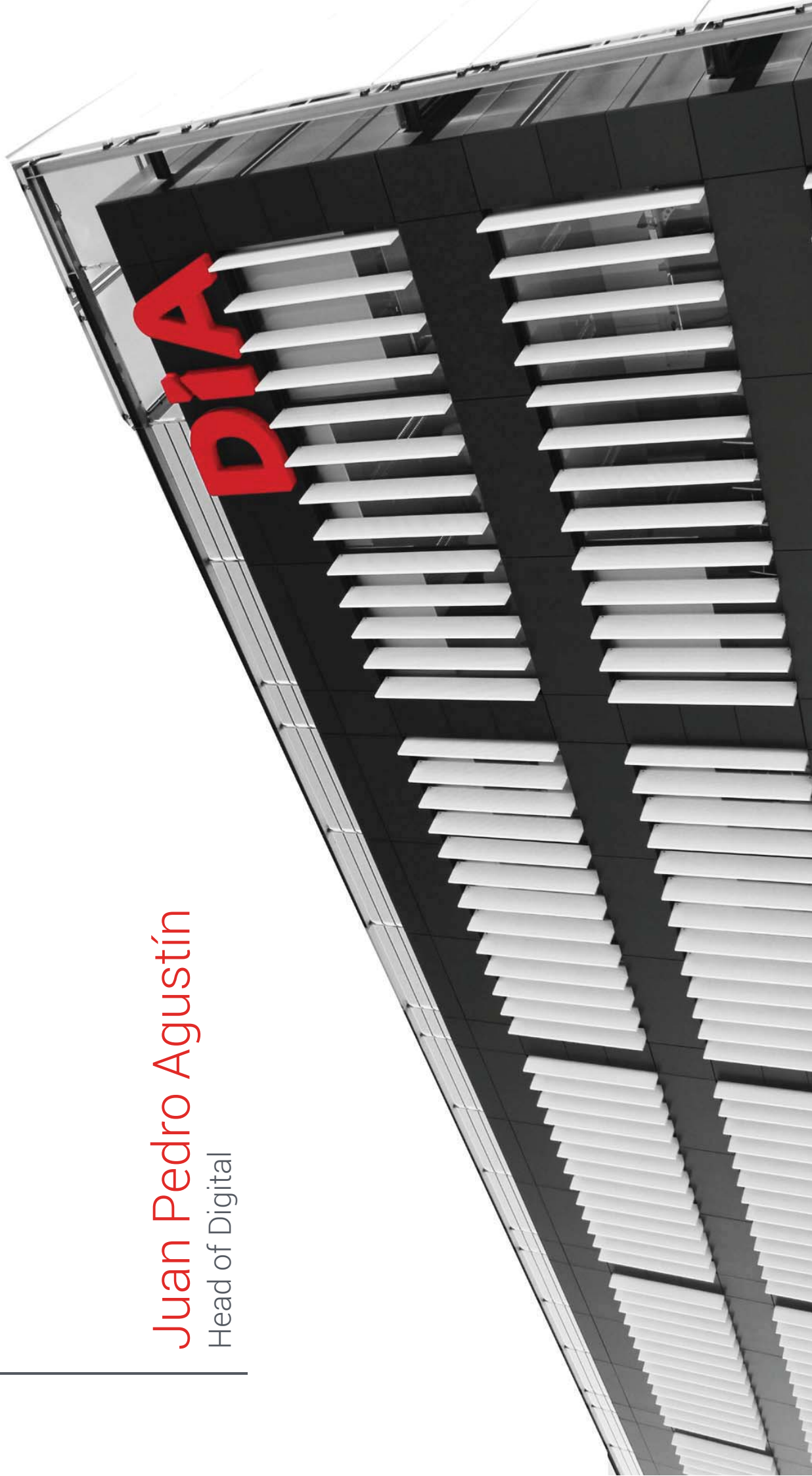


DIA

| 3

rd
CAPITAL
MARKETS DAY
2017 LONDON

Juan Pedro Agustín
Head of Digital



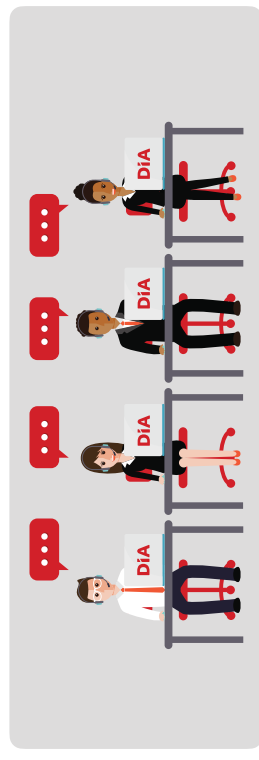
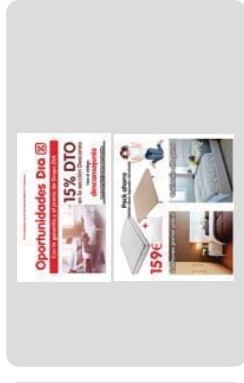
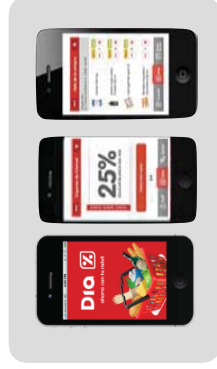
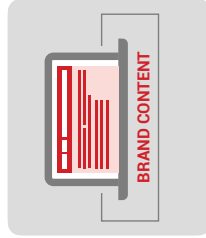
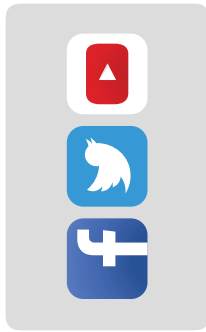
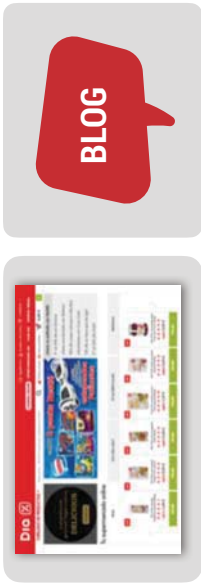
**“A REVOLUTION
DOESN'T HAPPEN
WHEN SOCIETY
ADOPTS NEW
TOOLS. IT
HAPPENS WHEN
SOCIETY ADOPTS
NEW BEHAVIORS”**

