



DIA continues to expand its online business in Barcelona

/ Delivery will be made from 7 DIA shops, where the number of staff has been increased, with a total of 14 new hires.

/ DIA expects to reach a potential public of 4 million consumers.

Madrid, 10 December 2015. DIA has taken a further step in the development of its online shopping business, with the launch of its online platform in Barcelona, which thus becomes the first Catalan city to enjoy this service. Having rolled out this experience in Madrid and Málaga, DIA is further expanding its online business, which is now available to up to 4 million people in Barcelona.

DIA's online shop, which includes a range that is not available in certain high street stores, has become the cheapest establishment in the entire company, thanks to its aggressive rates and promotional discounts. Delivery is free for orders over 50 euros; if the order is made before midday, it can be delivered that same day, and an SMS is sent to customers 20 minutes prior to delivery.

On the occasion of the launch of the platform, only for 10 and 11 December, the company is offering Anna de Codorníu cava for 6.70 euros per bottle. There is also a 10 euro discount voucher for the first customers who wish to try out DIA online shopping in Barcelona – they only need to enter the code COMPRABCN when checking out.

DIA also has a free app developed for IOS and Android, which allows customers to manage their shop on their mobile devices. With this app, users can create the shopping list of their usual shop with real stock, request discount vouchers with the Club DIA card, check the location of the nearest high street store, control expenses by measuring monthly consumption, and access the latest company news about new openings, promotions, etc.

Distribuidora Internacional de Alimentación, DIA, is an international company operating in the food, household, beauty and health product distribution industry. DIA is listed on the Madrid Stock Exchange and is part of the Ibex 35 list, the Spanish stock exchange benchmark index. In 2014, gross sales for the DIA brand reached 9.4 billion euros and the number of establishments reached 7,306 in the countries where it operates: Spain, Portugal, Brazil, Argentina and China.

For further information

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