

Half a billion increase in sales: Fressnapf Group consistently expands European market leadership

**Annual sales exceed three billion euros for the first time, the highest growth in the company's history
+++ Massive investments in expansion, logistics, IT and employees**

Krefeld, Feb. 23, 2022 - With an increase in sales of more than half a billion euros, the Fressnapf Group has significantly exceeded its expectations for 2021. Annual sales of 3.17 billion euros represent absolute growth of 19.8 percent, or 516 million euros, compared to the previous year. The largest growth in the company's history fills company founder and owner Torsten Toeller with gratitude and humility: "Pet love knows no crisis: we are developing significantly positively on all channels and in all countries, especially under the current conditions, growing profitably and continuing to gain market share. This development is based on three important factors: the passion of our more than 15,000 employees in eleven European countries, our clear strategy to develop from a provider to a caretaker across all channels and to create an ecosystem for pet owners. I would like to thank our many (new) customers who have remained loyal to us despite all the difficulties caused by the pandemic, as well as all our employees for their sensational commitment," Toeller continues.

Last year, the Krefeld-based company invested more than 100 million euros of its own funds in the consistent implementation of the ecosystem: 120 new stores were opened, competitors in Denmark and Ireland were acquired and integrated, and all eleven countries of the Fressnapf Group are now connected to the online store. A total of 245 million euros were generated online. An increase of 54 percent or 94 million euros compared to the previous year. "This is without question a strong message also to the competition. We want to continue to accelerate in e-commerce, to be on a par and as excellent as the good pure players - but at the same time have much more to offer the customer," says Torsten Toeller.

Positive sales development in all countries and on all channels - focus on expansion

In Germany, 1.8 billion euros in annual sales represent growth of 15.4 percent, or a quarter of a billion euros. "Internationally, the growth is even more pronounced: From Ireland and Denmark to Austria and Italy, the Fressnapf Group has achieved a year-on-year increase in sales of over 26 percent or 283 million euros - a total of almost 1.4 billion euros in annual sales in the ten countries," says Fressnapf | Maxi Zoo Managing Director Christian Kümmel. In order to drive this development forward, the focus of expansion is on further acquisitions, shareholdings and cooperations. Following the acquisition of PetWorld stores in Denmark and Equipet stores in Denmark. The antitrust decision on the merger with the Arcaplanet Group in Italy is expected in the next few days. In addition, an expansion of the store network into Romania is planned for this year. Over 400 new stationary locations are also planned in Europe in the next three years. "These stores will make our ecosystem even more experiential, as they will be digitized and networked to delight our customer:s with an optimal shopping experience," says Fressnapf | Maxi Zoo Managing Director Dr. Johannes Steegmann. "We have equipped our logistics infrastructure for the future with new warehouse locations in Poland, France and Austria and are moving even closer to markets and customers. In doing so, we are operating from our own economic strength and we are becoming faster and better on our way to becoming a caretaker."

People make the difference - Five percent more employees

More than 15,000 people from over 50 nations work for the Fressnapf Group. Just under 1,000 were added last year, many of them at the company's corporate center in Krefeld. And further skills are urgently needed within the transformation, emphasizes Steegmann: "For our innovative business models and services outside the core business, we are founding a new division called fn^x. Under the leadership of Jens Pippig, employees with tech, innovation and startup backgrounds will work here on topics such as the video chat veterinarian Dr. Fressnapf, our GPS tracker, pet insurance or a digital platform for desired pet advice/adoption. In addition, fn^x will be much

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more proactive in the start-up scene and will be our central contact for cooperations and ventures. This will help us make Fressnapf | Maxi Zoo the first address for innovative products and services in the pet industry."

"The ecosystem is maximally complex, but also delivers the highest customer value," Christian Kümmel also explains. "We will distribute responsibilities for implementing the ecosystem strategy across many people. This also results in our understanding of leadership: leading means elevating and giving the necessary space to develop further. In addition, we offer the latest standards of a modern employer with the option of mobile working and newly designed office space. This creates attractiveness and room for personal responsibility and trust in an emotional industry.

Pet love knows no crisis: keeping an eye on animal welfare even in times of pandemic

For the Fressnapf Group, creating an all-around carefree world for people and pets also means standing up for animal welfare. Under the umbrella of the Fressnapf | Maxi Zoo initiative "Together for pets" we were able to forward over two million euros to non-profit animal welfare organizations across Europe last year. In addition, we worked with customers to provide support in acute emergencies such as the flood disaster. Here, not only were employees active on a voluntary basis, but the "Together for pets" initiative also donated over 300,000 euros to affected animal shelters in the flood regions together with pet lovers in Germany.

About the Fressnapf Group:

The Fressnapf Group is the European market leader for pet supplies. Since the opening of the first "Freßnapf" specialty store in 1990 in Erkelenz (NRW), founder Torsten Toeller has remained the company's owner. The company headquarters are in Krefeld (DE), with further offices in Düsseldorf, Venlo (NL) and the ten national subsidiaries. Today, around 1,800 Fressnapf and Maxi Zoo stores in eleven countries and almost 15,000 employees from over 50 nations belong to the Fressnapf group. In Germany, the majority of the stores are operated by independent franchise partners, while in other European countries they are operated as company-owned stores. The group generates annual sales of more than 2.6 billion euros. In addition, the Fressnapf Group sponsors various non-profit animal welfare projects and is constantly expanding its social commitment under the "Together for Pets" initiative. With the vision "Happier Pets. Happier People." the Fressnapf Group sees itself as a omnichannel and customer-centric retailer that creates an ecosystem around pets. The product range currently includes 16 brands in all price categories available exclusively at Fressnapf | Maxi Zoo. The company's mission is: "We connect products, services, services as well as pet lovers and their pets in a unique way, around the clock and everywhere, making the coexistence of humans and pets easier, better and happier!"

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