



DIA Group Undertakes the Renovation of its More than 2,000 DIA Market stores

/ The aim of this transformation is to offer improved service to customers while emphasising fresh products and the company's own brands.

/ The first four shops to be renovated opened their doors today in Madrid, Alcorcón, L'Hospitalet de Llobregat and Santa Coloma de Gramenet.

Madrid, March 3, 2017. DIA will transform the image of its DIA Market stores with the aim of improving its customers' shopping experience by offering them a wide range of services and a selection of products that are custom tailored to their daily shopping needs. This morning, the first four renovated DIA Market stores have already opened their doors, two of which are located in the Province of Madrid (Madrid Capital and Alcorcón) and another two of which are in Catalonia (L'Hospitalet de Llobregat and Santa Coloma de Gramenet).

The project set forth by the DIA Group to renovate its shops will reach more than 2,000 establishments, some of which are owned by the group and others of which are franchises that operate under the DIA Market banner.

After the improvements, the colour red shall prevail on the outside of the shops, whose glass façades will allow for natural light to come in, adding a brighter and warmer feel. Additionally, all the shops shall have an LED screen where special daily deals are announced, as well as information about DIA.

The inside of the shops shall be divided by zones, with fresh products such as fruits and vegetables being increased, as this was one customer request frequently received over the last few years. An exclusive area shall also be created where all the store's special offers will be displayed, and the bakery is planned to get more products, all of which shall be freshly baked as always.

Additionally, in the new DIA Market shops, store brands, such as the gourmet product range, Delicious, will become more prominent as these brands are planned to have their own space in the establishments.

Finally, lighting has been improved with LED technology which, in addition to saving energy, will create a warmer, friendlier atmosphere for the company's customers. Adding to this climate shall be background music, which is being installed for the first time in DIA Market shops

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 2016, gross sales under banner reached EUR10.5bn and the company had 7,799 stores in the countries in which it operates: Spain, Portugal, Brazil, Argentina and China.

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