



Fressnapf group keeps on growing: New record turnover in 2017

Total turnover increases by 6.4 per cent +++ The group of companies boasts 3.4 per cent growth in existing stores +++ Over 150 new locations planned for this year +++

Krefeld, 28/02/2018 – the Fressnapf group continued its profitable growth in a highly competitive year. The total turnover of 1.98 billion euros marks a new record for the group of companies. Compared with the previous year, the turnover is growing by approx. six and a half per cent, and like-for-like growth is approx. three and a half per cent for the Fressnapf group. The highest-selling market continues to be Germany: 1.25 billion euros corresponds to growth of approx. six per cent, and existing stores represent nearly five per cent growth. In the other ten Fressnapf group countries, the annual turnover of 727 million corresponds to growth of nearly eight per cent compared with the previous year. Particularly noteworthy developments in turnover include Poland (+55.6%), Italy (+16.9%), France (13.3%) and Hungary (13.2%). Online turnover in Germany also grew considerably in the past year: a total of 73 million euros represents growth of over 22 per cent compared with the previous year.

“The competition in the pet industry has also changed across channels. It is getting harder and harder to fight for a piece of the pie. In addition to healthy profitability and a sustainable corporate strategy, success requires exceptional growth, flexibility and unwavering focus on the needs of our customers”, emphasises Torsten Toeller, company founder, proprietor and Chairman of the Board for the Fressnapf group. “We were able to continue profitable growth in 2017 as well thanks to investments in the future and visionary actions with a view to our cross channel strategy. Our goals for the current year stay ambitious. We will focus on our customers even more strongly, convince them of our speciality stores and thus crack the two billion euro turnover mark.”

Fressnapf group to open the 1,500th store in 2018 – spotlight on the roll-out of the online shop

One brick-and-mortar expansion milestone on our calendar this year is the opening of the 1,500th Fressnapf group store in late summer. CEO Alfred Glander forecasts that “given our steady, fast rate of expansion, this special location will be started in one of our key expansion countries”. These include France, Italy and Poland. All in all, the Fressnapf group counted 104 new openings across Europe last year. This year, the Fressnapf group will surpass this mark considerably, having planned over 150 new stores. In addition to the brick-and-mortar expansion, the international roll-out of the online shop will be further extended as well as part of the cross-channel strategy. This spring, the Fressnapf group plans on going live with the Austrian online shop. This step will form the kick-off for an international roll-out plan. “We consider ourselves to be a customer-oriented company and systematically gear our actions to the needs of our customers so that we can excite our customers across all channels. Our ability to do so is based on intelligent customer management, which not only allows us to identify customer wishes, but also to fulfil them”. With these words, Alfred Glander gets to the heart of the group of companies’ focus on customers.

The number of Fressnapf I Maxi Zoo brands continues to grow

The breadth of products has also increased thanks to the steady development of exclusive Fressnapf I Maxi Zoo brands. The new non-food brands “Dogs Creek” and “TAKE CARE” were successfully launched in 2017 and, among other things, expanded the share of Fressnapf I Maxi Zoo brands in the group's product mix to just over 50 per cent for the first time. In addition to further developing the group's portfolio, this year marks an anniversary: “MultiFit” is celebrating 20 years over all. Introduced to the market in 1998, “MultiFit” was the first private label for Fressnapf I Maxi Zoo. Since that time, it has turned into a high-profit, diverse brand. For example, today the Fressnapf range contains over 500 “MultiFit” items in the Food and Non-food divisions.

PRESS RELEASE



About the Fressnapf group:

The Fressnapf group is the market leader for pet supplies in Europe. Since founder and proprietor Torsten Toeller opened the first store in 1990, today, the group of companies has evolved into nearly 1,500 specialty stores in eleven European countries (most of them under the name Maxi Zoo). The group employs over 11,000 people from over 50 nations. Annual turnover is about two billion euros. The Fressnapf group strongly believes in a wide and diverse range in modern stores, both brick-and-mortar and online. Expert advice, expanded service offers and brands available exclusively at Fressnapf complete the customer-focussed offerings. The Fressnapf group supports various charitable projects concerning the relationship between people and their pets as well as active animal welfare. The mission statement for the group of companies is: "We do all we can to make the relationship between people and pets easier, better and happier."

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