



DIA will invest more than USD 100 million over the next three years in its plans for Argentina

/ As part of its ongoing commitment to Argentina, the company is in the midst of a project to renovate and to expand its store network.

/ The company's project will generate 3,000 new direct and indirect jobs.

/ The announcement was made by Stephan DuCharme, Executive Chairman of the DIA Group, and by Martín Tolcachir, CEO of DIA Argentina, at a meeting with Alberto Fernández, President of Argentina.

Buenos Aires, 4 October 2021. DIA, leader in neighbourhood supermarkets, reaffirms its commitment to the country by announcing its **investment and job creation plan in Argentina for the 2021 - 2023 period**. This will involve more than **USD 100 million** for the opening and remodelling of its store network and will generate 3,000 new direct and indirect jobs.

The announcement was made by **Stephan DuCharme, Executive Chairman of the DIA Group, and Martín Tolcachir, CEO of DIA Argentina**, who met with **the President of Argentina, Alberto Fernández, the Minister of Productive Development, Matías Kulfas, and the Cabinet Chief, Juan Manzur**. The investments are in full swing and will be completed in 2023.

There are currently 904 stores in the DIA Argentina network. The project of the remodelling will take place in 7 provinces: Buenos Aires, Entre Ríos, Corrientes, Santa Fe, Chaco, Jujuy and Salta. As for the openings, these will significantly expand its local presence.

The investment plan also includes a new distribution centre to supply the new stores as part of the company's ambitious project in Argentina.

Stephan DuCharme, Executive Chairman of the DIA Group, says:

"This investment and our plans for growth reaffirm our commitment to and long-term vision for Argentina, all our customers, partners, franchisees, suppliers and the general community. DIA has been a benchmark for proximity in the industry for almost 25 years and this project will enable us to further strengthen our leadership".

Martín Tolcachir, CEO of DIA Argentina, comments:

"The investment plans will speed up the changes we've been working on to make DIA the supermarket of choice for Argentinians with the best offer so that they can shop for quality food at the best price. Our goal will be achieved through the new commercial offer with a renewed private label, modern stores and a fast and effective online service supported by partners and franchisees who are motivated to be closer every day".

More information: diaonline.com.ar | IN - FB - IG @DIAArgentina