



DIA's online shop goes live in Valencia and Alicante

/ DIA will start offering its e-commerce services to over 1.7 million people in the Spanish Autonomous Community of Valencia

/ The Autonomous Community of Valencia is the fifth region in which this service will go live, after Madrid, Catalonia, Andalusia and the Balearic Islands

/ The online platform dia.es has made a name for itself as the least expensive shop of the entire group since its launch six months ago

Madrid, 6 April 2016. DIA has made a further step forward in developing its electronic retail trade by launching its online platform in Valencia and Alicante. This company has become the least expensive shop of the entire group since its launch six months ago.

With this move, DIA is expanding its activities to the region of Valencia and offering its service to more than 1.7 million potential customers, who will now be able to enjoy the advantages offered by shopping online with the company. DIA currently has 125 brick-and-mortar shops in Valencia and 104 in Alicante.

DIA's online store, which features a range of over 4,000 items and some more niche products not found in all of the brick-and-mortar shops, such as "gluten-free" and "fair trade" products, has become the least expensive branch of the group thanks to its very competitive prices and promotional discounts. After opening in Valencia and Alicante, which will create a dozen new jobs, DIA's online shop will be trading in a total of nine Spanish provinces, along with Madrid, Malaga, Barcelona, Palma de Mallorca, Cadiz, Cordoba and Seville.

DIA also has a free app developed for iOS and Android, which customers can use to manage their shopping on their mobile devices. With this tool, users can create a shopping list for their local shop from the current range, access discount coupons, find the location of the shop closest to them, control their budgets by monitoring their monthly spending, as well as view the company's latest news regarding new shop openings, promotions, and much more.



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 2015, gross sales under banner reached EUR10.5bn and the company had 7,718 stores in the countries in which it operates: Spain, Portugal, Brazil, Argentina and China.

For more information:

María Fernández / Javier Aguilar

Tel. 915 915 500

m.fernandez@romanyasociados.es

j.aguilar@romanyasociados.es

Multimedia resources

[Press releases](#)

[DIA Franchises](#)

[Corporate Image](#)

[Corporate Twitter](#)

