



DIA employees will wear badges all week against gender-based violence

/ The company, in collaboration with the Ministry of Health, Social Services and Equality will hand out 15,000 badges to all store personnel bearing the message "There's a way out of gender-based violence".

Madrid, 24 November 2014. On the occasion of the International Day for the Elimination of Violence against Women, which will take place tomorrow, DIA has decided to actively join in with the awareness-raising and support activities by handing out 15,000 badges to its employees, which will bear the message "There's a way out of gender-based violence". The aim is for the campaign's central message, which also includes the telephone number 016 for information and legal advice on abuse, to be visible throughout the week in almost 3,000 proprietary stores.

This initiative is supplemented by different internal information and awareness-raising activities also aimed at the staff in warehouses and offices, which include the dissemination of information leaflets from the Ministry, posters, providing data from the European Agency on gender-based violence on the employee portal, as well as the "Libres" mobile application created by the Ministry Equality to inform about the steps to be taken. DIA has had the collaboration of Maribel Maseda, an expert in self-awareness techniques and author of the book "*La zona segura*" [The Safe Zone], for dissemination and awareness raising among DIA employees about gender-based violence and the possibility of escaping from it.

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 7,328 stores in the countries in which it operates.

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