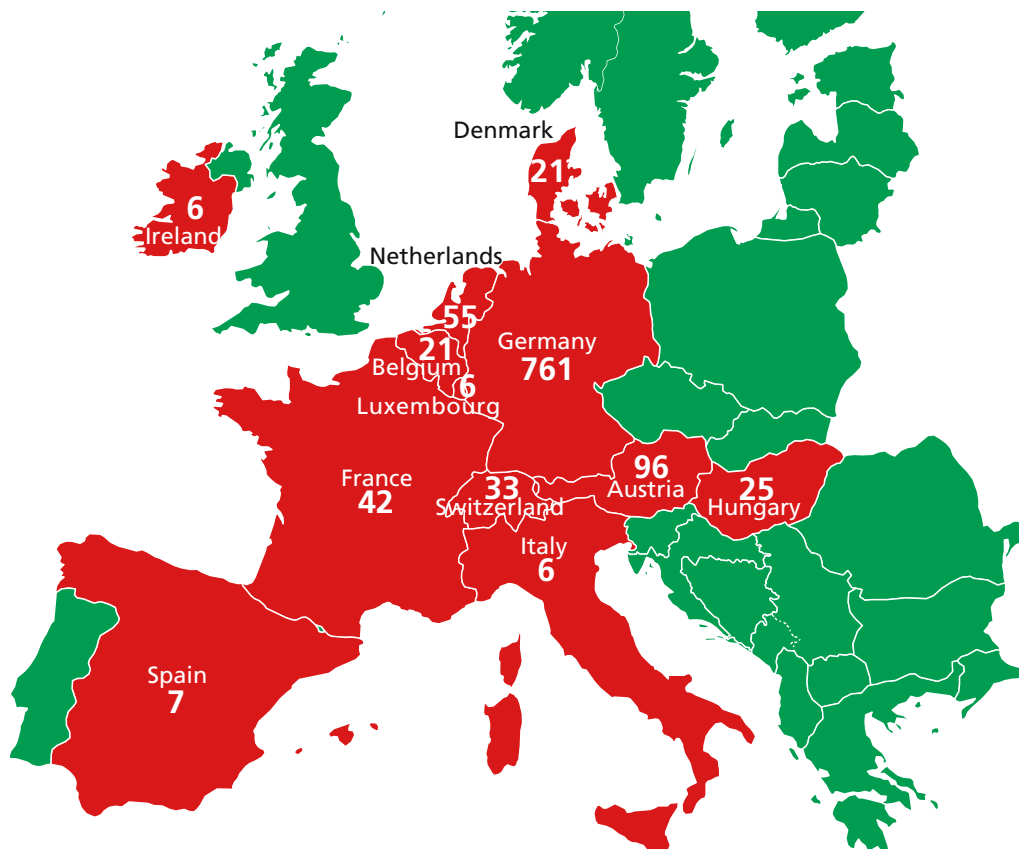
# THE FRESSNAPF TIERNÄHRUNGS GMBH

## Concept

From pet food, accessories and toys right through to life jackets for dogs - the first Fressnapf store, which opened in Erkelenz in Germany in 1990, offered animal lovers useful and original products for their pet. The huge success of this first store paved the way for Fressnapf Tiernahrungs GmbH, Europe's largest specialty chain for pet food and accessories today. The success is based on the clear concept of company founder and proprietor Torsten Toeller - A wide selection of products over a large area, value for money and expert advice. The company expanded this successful concept with "Fressnapf XXL" in 2005 - large stores with extensive live animal departments. Fressnapf's hands-on animal world picks up on the trend towards experience shopping. A variety of new services such as dog grooming and veterinary surgeries as well as an online shop complete Fressnapf's range and are milestones on the path to becoming a one-stop pet provider.

## Fressnapf in Europe

Distribution of shops per country, total number: 1.079



as at 31 Decembre 2009



## Fressnapf Group in figures

Turnover*	FY 2007	increase in %	FY 2008	increase in %	FY 2009	increase in %
Fressnapf						
Germany	674	12,9	762	13,0	831	9,0
Fressnapf						
Abroad	247	21,1	296	19,8	356	20,3
Fressnapf						
Total	921	15,0	1.058	14,9	1.187	12,2
* in Mio Euro						
No. of shops	FY 2007		FY 2008		FY 2008	
Fressnapf						
Germany	682		723		761	
Fressnapf						
Abroad	225		271		318	
Fressnapf						
Total	907		994		1.079	

