



## DIA Group takes own-brand Clarel to Germany, Italy, France and the United Kingdom through Amazon

/ Clarel opens an online store in Amazon's Marketplace for its brands Bonté, BabySmile and Junior Smile.

/ The over 100 references will also be available for the Spanish market.

**Madrid, November 17, 2017.** DIA Group has started to export its own-brand products under the Clarel label to the German, Italian, French and British markets. Potential customers in these countries can purchase products from Clarel's own-brands - through an online store in Amazon's Marketplace - such as Bonté, for personal care and hygiene or Baby Smile and Junior Smile, for baby care.

Clarel is DIA Group's brand specialized in beauty, health, personal hygiene and household with more than 1,000 physical stores spread throughout Spain.

Clarel's online store in Amazon offers customers more than 100 references, which will also be available for the Spanish market. The online offer of the Clarel brand is complemented in Spain with its Clarel.es online store, which ships its products from a warehouse located in Almunia de Doña Godina, in Zaragoza, to all parts of the country.

With this new partnership, DIA Group and Amazon expand their scope of collaboration, following the agreements reached in Madrid and Barcelona with La Plaza de Dia on Amazon Prime Now. This online store already offers customers from these two cities a total of 5,300 references, with a maximum delivery time of under two hours.

---

DIA (Distribuidora Internacional de Alimentación) is an international food retailer that also distributes fast-moving and HPC goods. DIA is traded on the Madrid Stock Exchange and is part of the Ibex 35, the main reference index of the Spanish stock market. In 2016, gross sales under banner reached EUR10.5bn and the company had 7,799 stores in the countries in which it operates: Spain, Portugal, Brazil, Argentina and China.

▪ **EXTERNAL RELATIONS**

Nieves Álvarez – Lara Vadillo – Ginés Cañabate – Luis Barreda

Phone: +34 91 398 54 00 Ext. 33340 / 33886 / 33342 / 33536  
+34 650.64.16.36 / 619.22.65.87 / 616.02.51.89 / 609.41.57.21

[comunicacion@diagroup.com](mailto:comunicacion@diagroup.com)