

## DIA Group hires the services of Boston Consulting Group

*March 26, 2018 - Madrid, Spain*

DIA Group has decided to hire the consultancy services of Boston Consulting Group, one of the global leaders in the industry thanks to its experience in new developments in the retail food sector.

DIA's CEO, Ricardo Curras, has announced that "this is one more step towards steady progress in the digitization process and in the search for the best experience in customer proximity".

The company has the contribution and support of the Strategy Committee, which was recently created for the development of this project. The Board of Directors of DIA Group approved its creation on February 22, with the objective of advising and strengthening both the Board itself and the company in its task of defining and monitoring the Group's strategies in the medium and long term.

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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 2017, gross sales under banner reached EUR10.33bn and the company had 7,388 stores in the countries in which it operates: Spain, Portugal, Brazil and Argentina.



"Stop underage drinking, a challenge for all" is a social initiative promoted by Grupo DIA. The aim is to tackle the issue of underage drinking. With this project, we are working together with the whole society to reduce alcohol consumption among minors in our country to zero.

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