## Company history

- 1989**
  - Torsten Toeller, inspired by the Super Pet stores in America, develops a concept for a European specialist pet supplies shop.
- 1990**
  - First Fressnapf shop opens in Erkelenz.
- 1992**
  - First franchise shops open.
- 1996**
  - Support for the Deutscher Tierschutzbund e.V. (German Animal Welfare League) begins.
  - 100th Fressnapf shop opens.
- 1997**
  - First shop in Austria opens.
- 1998**
  - Shops open in Switzerland.
- 1999**
  - First shop in Luxembourg opens.
  - Germany's 250th Fressnapf shop opens in Andernach, near Koblenz.
- 2000**
  - New Logistics Centre and Administration Buildings erected in Krefeld.
  - 300th shop opens in Wuppertal.
  - Fressnapf-Online AG founded.
  - Fressnapf joins the Danish specialist retail chain PetGo.



## Company history

- 2001** • Fressnapf joins the Dutch specialist retail chain Jumper B.V.
- 2002** • 400th Fressnapf shop opens.
  - First shop opens in Hungary.
  - Fressnapf joins the Danish specialist retail chain PetGo.
- 2003** • 500th Fressnapf shop opens in Wiener Neustadt, Austria.
- 2004** • Fressnapf joins the French specialist retail chain City-Zoo.
  - 600th Fressnapf shop opens in Schiffdorf-Spaden, administrative district Cuxhaven.
  - Fressnapf is being named „Franchiser of the Year 2004“.
- 2005** • Extension of the logistics centre in Krefeld.
  - 700th Fressnapf shop opens in Reims, France.
  - Fressnapf is given the „Goldener Zuckerhut“, the most prestigious award in German retailing.
  - First shop in Italy opens in Treviso.
- 2006** • Fressnapf sets up its own „Fressnapf Academy“ to provide further training and qualification to its staff.
  - 750th Fressnapf shop opens in Curno, Italy.
  - First Irish shop opens in Cork in July.
- 2007** • First Megazoo opens in Berlin-Waltersdorf
  - First shop opens in Spain
- 2008** • Opening of 700th store in Germany
  - Acquisition of majority share in Zoomart (Belgium)
  - more than one billion turnover for the first time
  - Award PET RETAILER OF THE YEAR
- 2009** • Opening of the 1000th store in Europe
  - Opening of a second logistics centre in Feuchtwangen
  - Launch of the online shop
- 2010** • Fressnapf is given the Global PETS Award



## Employees

The Fressnapf group employs around 7,000 workers at individual stores across Germany. Around 900 employees work at the systems and logistics centres in Krefeld and Feuchtwangen. Across Europe, the group of companies employs around 8,000 people (as of December 31st, 2009).

## Head office

Fressnapf's head office in Krefeld acts as a service provider for the franchise partners, supporting them in the fields of expansion, purchasing, sales, marketing and IT.

## Management

- Torsten Toeller (owner and Chief Executive Officer)
- Marc Lukies (national investments, sales, marketing, national expansion)
- Johannes Croé (international investments / international markets / international expansion)
- Martin Luntscher (IT / IS / accounting / finance / administration / human resources)
- Michael Brackmann (private labels / logistics / purchasing)

## Brands

- MultiFit (animal food and hygiene products); for dogs, cats, birds, rodents and aquarium pets
- fit + fun (animal food); entry-level price range
- Select Gold (animal food and dental chews)
- Premiere (specialty animal food and hygiene products); canned dog food with high meat content and specially processed cat litter
- more4DOGS/more4CATS; highly functional accessory products of best quality and in exclusive design
- Bioplan (dog and cat food); untreated, gently processed, stands for species-appropriate livestock farming, organic agriculture and environmentally-friendly manufacture
- Real Nature (dog food) combines the best natural ingredients with gentle production processes
- AniOne (accessories for dogs, cats, rodents and birds) combines high functionality with great value
- PetBalance (animal feed supplements and care products for dogs and cats), innovative products for optimal pet care
- PetBalance Medica (diet nutrition for dogs and cats), developed under the guidance of experienced veterinarians and qualified veterinary nutrition specialists.



## Animal welfare

- Fressnapf provides regular support to the Deutsches Haustierregister e.V as part of the Deutscher Tierschutzbund e.V. (German Animal Welfare League), Baumschulallee 15, Bonn (tel.: +49 228 604960).
- Fressnapf also sponsors the Welttierschutzgesellschaft e.V. (World Society for the Protection of Animals), Am Michaelshof 8, Bonn (tel.: +49 228 9563455)

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