Clay Shirky
Author, Consultant,
Professor at NYU



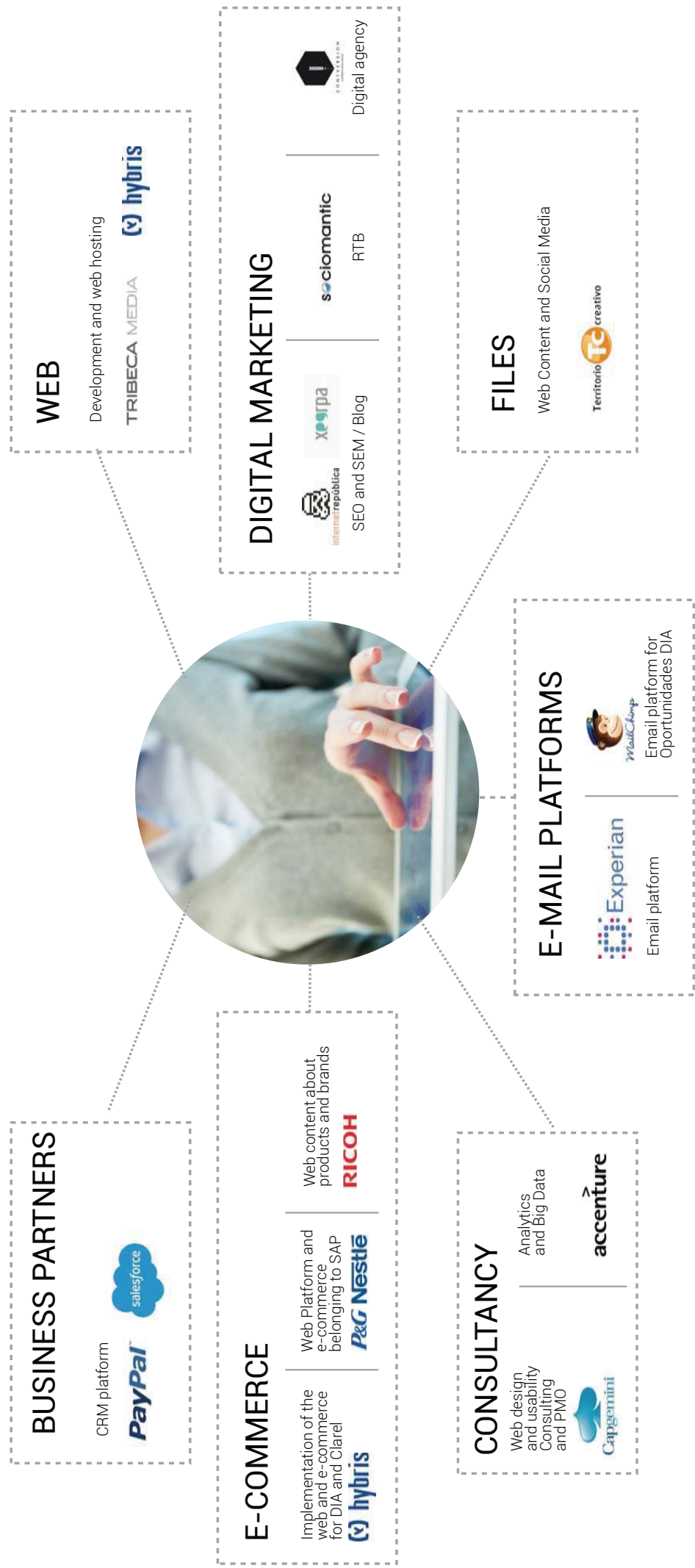


**> 8 MILLION
DIA CLUB USERS
IN SPAIN**



DIGITAL USERS

The new way of working implies the management of ecosystems of relationships with DIA Digital collaborators in customer management



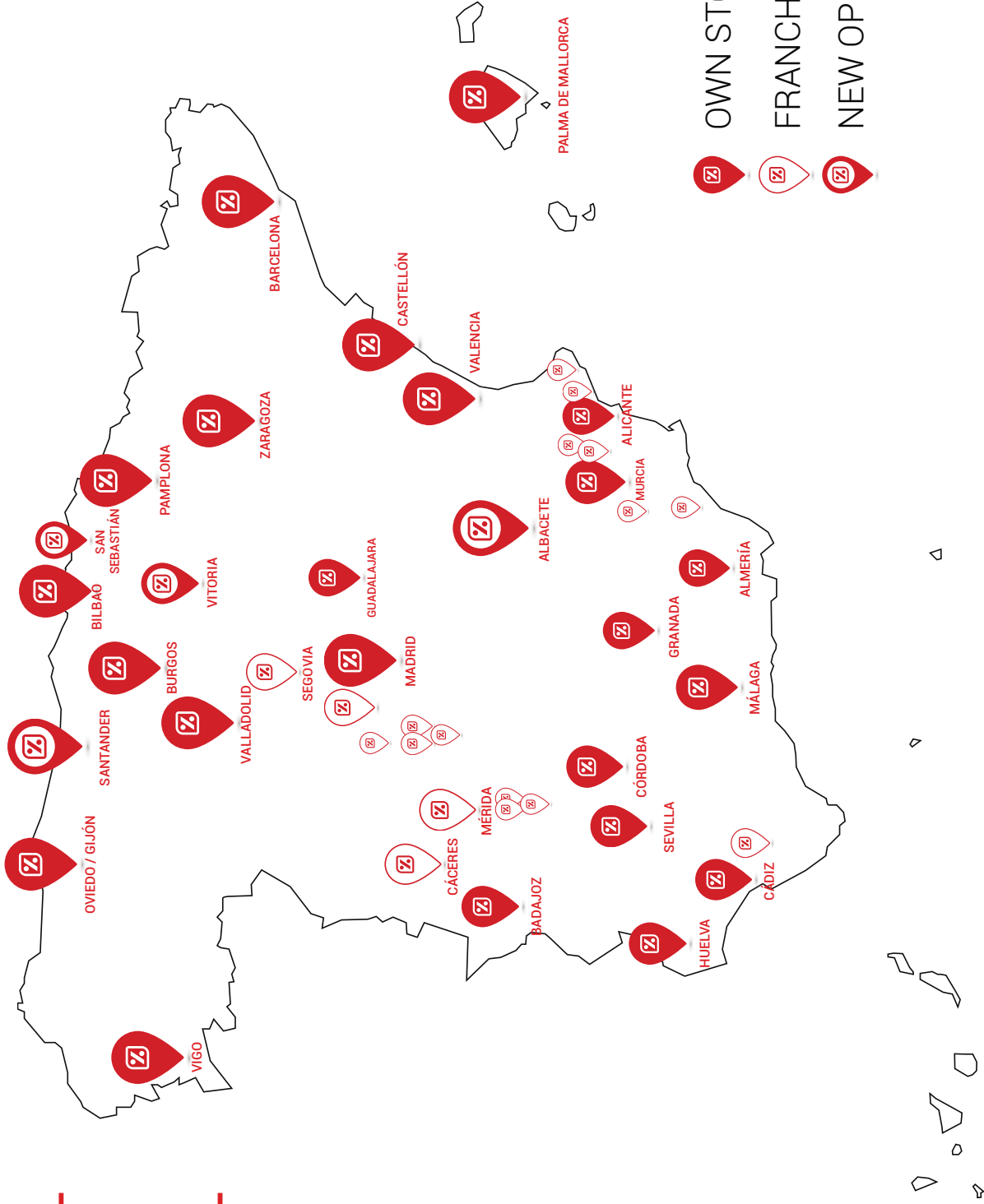
WWW.DIA.ES

> 90,000 CUSTOMERS
BASKET AVERAGE 5X
ONLINE
3-HOUR LEAD TIME



EXPANSION
MARCH 2017

AROUND
60% OF
SPANISH
POPULATION
ALREADY
COVERED.



