

## PRESS RELEASE / Consumer Goods

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### **zooplus becomes new Wirecard client**

Aschheim (Munich). zooplus AG will be using solutions provided by Munich-based Wirecard AG for its online payment acceptance. zooplus was established in 1999 and is today the leading online retailer for domestic pet supplies in Europe. The zooplus business model has already been successfully introduced in 24 European countries.

Dr Mischa Ritter, Chief Development Officer at zooplus, comments: "Smooth-running online processes are absolutely essential for us as a technology-oriented online retail company which operates throughout Europe. We truly value the collaboration with the global multi-channel acquirer Wirecard. Wirecard enables us to accept all the necessary credit and debit cards as well as supporting all payment and transaction currencies that our business requires."

"We are delighted with this display of confidence and trust from zooplus. I am certain that our international expertise and innovative strength in the development of online solutions was an important deciding factor," explains Christa Wagner, Executive Vice President Sales Consumer Goods at Wirecard.

With more than 15 years of payment experience, the Wirecard Group is the perfect partner for retailers wishing to tap into new target groups both nationally and internationally. The payment specialist supports all sales channels with payment acceptance for credit cards. Wirecard is a principal member of Visa and MasterCard, as well as having acquiring licence agreements with JCB, American Express, Discover/Diners, UnionPay and UATP.

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## **About Wirecard:**

Wirecard AG is one of the world's leading independent providers of outsourcing and white label solutions for electronic payment transactions. The Wirecard Group has been supporting companies in accepting electronic payments from all sales channels. A global multi-channel platform bundles international payment acceptances and methods, supplemented by fraud prevention solutions. When it comes to issuing their own payment instruments in the form of cards or mobile payment solutions, Wirecard provides companies with an end-to-end infrastructure, including the requisite licenses for card and account products. Wirecard AG is listed on the Frankfurt Securities Exchange (TecDAX, ISIN DE0007472060, WDI).

[www.wirecard.com](http://www.wirecard.com) | [www.wirecardbank.com](http://www.wirecardbank.com) | [www.mywirecard.com](http://www.mywirecard.com)

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## **About zooplus:**

zooplus was founded in 1999 and has established itself as Europe's leading online retailer for pet products, measured by sales and total sales. In 2013, the latter amounted to EUR 427 m and has therefore increased seven-fold since 2007. The company's business model has already been introduced successfully in 24 European countries. zooplus offers products for all pet varieties. Its product range comprises foods (dry and wet pet foods as well as pet food supplements) and pet accessories (such as cat trees, dog baskets and toys) in all price categories. In addition to a selection of over 8,000 products, zooplus customers benefit from a range of interactive online content and community features. Pet supplies is a key market segment within the European retail landscape. In 2013, sales of more than EUR 23 bn were recorded within the pet supplies industry in the European Union. Continued strong growth is expected for eCommerce in Europe also in the coming years. zooplus is therefore anticipating continued dynamic growth for the future.

[www.zooplus.com](http://www.zooplus.com)