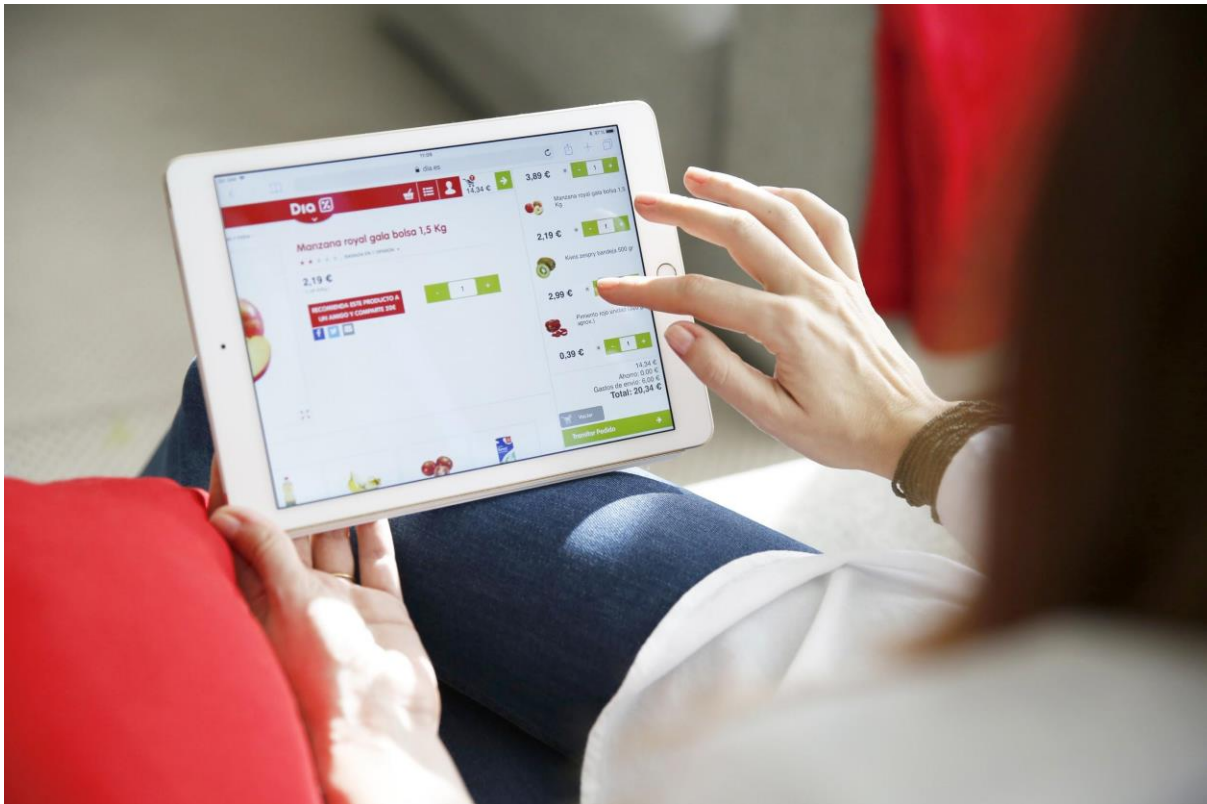




DIA exceeds one million online orders during the state of emergency



For the first time, fresh products have outnumbered other items in digital customers' shopping baskets.

85% of online sales were made in the cities of Madrid, Barcelona, Seville, Málaga, Cádiz, Zaragoza and Bilbao.

Madrid, 17 June 2020. Since the start of the state of emergency, DIA Group has delivered over a million online orders to Spanish homes. As the safest way to buy groceries, the lockdown has caused an explosion in demand for online shopping, a trend that has continued as the lockdown has been eased.

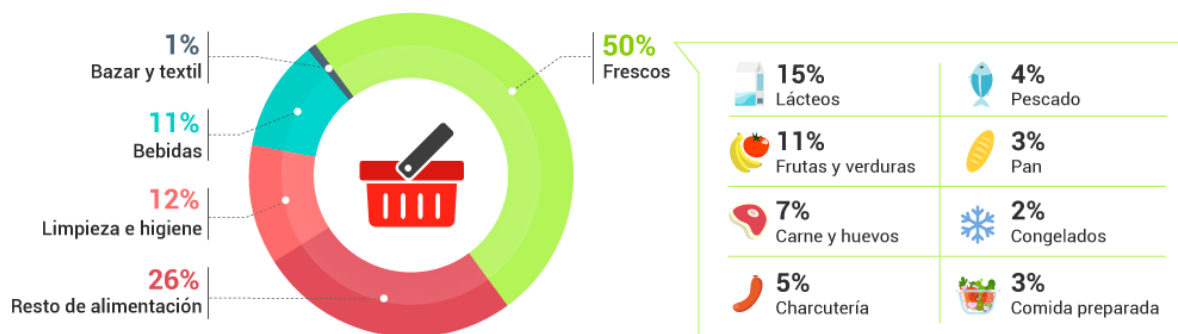


The million orders have been made via our [DIA.es STORE](#), the DIA online platform and mobile app, La Plaza de DIA marketplace on Amazon Prime, and the Glovo app, with spikes of over 20,000 orders every day.

“In the last three months, various taboos have been broken when it comes to online food shopping. Any reluctance with regard to buying fresh products online has disappeared now that customers have seen that they arrive in perfect condition. This means that customers are now wanting to continue to shop via the online channel, even after the lockdown has been lifted. At DIA, we think that customers should see online shopping as safe, but also as a way to save time, which they can dedicate to other activities. The challenge for us is to communicate to people how the convenience of online shopping makes their everyday life easier. At DIA, we want to give our customers the gift of time”, explains Diego Sebastián de Erice, Online Director at DIA Spain.

What's more, dia.es customers have changed their shopping habits over the past few months. For the first time, fresh products, which represent 50% of the shopping basket, have outnumbered other items, with orange juice, potatoes, bananas and eggs the most purchased items.

Composition of the customer shopping basket at dia.es



Currently, dia.es is delivering groceries to homes in over 500 Spanish towns and cities and to over 26 million people. During the lockdown, 85% of online sales were made in the cities of Madrid, Barcelona, Seville, Málaga, Cádiz, Zaragoza and Bilbao.



#Let'sThinkAboutEveryone

DIA Group

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

PRESS

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