



## DIA Group launches Nexus by DIA, a digital platform for innovation and talent search

/ Nexus by DIA aims to search for innovative projects that can add value to the DIA business

/ DIA collaborates with L Marks, a company specialized in building bridges between companies and startups.

**Madrid, July 11, 2017.** As part of DIA Group's desire to continue innovating and looking for partnerships that add value to the business, today the company launched Nexus by DIA, an digital innovation platform to search for talent around the world. DIA Group have opened a public competition through the website [www.nexusbydia.com](http://www.nexusbydia.com), so that startup companies who have a project that could add value to the company can participate.

The platform starts operating from today, and any companies that wish to take part may register their projects on the website until August 27. The pre-selected startups will have the opportunity to present their proposal in front of a group of DIA experts, with the aim of moving on to the next stage to participate in the program from September 28. For ten weeks, the startups selected will have access to DIA's knowledge and network of experts, with the aim of working together to create the store of the future. The project will conclude on January 23, 2018, when one or several winning projects that will be developed for DIA will be chosen.

Nexus by DIA is a DIA Group initiative in its search for collaborations and alliances with third parties to innovate and continue to grow with the customer at the heart of their decisions.

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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.

▪ **EXTERNAL RELATIONS**

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