

Press release
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Intermarché and DIA create CINDIA, a joint platform for negotiating purchases in Portugal

Intermarché, a supermarket banner that includes independent business leaders, and the DIA Group, a company involved in the distribution of food, household products, beauty and health, have agreed to create CINDIA, a joint platform for negotiating. This peer-to-peer partnership applies exclusively to Portugal and therefore excludes negotiations on an international level.

From this year, CINDIA will be exclusively responsible for negotiating with the biggest leading national brands on all kinds of manufactured products. The aim is the optimisation of the purchasing conditions for both banners while improving the services offered to suppliers. The negotiating mandate that has been entrusted to CINDIA does not include traditional fresh produce from the agricultural or fishing sectors. SMEs are not included in these negotiations.

Intermarché and DIA will continue to manage their own sales strategies separately its own sales strategies. This way, each banner will remain independently responsible for their own sales strategies and for the management of their respective sales networks.

This cooperation agreement, through the CINDIA joint platform, will allow Intermarché and DIA to compete efficiently with the two distribution leaders in Portugal, and to contribute qualitative and quantitative benefits to consumers, while retaining competition between both groups.

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Intermarché has been present in Portugal since 1991. In the first quarter of 2015, Intermarché had 232 stores, and last year sales reached EUR1.346bn.

Grupo DIA has been present in Portugal since 1993 with the Minipreço banner. In the first quarter of 2015, DIA had 630 stores, and last year gross sales under banner reached EUR876m.