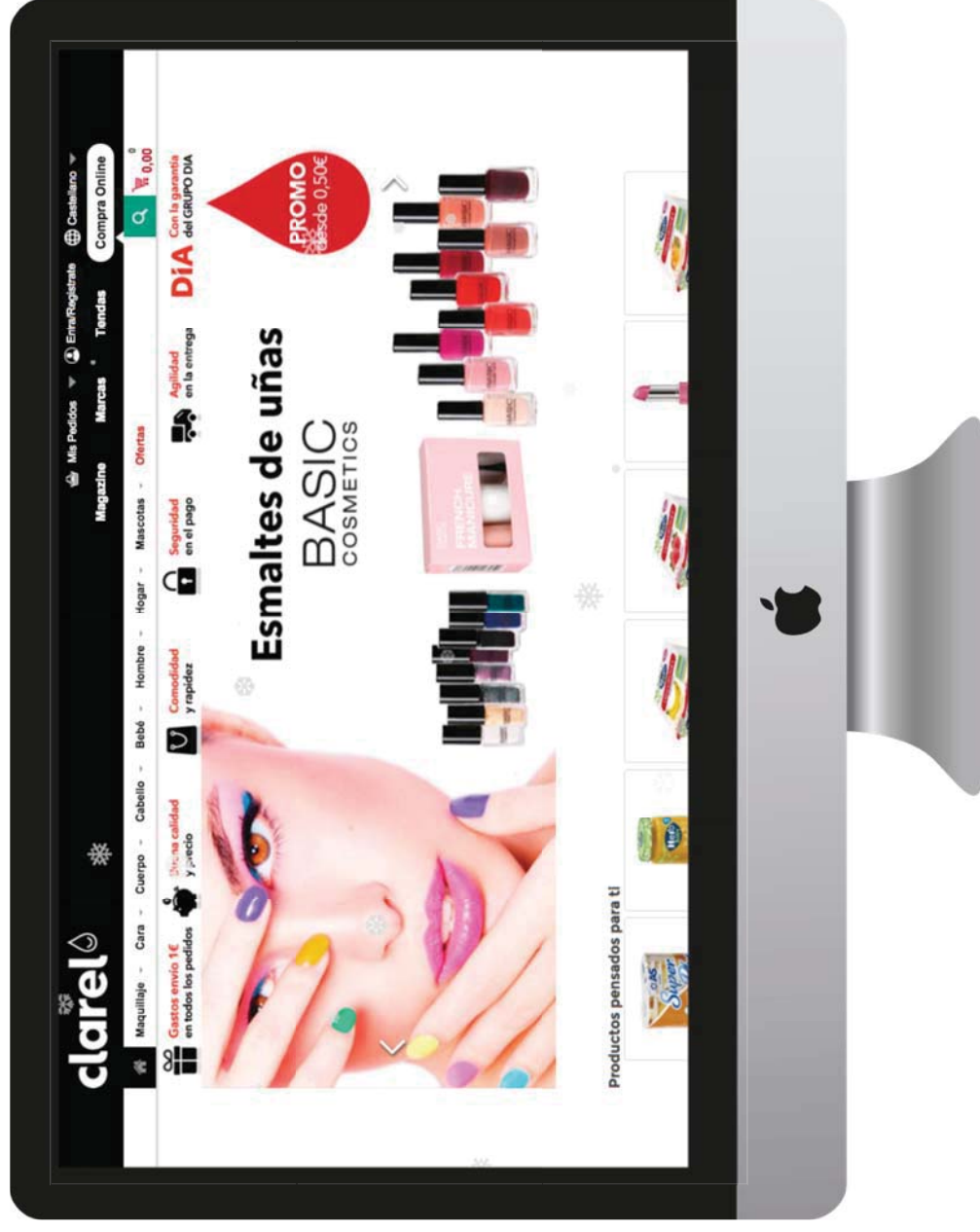
WWW.CLAREL.ES

DARK STORE NEXT TO D.C.

BASKET AVERAGE 4X
OFFLINE

60% MOBILE TRAFFIC

DÍA



**THE DIGITAL
WORLD
ALLOWS
COMPANIES TO
CONTACT
CLIENTS
WITHOUT TIME
OR SPACE
LIMITATIONS**



OPORTUNIDADES. DIA.ES

> 135,000 CUSTOMERS

> 5,000 SKUs

DÍA




CAN DIA BECOME A GENUINE NON-FOOD RETAILER?



DIA

Oportunidades Dia

 >10,000

 >2,000

 >22,000

 >5,000

 >2,000

**“TECHNOLOGY IS
THE ANSWER
BUT... WHAT WAS
THE QUESTION?”**

Cedric Price
1965



**THINK BIG,
START SMALL**



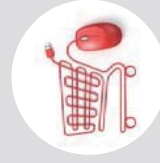
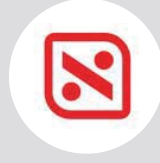
amazon cloud drive

bime 
by zendesk

aqua[®] Intelligence

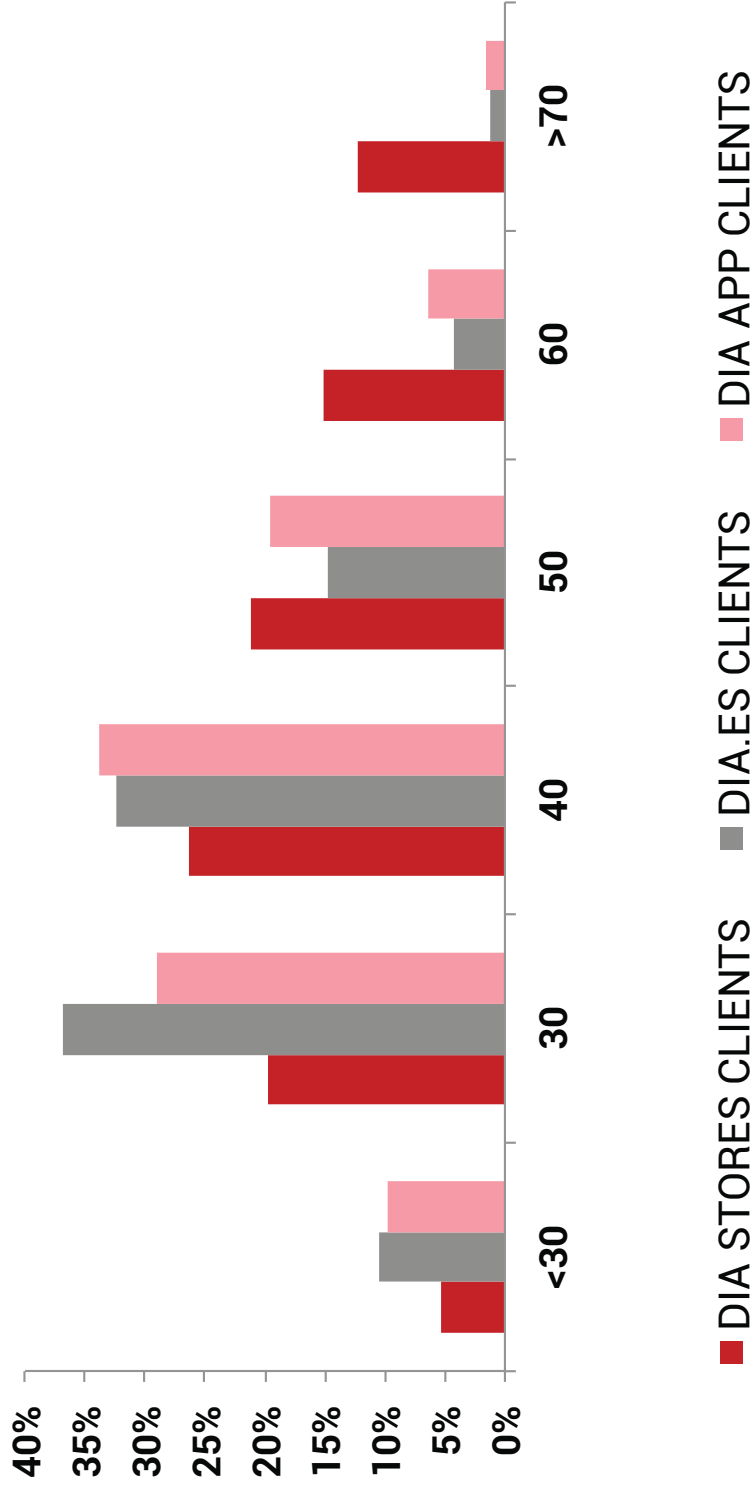
DIGITAL CLIENT

DIA

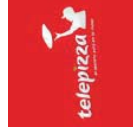


**“THE DIA
DIGITAL CLIENT
IS MUCH
YOUNGER”**

AGE RANGE



**OUR DIA FANS
ALSO LIKE THESE
OTHER BRANDS...**



Calidad y precios también online. Si no puedes ver este correo, [pulsar aquí](#)



compra 2 packs Nestlé

¡y entra en el sorteo de uno de estos estupendos Patinetes!

¿DISFRUTAMOS DEL VERANO CON UN PATINETE ELÉCTRICO?

Tienda online

Buen tiempo + helado + patinete = ¡plan perfecto para este verano! Entra en días, compra al menos dos de tus helados Nestlé favoritos y gana uno de los dos patinetes que sortamos.

Suena muy bien, ¿verdad? ;)

¡Participa!

LA QUINCENA de los ¡PRECIOSOS!

Del 8 al 21 de junio de 2017

¡AHORA 0,99€ 6,35 €/kg

ANTES 1,95€

ATÚN CLARO EN ACEITE DE OLIVA Día 3 x 52 g

¡EMPIEZA LA QUINCENA DE LOS PRECIOSOS!

Ofertas Día

Atún en aceite de oliva, tomate en rama, arroz, detergente... y sin fin de productos a unos precios increíbles. Visita tu tienda más cercana y aprovecha las ofertas que hemos preparado para ti.

Ver ofertas

Si un producto no es una oportunidad no lo tenemos

Oportunidades Día

Con la garantía y el precio de Grupo Día



15% DTO

en la sección Descanso

Usa el código:
descansojunio

Comienza el 1 de junio a las 00:00h y termina el 30 de junio a las 23:59h. No acumulable con otras ofertas. No válido para productos de la sección Descanso. No acumulable con otras ofertas.



