

5 million surgical masks arrive at DIA Group's 4,100 stores



From Friday 15 May, DIA will be selling surgical masks at all of its physical stores in Spain, priced at 6 euros per pack of 10, equal to 0.60 Euros per unit.

The company will earn no profits from the sales of this product, which is an initiative set up to meet the current needs of the Spanish population.

DIA customers have been able to purchase surgical masks since the end of April on the dia.es online store.

Madrid, 14 May 2020: DIA Group will be selling surgical masks at its more than 4,100 DIA, Dia&Go, La Plaza de DIA and Clarel physical stores all over Spain. With the first 5 million units arriving on Tuesday at Madrid's Barajas airport, the company has made this product available as a way of meeting the current needs of the Spanish population in the face of the coronavirus pandemic.

The masks available at DIA, which are non-reusable, have three layers and offer 95% bacterial filtration efficiency (BFE). Consumers can purchase them in boxes of 10 units for 6 Euros per pack, including VAT, which is equivalent to 0.60 Euros per unit and the price at which the company



purchases the masks from its suppliers. In order to supply as many people as possible, the number of units that can be purchased is limited to a maximum of three packs (30 masks) per shopper.

"At DIA, we are striving every day to continuously adapt and respond to our customers' needs. The challenge we face is to reach every city, town and village in Spain, ensuring that our own stores and franchises are able to serve everyone, no matter where they are. This is why we're selling masks at cost price and for no profit, as an example of our commitment to the well-being of our customers. We will reach everyone," said Ricardo Álvarez, managing director of DIA Spain.

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Surgical masks also available on Dia.es

Since **Thursday 30 April**, customers in more than 500 Spanish towns have been able to purchase packs of masks at cost price (0.60 Euros/unit) on the dia.es online store, with a daily limit of two packs (20 units) per online order.

DIAContribuye2020

The sale of surgical masks at cost price is outlined in the **DIAContribuye2020** plan, which was launched by the company in response to the COVID-19 crisis to mitigate its consequences among the most vulnerable segments of society. This programme has provided further support with the donation of 250,000 surgical masks and 2,500 litres of alcohol gel to professionals working on the front line to take care of us during this crisis. The materials were delivered in collaboration with the autonomous regional governments of Andalusia, Aragon, Castilla-La Mancha, Castilla y León, Catalonia, Extremadura, Galicia and Madrid, who distributed the items among various organisations.

#Let'sThinkAboutEveryone

DIA Group

DIA (Distribuidora Internacional de Alimentación [International Food Distributor]) is a leading local supermarket chain, with 6,626 stores and franchises in Spain, Portugal, Brazil and Argentina. DIA is primarily supplied by local suppliers and meets the day-to-day food needs of more than 20 million loyal customers, thanks to the commitment of its 39,000 employees across the globe.



PRESS

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