

MAXI ZOO

Everything for your pet



**Be a part of the
development of
the European
market leader**





Fressnapf headquarters

- **MAXI ZOO** (member of the **FRESSNAPF GROUP**)
Decisive advantages

The group, which has more than 700 stores today, was founded in 1990 by Torsten Toeller.

- **Abolish boundaries and develop a real European brand.**

From a strong development in Germany, the company is growing quickly throughout whole Europe.

- **Everything that is important:**

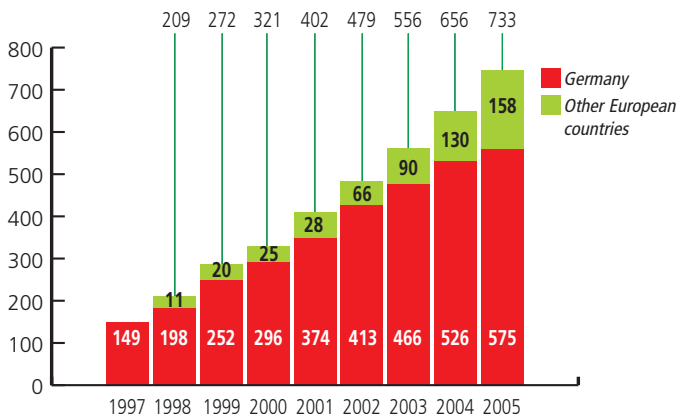
MAXI ZOO/FRESSNAPF is the speciality discounter for animal food and accessories, positioning itself in a 17,3 billion Euro market with exclusive brands, extensive consultation, a large product range and discount-oriented price policy.



Our results

Extraordinary results

Number of stores



Cumulated average growth since 1997 = **20,6 %**

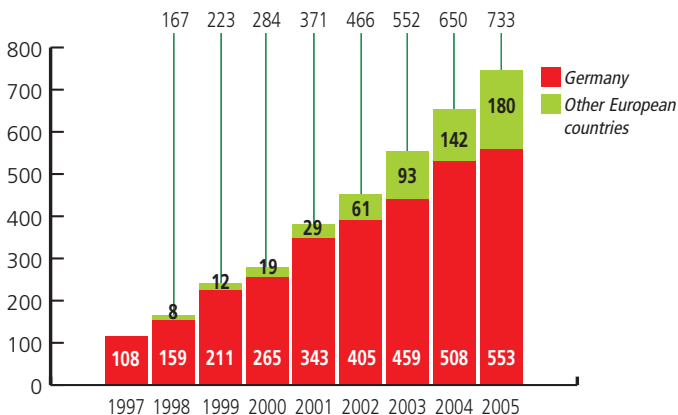
Market leader in Europe

Speciality discounter for animal food and accessories

Discount-oriented price policy

Rapid development

Turnover = 740 M € in 2005



Cumulated average growth since 1997 = **23,7 %**

Marketshare in germany = **37 %** of the speciality market
17 % of the entire market

Distribution of stores in Europe in 2005



Germany	575
Austria	59
Netherlands	37
Switzerland	23
France	11
Hungary	10
Denmark	7
Belgium	6
Luxemburg	4
Italy	1



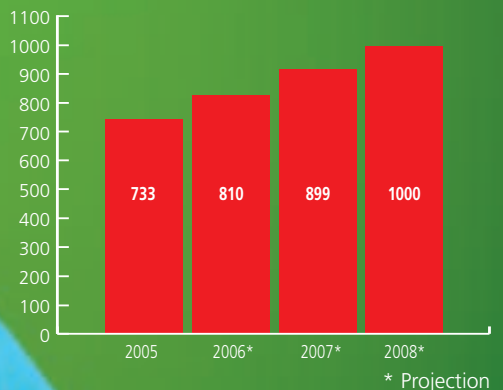
Our objectives

- We are planning a sustainable development with up to 100 additional stores each year to become the market leader in all the countries we are in.
- We have embarked on an unstoppable expansion course across Europe, moving into two new countries each year.
- **MAXI ZOO/
FRESSNAPF:** convincing figures for the future

Number of stores



Turnover in millions of €



Our stores

Structured stores

- Segmentation of the store areas by animal
- Clear and open shelving
- Wide walkways
- Deep and wide range
- Optimal customer guidance through intuitive signage
- Attractive product placement

We are looking for 1st class locations

- **Catchment area:**
At least 100.000 inhabitants within a radius of approx. 15 minutes by car
- **Trade environment:**
Near to consumer markets, DIY stores, specialist markets, commercial centres
- **Sales surface:** 400 to 1,200 square metres
- **Parking spaces:** at least 10 lots, owned by proprietary, at ground level

— *A promising future*

— *Discount-oriented prices*

— *Modern logistics*

— *Unique concept*

— *Optimal business properties*



Our strengths

The main points, which assure a dynamic development of MAXI ZOO/ FRESSNAPF

- Unique concept: specialist discount
- Market leader in Europe
- Above-average opportunities for growth through a strong franchise system
- Optimal control through the headquarters in Germany
- Ideal brand positioning through attractive own-brands
- Relevant marketing
- Many years of cooperative relations with international suppliers
- Creative management
- Employment of modern logistics



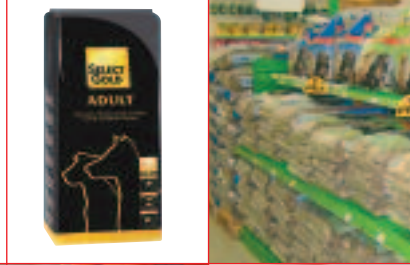
Our values

Out of respect for our customers, we follow our guiding values

- We have "everything for your pet"
- We are always nearby
- We are price aggressive
- We love animals
- We guarantee the best service
- We place our customers first



Fit+Fun
Own-brand
Discount products



Select Gold
Own-brand
Premium products



Multifit
Own-brand
Standard products



MAXI ZOO

Everything for your pet



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