

The DIA Group gross turnover in 2010 reaches 10,531 million Euros

Spain closed the last financial year with a gross turnover of 4,469 million Euros.

Madrid, 8th February 2011. In 2010, the DIA Group (Distribuidora Internacional de Alimentación, S.A.) achieved gross sales totalling 10,531 million Euros across all the countries in which the company operates. This figure represents an increase of 4.3% in comparable countries (it must be noted that DIA left Greece last year).

At the end of 2010, DIA had 6,373 establishments (4,303 own stores and 2,070 franchises) distributed between Spain, France, Portugal, Turkey, Brazil, Argentina and China, with a workforce of 47,817 employees.

In Spain, DIA closed the year with a gross turnover of 4,469 million Euros, 0.34% more than the previous year, 2,766 establishments (1,761 own stores and 1,005 franchises) employing 19,835 people.

Distribution of DIA Group stores worldwide:

SPAIN	2,766 stores
FRANCE	936 stores
PORTUGAL	539 stores
TURKEY	890 stores
ARGENTINA	448 stores
BRAZIL	408 stores
CHINA	386 stores

In 2010, DIA continued to make significant investments in the process of modernizing and converting its stores to the new DIA Market and DIA Maxi models, and closed the year with a total of 2,116 establishments operating under these formats in the countries where the company has a commercial presence (1,309 DIA Market and 807 DIA Maxi stores).

During 2011, the process of modernizing DIA's image will also be extended to the company's product packaging. DIA is changing its packaging with the aim of promoting the on-shelf identification of the DIA Brand combined with improving the amount of nutritional and product use information offered to the consumer.

A commitment to fresh products

Last year, fresh food products became increasingly important in the new store formats. Therefore, the new DIA Market and DIA Maxi stores presented the best of the DIA concept by providing a more comprehensive commercial offer which included, in addition to a developed assortment of national manufacturer and DIA Brand products, a wide variety of fresh fruit and vegetables, meat and fish, and also freshly baked bread and pastries, all of which gave the consumer the opportunity to enjoy an ever increasing one-stop-shop.

Energy efficiency

During last year, DIA carried out a significant amount of work to advance its policy of environmental sustainability. Highlighted among the projects was the inauguration of its second "Ecosustainable" store with new, advanced energy saving systems; the spread of smart automation in its stores which allows lighting to be controlled from the head office, thereby tailoring electricity consumption to the store opening timetable; or DIA's installation of solar photovoltaic panels in some of its logistic centres and DIA Maxi stores.

In addition, 2010 was an important year for DIA in Spain. Among other important landmarks, the company moved its International Headquarters, previously located in Madrid, to the Parque Empresarial Tripark, in Las Rozas. The new headquarters have LEED® Gold classification with respect to sustainability. This classification identifies the complex as having a high degree of energy efficiency, sustainability and environmental conservation, as well as using and applying renewable energy.

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