



DIA Group bets on Clarel and creates an independent business unit to develop its future

- / The Company sees potential in Clarel and will provide it with its own structure.*
- / Paul Berg, with an extensive international experience in the retail sector, is appointed CEO for Spain and Portugal.*

Madrid, September 6, 2019.

Management of the DIA Group believes in the potential of the personal and home care sector and the possibility of successful development for Clarel. For this reason, DIA has decided that the brand with some 1,300 stores in Spain and Portugal remains part of the Group.

DIA Group will provide Clarel with a completely independent structure and has appointed Paul Berg as CEO to lead the sales growth of this business unit. This decision seeks to enable both Clarel and DIA to operate separately, fully focused on their core business activity.

Paul Berg has more than 25 years of professional experience in food retail and consumer goods companies. With a very international and versatile profile, his management style is characterized by the empowerment of teams and the successful implementation of growth strategies. Paul Berg holds a degree in Business Administration and has studied a MBA at the Instituto de Empresa and a General Management degree at IESE. He will report directly to Karl-Heinz Holland, CEO of the DIA Group.

"We believe in a great future for Clarel. Creating an independent business unit we will give Clarel the opportunity to develop as a brand. Without a doubt, Paul Berg's great professional experience will help us make Clarel a benchmark for our customers", commented Karl-Heinz Holland, CEO of DIA Group.

Clarel, the proximity stores specialized in personal and home care, has 1,200 establishments in Spain and 71 in Portugal and has a wide assortment of national and private labels including Bonté, Basic Cosmetics, Junior Simile, Baby Smile and AS.

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International Food Distributor, DIA, is an international distributor of food and household goods that operates in Spain, Portugal, Brazil and Argentina, where it markets its products under 5 different formats. Founded in 1979, it has more than 46,500 employees and 6,000 outlets.