



PRESS RELEASE

Greater involvement in Belgium

Fressnapf acquires majority share in Zoomart

Krefeld, Germany, 4th June 2008 – Fressnapf is now the majority shareholder of Belgian pet supply chain Zoomart as of yesterday. With the move, Fressnapf is strengthening its presence in the Belgian market, enabling the company to manage its business more directly and thus effectively. Fressnapf has held a minority stake in Zoomart since 2005. Zoomart is a subsidiary of Dutch Fressnapf partner Jumper, of which Fressnapf has been a holding since 2001.

Zoomart already carries a section of the Fressnapf brand in its markets and has adopted Fressnapf's corporate design. It currently has 21 stores with retail space ranging between 500 and 900 square metres. An additional four outlets are planned for 2008. Zoomart generated a turnover of 19.7 million euros in 2007 and expects a total of 23 million euros for 2008. "Belgium is the best place to introduce this format. The country is close to Germany and has a similar pet-keeping mentality," explains Fressnapf Managing Director Torsten Toeller. "We see great potential in the Belgian market and look forward to continuing our excellent partnership with our Belgian partners and colleagues."

The pet market in Belgium is a growth market. Sales increased from 375.6 million euros in 2006 to 383.4 million euros in 2007. Pet accessories and care also rose from 99.3 million euros in 2006 to 103.7 million euros in 2007. Fressnapf Tiernahrungs GmbH is Europe's largest speciality chain for pet food and accessories. It currently operates around 700 stores in Germany and is represented throughout Europe with more than 900 stores in a total of twelve EU countries.

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