



Twice the reason to celebrate at the Fressnapf Group: 30-year anniversary and approximately ten percent more turnover

21% increase in online sales +++ Exclusive brands achieve more than one billion euros in sales for the first time

Krefeld, 02/12/2020 - At the start of its anniversary year, the Fressnapf Group presented strong figures for the 2019 financial year: A total turnover of 2.3 billion euros means a plus of 9.7 percent, like-for-like growth has even more than doubled to 6.1 percent compared to the previous year. The sales development in the ten international markets also reflects this trend: sales of 900 million euros represent a plus of 13.4 percent.

In Germany Fressnapf took in 1.4 billion euro and can book thereby a gain of 7.5 percent. Also in online business the Fressnapf Group with approximately 110 million euro conversion and thus a plus of over 21 percent could increase clearly. A further milestone: For the first time the conversion of the brands exclusively available at Fressnapf | Maxi Zoo amounts to more than one billion euro - a plus of nearly eleven percent. In addition in the past year altogether 68 new locations came. To the year end there were 1,630 Fressnapf and Maxi Zoo stores in eleven European countries.

"In the 30th year of our history we grow clearly stronger than the market, are extremely profitable and win according to Nielsen study further most market shares in addition" addresses Torsten Toeller, founder and - owner as well as chairman of the board at the Fressnapf Group. "In our anniversary year, we are setting two focal points: a comprehensive campaign for our customers and the further digital transformation of the company into an ecosystem for pet lovers. We will continue to grow profitably and shape our future under our own steam," the company owner announced.

The most important key figures of the Fressnapf Group 2019 at a glance

Largest turnover drivers of the Fressnapf Group in the past year were the 715 international locations: With 900 million euro annual turnover a growth of 106 million was obtained. Leading here were Poland (+57.0 %), France (+30.1 %), Hungary (+16.9 %) and Italy (+11.8 %). In Germany the 915 Fressnapf stores gained 1.3 billion euro - a plus of seven percent. With online shops the Fressnapf Group is active at present in Germany, Austria, Switzerland, Denmark and Poland. The total conversion on this channel was in the past year with approximately 110 million euro. A plus of 21,4 percent.

For the first time the brands exclusively available with Fressnapf | Maxi Zoo obtained a total conversion of more than a billion euro in the past year. 1.04 billion euro correspond to a plus of approximately eleven percent. Meanwhile five of the 16 exclusive brands (AniOne, MultiFit, PREMIERE, SELECT GOLD and REAL Nature) obtain more than 100 million euro annual turnover. The sales share is over 54 percent.

The number of employees has also grown: approximately 13,000 people work for the Fressnapf Group in eleven countries - almost 800 colleagues more than in 2019. "Everything that can be digitalized will be digitalized", predicts Torsten Toeller, but at the same time explains "for all these processes, however, people are becoming increasingly important. Especially when advising our customers, personal contact is indispensable even in a more digital world."

30-year anniversary, digital transformation and ecosystem investment for pet parents

For Torsten Toeller this is also a commitment to the stationary business and the conviction that the digitalization of the company with franchise partners in Germany will succeed. "Not only do our partners understand and drive our strategy, the Fressnapf Challenge, forward; we are also constantly



gaining new partners from other systems. That pleases me completely particularly. " Last year alone, three new partners with a total of 17 locations joined Fressnapf in Germany.

In the course of the corporate strategy Fressnapf | Maxi Zoo aligned their departments consistently to the customer focus. Thus the marketing department has been repositioned under the name "Customer Experience" and in the future no distinction will be made in sales between franchise partner stores and branches in order to guarantee a uniform customer experience. In the course of the Fressnapf-Challenge, the company is also successively realigning the other departments to create an ecosystem for pet lovers.

Success goes hand in hand with a special responsibility: Initiative "Together for pets"

The Fressnapf Group has been consistently living the platform idea for several years with its "Together for Pets" initiative especially in Germany. On the website tierisch-engagiert.de the company sees itself as a meeting platform for the joint social commitment of customers and company. So pet friends can support independently examined animal protection and/or animal-therapeutic projects directly financially over the platform before.

Apart from a co-operation with the largest German online shelter "Tierheimhelden" the Fressnapf Group opened also new adoption centres in the past year in Tübingen, Schwentental and Cologne - in cooperation with the German animal protection federation (Deutscher Tierschutzbund) and local animal shelters in each case.

The annual Europe-wide customer donation campaign "Friendship connects" was able to achieve the record result of almost 1.4 million euros from October to December 2019. Furthermore, more than 25,000 pets Christmas wishes were fulfilled throughout Europe and more than 1,500 pallets of pet food and accessories were donated to animal shelters. "I am deeply impressed, grateful and proud of how passionately our customers and market teams support our campaigns and thus make a significant contribution to animal welfare," says Torsten Toeller. "Year after year, we create new record results together and with our initiative 'Together for pets' we become the largest platform for pet lovers in Europe."

About the Fressnapf Group:

The Fressnapf Group is the European market leader for pet supplies and is celebrating its 30th anniversary this year. Since the opening of the first "Freßnapf" store in Erkelenz (Germany) in 1990, founder Torsten Toeller has remained the company owner. The company headquarter is located in Krefeld. Today more than 1,600 Fressnapf and Maxi Zoo stores in eleven countries and approximately 13,000 employees from over 50 nations belong to the company group. In Germany the predominant number of the markets is operated by independent Franchise partners, in European foreign countries as own branches. The Fressnapf Group achieves an annual turnover of more than two billion euros. Beyond that the Fressnapf group is promoter of different, non-profit animal protection projects and constantly develops its social commitment under the initiative "Together for Pets". With the vision "Happier Pets. Happier People." the Fressnapf Group sees itself as a customer-centric retail company and friendly ally between humans and pets, regardless of the channel. The range currently includes 16 brands in all price categories exclusively available at Fressnapf | Maxi Zoo. The company's mission is: "We give everything to make the life of humans and pets easier, better and happier.

Press contact:

Fressnapf Holding SE
Corporate Relations
Westpreußenstraße 32-38
D-47809 Krefeld
Tel. +49 (0) 2151 5191 - 1231
E-Mail: presse@fressnapf.com