



# PRESS RELEASE

## New ideas for further growth

### Success in the future: experience shopping and services

Krefeld, Germany, April 21<sup>st</sup>, 2009 – Fressnapf is extending its leading position in the market with new store concepts and sales forms. The company is rolling out the “experience shopping” concept with Megazoo, Kölle-Zoo and XXL stores to reach new target groups, particularly in terraristics and aquaristics. Fressnapf is also on the road to becoming a one-stop pet provider with a whole range of services.

Fressnapf XXL stands for specialty stores + discount + experience. “This formula for success will allow us to tap new sales potential and customer groups,” says Marc Lukies, head of national investments, marketing, sales and national expansion at Fressnapf. Fressnapf XXL offers a pet-themed shopping experience over an average sales area of 1,200 to 1,500 m<sup>2</sup>. XXL stores specialise in dogs, cats and rodents, as well as birds, terraristics and aquaristics. The product range includes around 12,000 pet food and accessory products as well as a variety of animals. There are currently ten XXL stores in Germany and one in Luxemburg, and a further ten will be opened in 2009. Approximately 750,000 euros is invested in each store with an average annual turnover of 2.5 million euros. “200 XXL stores are thinkable long-term in Germany alone,” says Lukies. Megazoo and Kölle-Zoo are experience-oriented specialty stores that also specialise in more unusual animals. “These stores are experience zoos with an attached retail area,” says Lukies. They offer a large, open animal area over an average of 2,000 to 3,000 m<sup>2</sup> with a variety of enclosures and terrarium landscapes. The product range is aimed at better-earning animal experts and families with children. There are ten Kölle-Zoos and three Megazoos across Germany.

The classic Fressnapf store is also changing: The concept is called “future Fressnapf” and is characterised by a clean, emotionally-appealing design, a bright layout, wide aisles and children’s attractions. The first of three “proof of concept” stores opened its doors in Ratingen on December 1<sup>st</sup>, 2008. To prepare store staff for their new tasks, Fressnapf has invested in training. The “Fressnapf Academy” was founded in 2006 as an in-house training facility for franchise partners and their staff. Around 2,500 store employees took advantage of the wide variety of seminars on offer in 2008.

A variety of pet services provide new growth potential for Fressnapf. The company is gradually adding services to its portfolio in cooperation with its partners, including travelling with animals, dog grooming, dog schools, veterinary surgeries in Fressnapf stores. With success – Fressnapf pet insurance has effectively established itself as one of the first Fressnapf services. Around 7,400 new policies were signed in 2008, almost double that of the first year, 2002. active veterinary surgeries in Fressnapf

stores have also proved popular. These quality and service-oriented small animal practices offer customers a wide variety of services. There are currently active practices at nine stores. This should be expanded to twelve over the course of 2009. Fressnapf also offers pet wellness with grooming salons. To date, there are grooming salons in three Fressnapf stores – Krefeld, Hamburg and Eisingen.

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