Pack ahorro

Colchón+Base tapizada+Almohada

159€



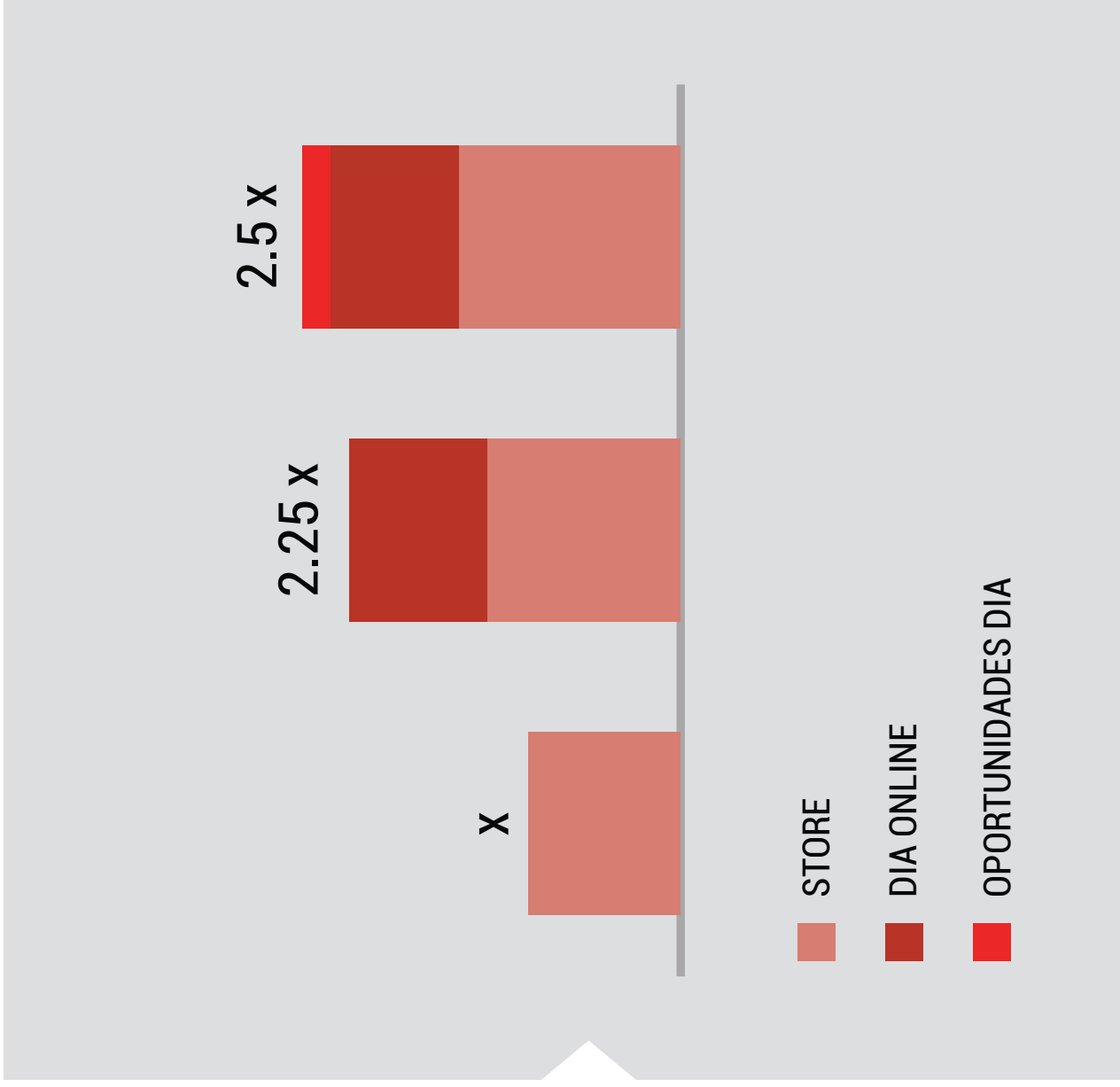
Colchones primer precio



Colchones alta gama

E-MAIL MARKETING PLATFORM

**INCREASING
THE VALUE PER
CUSTOMER AS
WE LAUNCH
NEW DIGITAL
PLATFORMS**



NOW IS THE TIME
WHEN WE FEEL
CONFIDENT TO
STEP UP TO THE
OMNI CHANNEL
CHALLENGE.

/ BY SHARING AND
CROSSING INFORMATION
FROM ALL CHANNELS...

/ WE CAN UNDERSTAND AND
ANTICIPATE THE BEHAVIOUR
OF ALL OUR CUSTOMERS...

/ ... AND ADAPT MARKETING BY
CHANNEL.



HEADING TOWARDS OMNI CHANNEL



CATALOGUE
SALES: OFF/ON
LINE CROSS
SELLING IN
OPORTUNIDADES.
DIA

¡Descubre todas las ofertas!

