



DIA brings its online store to Palma de Mallorca

/ The dia.es online platform is now the most economical store in the whole group.

/ This is the fourth Spanish city in which the company has launched its e-commerce, after Madrid, Barcelona and Malaga.

Madrid, 27 January 2016 DIA has taken another step forward in the development of its electronic business with the launch of its online platform in Palma de Mallorca, which is now the fourth city in Spain to have this service. After implementing this experience in Madrid, Barcelona and Malaga, where it now reaches more than ten million customers, DIA has expanded its online business so that it can be used by almost half a million residents in Palma. The company currently has six physical stores on the Balearic Islands.

DIA's online store includes an assortment of more than 4,000 references and certain specific products that cannot be found in some physical stores, such as "gluten-free" and "fair trade" product lines. It has become the company's most economical establishment thanks to its aggressive pricing and promotional discounts.

DIA has also developed a free application for IOS and Android that can be used to manage shopping tasks over mobile devices. With this tool, users can create their shopping list for their usual store with actual stocks, use discount coupons, check the location of the nearest establishment, monitor expenses by measuring monthly consumption and read the latest corporate news, including new openings, promotions, etc.

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 2014, gross sales under banner reached EUR9.4bn and the company had 7,306 stores in the countries in which it operates.

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