



Clarel to open more than 100 new stores per annum in Spain

/ The company has opened 40 new establishments since November, which add to the network of 1,100 Schlecker stores which are currently being converted to the Clarel format

/ Growth in Portugal, where there are 30 stores today, is scheduled for early 2014.

Madrid, 18 December 2013. DIA has embarked on the process of transforming stores over to its new store concept, Clarel, a chain specialised in the sale of personal, beauty and home care products. The transformation process, scheduled for completion in 2014, will affect the 1,100 establishments acquired from Germany's Schlecker, which are predominantly located in Catalonia, Aragon and Valencia.

Since Clarel was launched last November, the Group has already opened 40 new stores in Spain with a view to introducing the brand and concept in the regions in which Schlecker lacked a meaningful sales presence, essentially southern Spain. More specifically, the company plans to open over 100 new Clarel stores in Spain every year.

Clarel's expansion in Portugal, where there are 30 establishments today, is scheduled for early 2014.

DIA (Distribuidora Internacional de Alimentación) is an international food retailer that also distributes fast moving and HPC goods. DIA is traded on the Madrid Stock Exchange and is part of the Ibex 35, the main reference index of the Spanish stock market. In 2012, gross sales under banner reached EUR11.679bn. At present, the company has close to 7,000 stores in the countries in which it operates.

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