Venta por catálogo **claret**

Envío en **72h** laborables

59€ original: 299€

CECOTECH Power Steam

CENTRO DE PLANCHADO Extreme Steam Anticalc

SENSESTEAM

ENVÍO GRATIS en todos los productos

99€ original: 199€

Smartphone Weimeí Neón

31€ desde: 119€

Juego de sábanas 100% algodón Amanecer de Naturals

¡Ve gasa alguna de estas artículos? PUEDES COMPRARLOS EN ESTA TIENDA

REGISTRATE AQUÍ
COMPRA AQUÍ

REGISTRATE AQUÍ
SUSCRÍBETE AQUÍ

Si tienes alguna duda, llámanos al 917 936 384

49€ original: 149€

por sólo: **19,99€**

Telefóno Denver

29,99€

Prók Gamers Teclado Gamer Bluetooth BT-COR-PC-2P + Ratón + Altavoz

89€ original: 199€

Cámara de acción Denver

94,99€

Tablet Alcatel 10.1 P103 8021 BGL Negro

79,99€

Cámara de vigilancia Blaston 10 Wifi interior, visión nocturna

39,99€ original: 59€

DVD Reproductor Denver

199,99€

Televisión Curvo LED 32" Smart 10D

99€

Smartphone Weimeí Neón

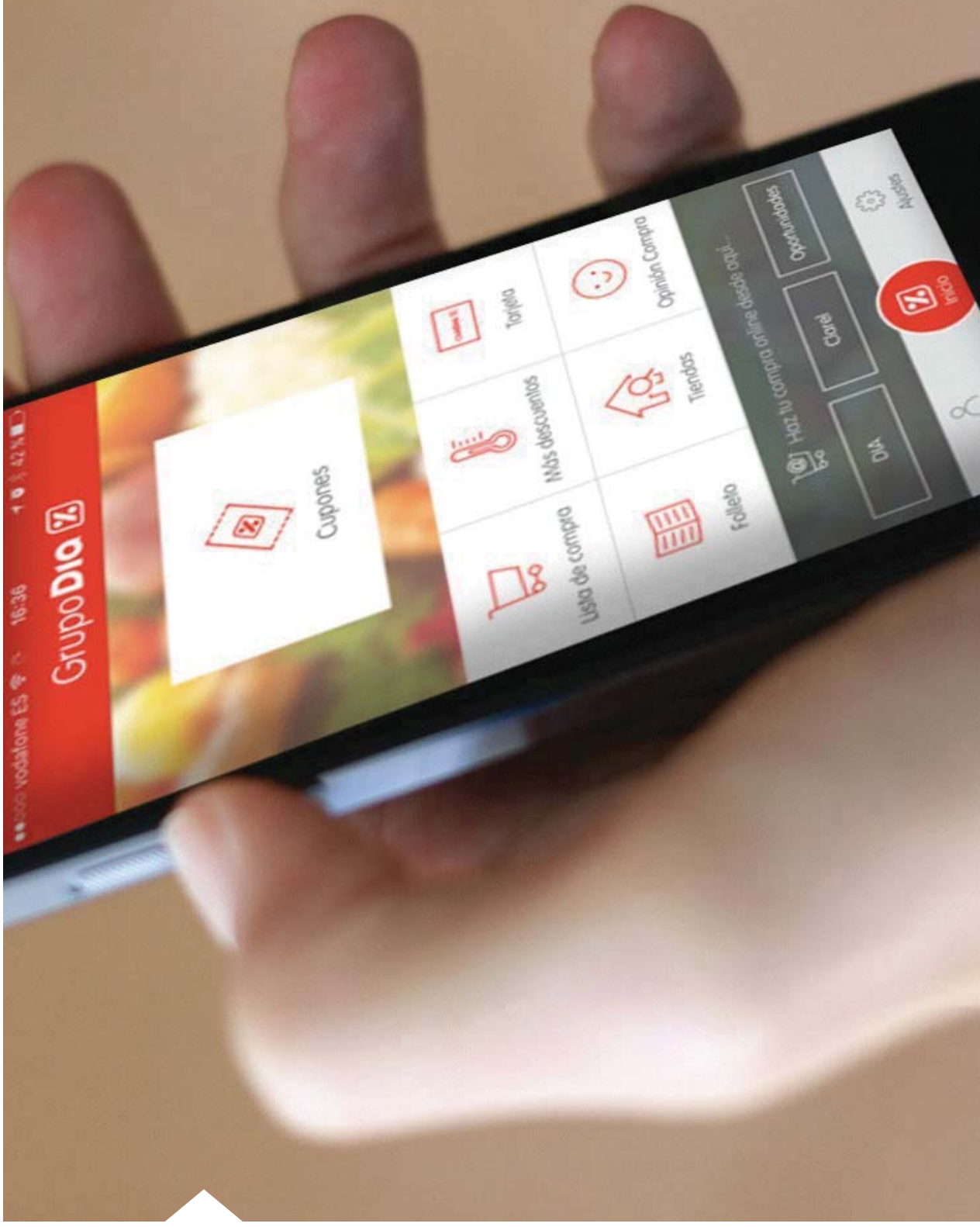
139€

Smartphone Willyfox Spark

claret

Si tienes alguna duda, llámanos al 917 936 384

DIA CUSTOMER App

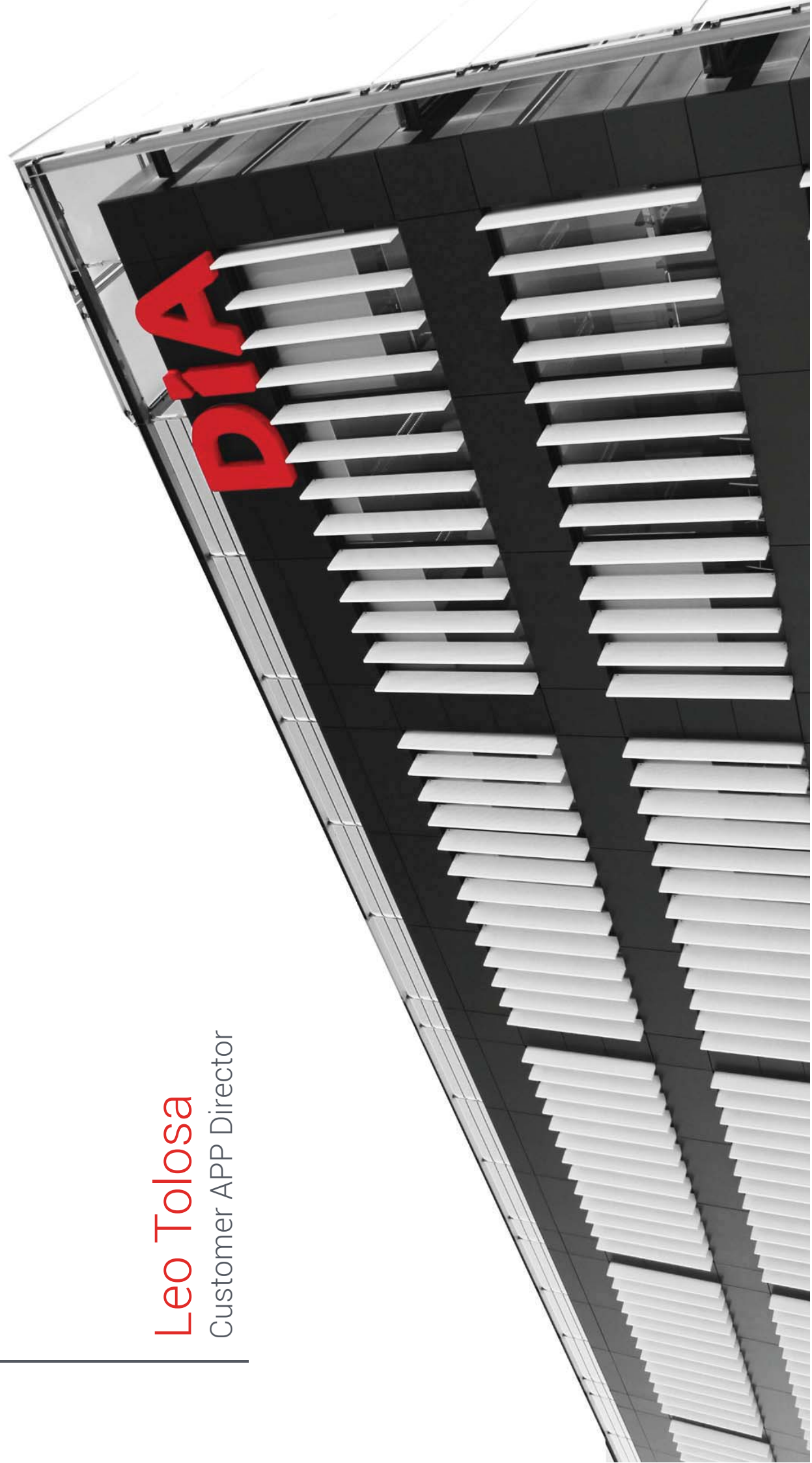


DIA

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Leo Tolosa
Customer APP Director





APP PHENOMENON UNSTOPPABLE

APP PHENOMENON: MAIN DIGITAL TRANSFORMATION DRIVER



THE USE OF APPS IN THE WORLD



**/ 3 billion smartphones today,
6 BILLION EXPECTED FOR
2020 ⁽¹⁾**

**/ 89% of smartphone time
is spent using apps ⁽¹⁾**

⁽¹⁾ App Annie Retrospective 2016

THE USE OF APPS IN THE WORLD

**/ 6 out of 10 mobile customers
buy: travel, leisure and fashion ⁽²⁾**

**/ Food will be next in mobile
shopping.**

**/ Users who buy through
mcommerce in apps, generate
120% more business ⁽³⁾**

**ONLY 20% OF
APPS ARE USED
MORE THAN ONCE**
**95% ARE NO LONGER
USED AFTER 1 MONTH**

⁽⁴⁾ Flurry Analytics



APP DIA:

AS CLOSE
AS THE
PROXIMITY
CLIENT





CUSTOMER BENEFITS & DIA BENEFITS

CUSTOMER

Savings
Personalization
Control
Information
Communication

DIA

More Business
Intelligence
Communication
Channel
Visit Frequency
Promotion
Redemption.

