**Joint forces in Italy: Store network of Maxi Zoo Italia and Arcaplanet merges to form new "Arcaplanet Group“**

**Zusammenschluss zur neuen Unternehmensgruppe unterstreicht Marktführerschaft in Italien**

**Krefeld, 08.03.2022 –** As part of its overarching corporate strategy "Fressnapf Challenge," the Fressnapf Group aims to build a unique and cross-channel ecosystem for pet lovers in Europe. Products and services shall be linked together across all customer channels. In addition to the rapidly growing online business, the bricks-and-mortar business has always been a fundamental pillar of business success. For this reason, the Fressnapf Group is striving to further expand and extend its market leadership in Europe.

Following approval from the competition authorities, 144 Maxi Zoo stores will be incorporated into the Arcaplanet network and merged into the "Arcaplanet Group".

The merger was facilitated by International private equity firm Cinven. Now that the transaction is complete, the Fressnapf Group is a strong minority shareholder in the Arcaplanet Group with a long-term strategic focus, alongside Cinven and the management.

Arcaplanet, founded in 1995 by Michele Foppiani, has its headquarters in Carasco. The first store was opened in Chiavari, Liguria, in 1998, and today Arcaplanet is present in 17 regions of Italy with around 400 stores and over 400 million euros in annual sales. The Fressnapf Group is Europe's leading retailer of pet supplies, operating around 1,800 stores in eleven European countries and generating annual sales of around three billion euros.

**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 l 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!"