



DIA Group continues its expansion in Brazil, opening in the state of Bahia

- / It has signed an agreement with a master franchisee**
- / Operations began at the start of October with the opening of two stores**
- / The state of Bahia, of a similar size to Spain, brings to four the number of regions in which DIA is present**

Madrid, 9th October. DIA Group continues its international expansion with the focus on its business in Brazil, entering a new region, Bahia, this month with the opening of two stores under the agreement it has concluded with a master franchisee. During this year and next, the expansion is expected to continue with further openings in Bahia, whose geographical area is somewhat greater than Spain's, with a population of more than 14 million.

DIA has been present in Brazil since 2001 and, as well as the recent move into Bahia, currently operates in the states of Sao Paulo, Minas Gerais, and Rio Grande do Sul, with a total of 740 stores.

The company has confirmed its position as a leading proximity operator in Brazil and its focus on this market with 332 store openings in the last four years. In this period, its gross sales under banner in local currency have grown by an annual average of more than 20%. The DIA private label is consolidating its position, being the brand with the second highest sales in Brazilian supermarkets.

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 2013, gross sales under banner reached EUR11.476bn and the company had 6,598 stores in the countries in which it operates.

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