HOW WE LISTEN



QUALTRICS

Quantitative expectations, motivations and brakes of the app

CUSTOMER SERVICE

Problems and Doubts

DIA COMMUNITY

Qualitative Experiences

SOCIAL NETWORKS

What excites us about our app

EMPLOYEES

Daily Customer Feedback

MARKETS

Advanced users talking about D & F's app

DIA



HOW WE LISTEN

DIA

QUALTRICS

Quantitative expectations, motivations and brakes of the app

CUSTOMER SERVICE

Problems and Doubts

DIA COMMUNITY

Qualitative Experiences

SOCIAL NETWORKS

What excites us about our app

EMPLOYEES

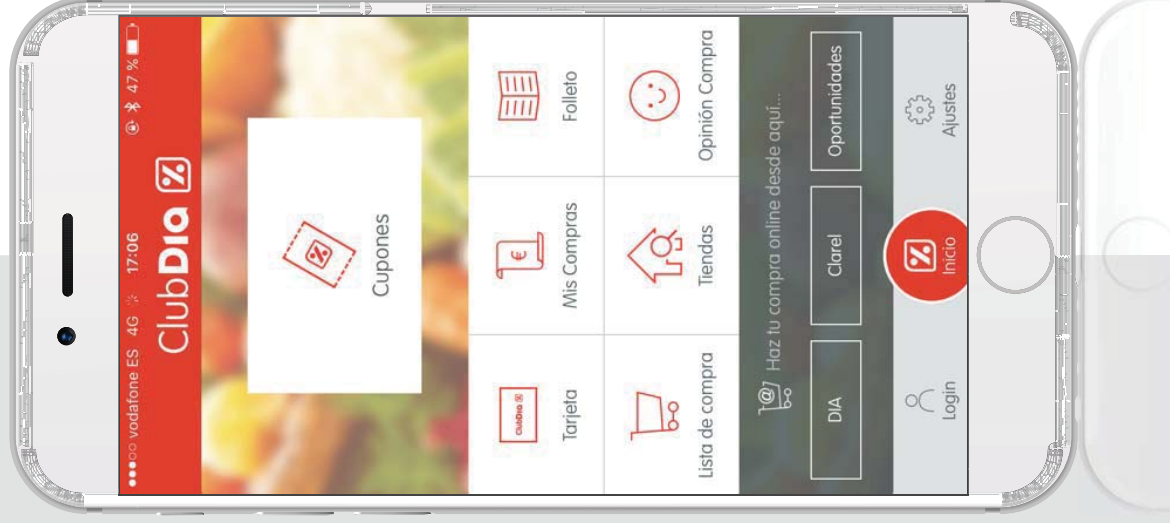
Daily Customer Feedback

MARKETS

Advanced users talking about D & F's app

DIA

THE DIA APP



- / DIA Club loyalty card
- / Selection and consultation of coupons
- / Shopping thermometer
- / Ticket
- / Shop brochures
- / Store finder
- / Shopping lists
- / Link to online shopping



> 1,000,000
Downloads

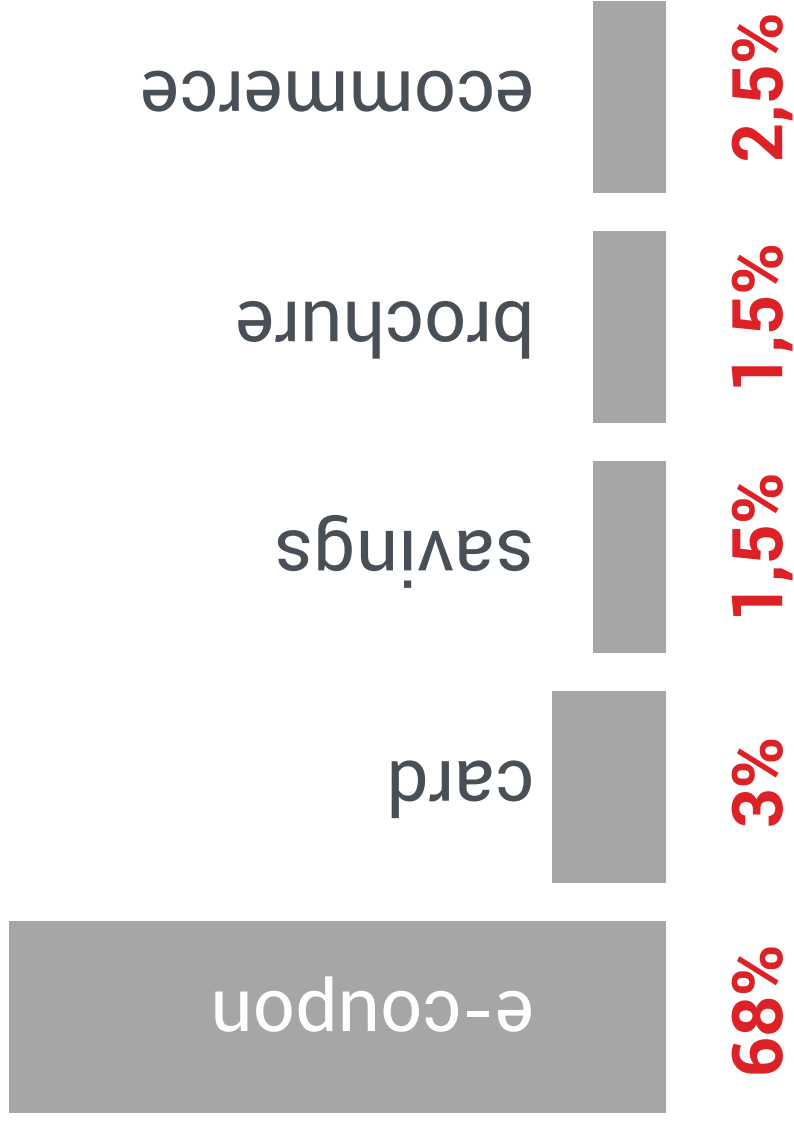
> 600,000⁽¹⁾
Associated Cards

> 400,000⁽²⁾
Digital Coupon users



HEAT MAP - APP USE

DIA



Google Analytics



HEAT MAP - USER PROFILE

DIA



60%

16-34 years



40%

35 & more

Google Analytics



CUSTOMER FEEDBACK

“I love to have my coupons always at hand in the app”

“No more forgetting my card”

“It is great to control purchases and savings”

“I like to know the offers near me”

