



DIA Group generates gross sales of EUR5.42bn in First Half 2011

- Second quarter saw faster sales growth.
- EBITDA (adjusted for extraordinary items*) reached EUR233.8m, implying 10.1% growth.
- The company has reiterated its forecasts for FY 2011.

Madrid, 30 August 2011. Between January and June this year, the DIA Group generated gross sales under banner of EUR5.42bn euros. In local currency terms, this figure represents a 4.7% rise compared to H1 2010. In comparable terms (stores which have been open for over a year), sales rose by 1.5% in H1 2011. At end-June 2011, there were 6,464 stores under the DIA banner.

The DIA Group boosted its sales growth rate in Q2: gross sales between April and June climbed by 5.5%. Ricardo Currás, CEO of the DIA Group, declared that *"The faster sales growth in Q2, mainly due to higher revenues in comparable stores, is the result of the good progress made on our transformation programmes, especially in Iberia and France. Of particular significance is the progress made in emerging countries -Argentina, Brazil, Turkey and China- both in terms of comparable sales -with double-digit growth- and absolute sales thanks to strong expansion while doubling our profitability"*.

In Spain, despite tough economic conditions, the DIA Group's gross sales grew by 1.6%, in H1 2011 reaching EUR2.27bn.

EBITDA adjusted for extraordinary items grew by 10.1% to EUR233.8m. Operating costs decreased in H1 2011 by 0.3% to EUR770m, allowing DIA Group to confirm that the "2009-12 Cost Control and Productivity Improvement Programme" is progressing in line with expectations.

The company confirms that it will achieve the targets it has set for 2011. In mature markets (eg, Iberia, France), the company will continue to focus on cost control, improving productivity, transforming stores into the new DIA Market and DIA Maxi formats, and developing franchises. In emerging countries, the strategy is still based on expansion and enhancing productivity.

For more information:



Glossary:

***Constant rate:** the comparison between the different periods using the same exchange rate in local currency. Market share is always calculated in the retail sector using a constant rate.

***Current rate:** the comparison between different periods, including the currency effect.

***Gross sales:** all sales generated under the DIA banner. They include taxes, sales generated by DIA's own stores and sales generated by franchises.

***Net sales:** all sales generated by DIA excluding taxes and franchise sales.

***Sales under banner:** this includes all sales generated by DIA, both in own stores and franchises.

***Comparable sales:** sales in stores which have been open for over a year.

* **EBITDA adjusted for extraordinary items or cash-adjusted (gross operating profit):** "Operating results" before "Results from fixed assets", "Amortisations and deterioration", amortisation of logistics assets included in the income statement line "Consumption of merchandise and other consumables" and other restructuring expenses and income (included in the "Operating costs" line). This is the indicator of recurrent operating cash generation.

For more information: