



## Nexus by DIA, the innovation and talent search digital platform, selects four startups for the final

/ These companies will now enter into a 10-week work immersion period run by DIA Group, which will announce the winning startup(s) that will be awarded the development of its project.

**Madrid, October 17, 2017.** The Nexus by DIA digital platform dedicated to innovation and talent search has selected four startups from Denmark, Spain, the United Kingdom and Israel so that, for the next 10 weeks, they begin to develop their project in collaboration with DIA.

After this period, which begins on October 30, DIA Group will choose the winner(s) in an event in which the four finalists will have to show their progress and present their final implementation proposal for the company. Nexus by DIA will select the winner(s) for the full development of their project by the end of January.

The four finalists are:

**Plant Jammer ApS. Denmark.** A company specializing in vegetarian cuisine, which uses artificial intelligence to compare the ingredients available to users in their kitchens and recommends the best way to combine them for the preparation of recipes. It is a never-ending cookbook at your fingertips. How? Its secret recipe is a neural network trained with millions of online recipes.

**Retail Rocket. Spain.** Helps online stores implement personalization technologies and take their marketing to the next level by adapting websites in real time based on the interests of each user and, ultimately, generating a considerable increase in the conversion ratio, the average value of orders and customer retention.

**Talking Circles. United Kingdom.** A business platform for continuous learning among co-workers. They bring employees together to share a unique experience, helping them to be more productive. Talking Circles is an efficient way to collaborate and share organizational knowledge at scale, allowing companies to boost engagement, build capacity and retain their best talent.

**Wasteless. Israel.** Increases sales and reduces waste generation by allocating changing prices that allow the consumer to choose how much to pay for a product based on its expiration date. Also, this tool monitors stock levels and will send a warning notification if a product is out of stock or to lower the price when it has been in the shelf for too long.

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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.

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