CUSTOMER ASSESSMENT



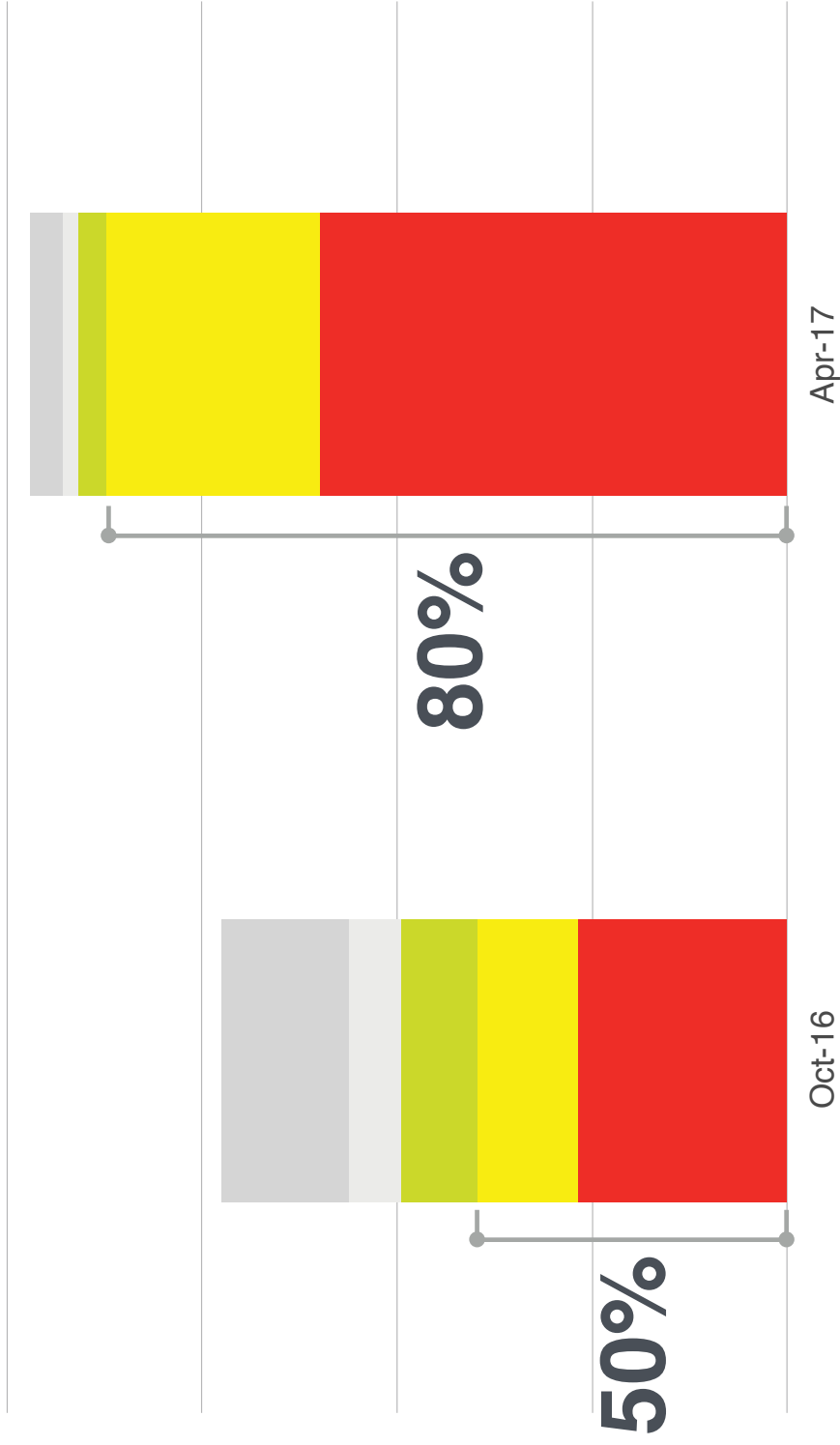
HOW THEY VALUE US



TOTAL



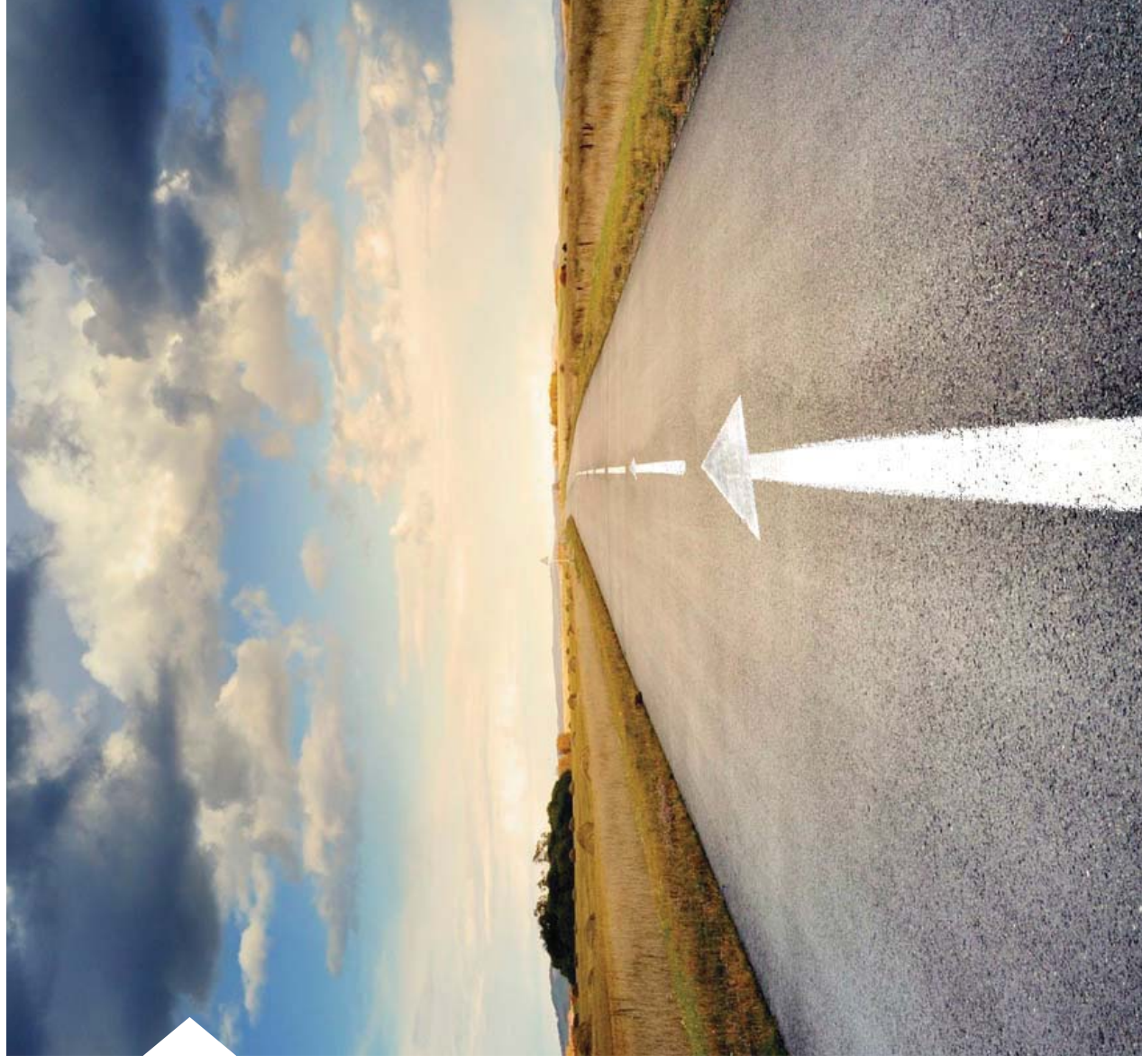
DIA



Source: Markets

MILESTONES 2017

- Business intelligence
- Omnichannel
- Innovation



THE CUSTOMER AT THE CENTER OF OUR **DIGITAL TRANSFORMATION**

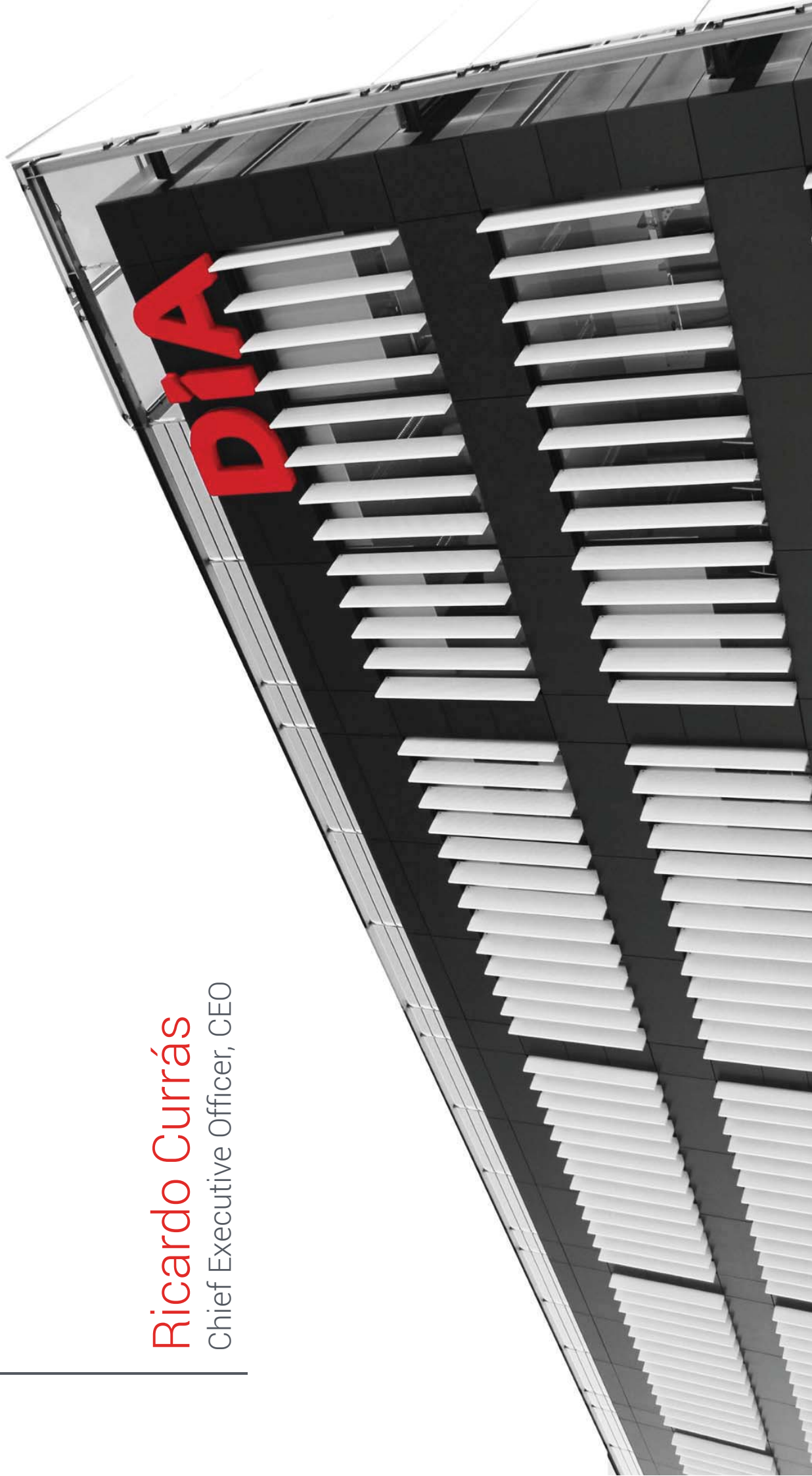


DIA

| 3

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Ricardo Currás
Chief Executive Officer, CEO

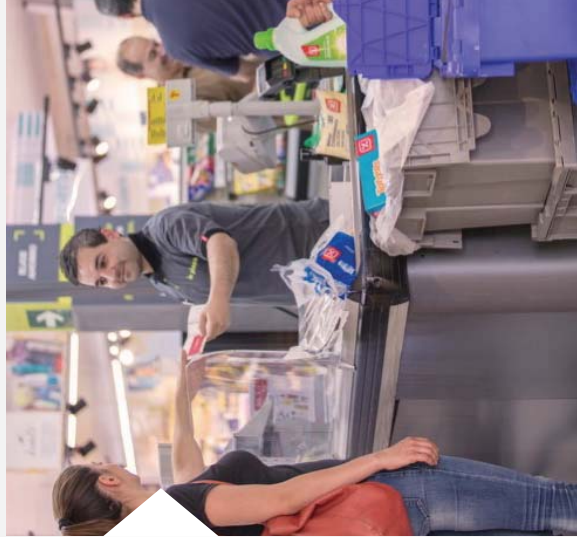


CONCLUSION

DIA

CUSTOMERS
RETAIL
MARKETS

TECHNOLOGY



WE ARE AT A
TURNING POINT

“EXPONENTIAL” CHANGES

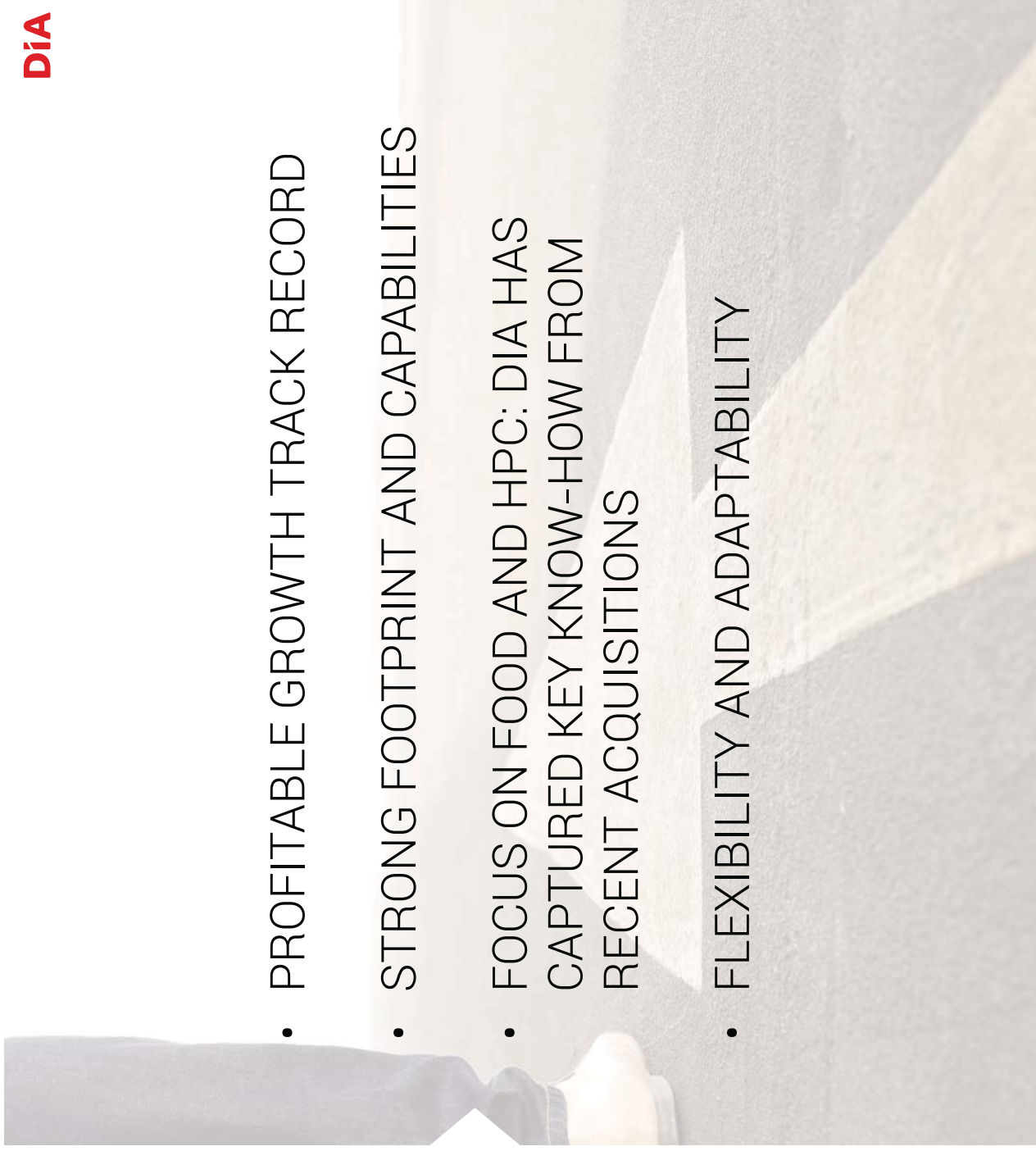
THE DIGITAL
CHALLENGE
IS AN
OPPORTUNITY
FOR **DIA**

- TO BECOME 100% CUSTOMER-CENTRIC
- TO IMPROVE EFFICIENCY
- TO OPEN NEW PROFITABLE CHANNELS TO
SELL TO, AND COMMUNICATE WITH,
CUSTOMERS

**WE ARE WORKING HARD AND FAST
IT IS OUR PRIORITY**

DIA IS IN GOOD SHAPE

- PROFITABLE GROWTH TRACK RECORD
- STRONG FOOTPRINT AND CAPABILITIES
- FOCUS ON FOOD AND HPC: DIA HAS CAPTURED KEY KNOW-HOW FROM RECENT ACQUISITIONS
- FLEXIBILITY AND ADAPTABILITY



DIA IS WORKING FOR THE LONG-TERM...

- A DISCIPLINED AND CONTINUED INVESTMENT IN BETTER STORES WITH BETTER OFFER
- A NEW CUSTOMER-CENTRIC ORGANIZATION
- A REMUNERATION POLICY INCLUDING CUSTOMER SATISFACTION AS A KEY INDICATOR
- NEW CHANNELS AND SERVICES TO MEET CUSTOMERS' NEEDS
- MORE EFFICIENCY
- FASTER INNOVATION



NexUS | BY **DiA**

powering ideas

...AND DELIVERING IN THE SHORT-TERM

- PROFITABLE GROWTH
- CASH GENERATION
- FRANCHISEE AND EMPLOYEE ENGAGEMENT
AS THE BEST DRIVER OF CUSTOMER
SATISFACTION
- MORE EFFICIENCY SIMPLIFYING SUPPLY
CHAIN OPERATIONS OR CREATING NEW
PROCUREMENT PLATFORMS

THE NEW
CUSTOMER
LOVES
CONVENIENCE

AND DIA IS BEST-IN-CLASS
IN **CONVENIENCE**

THE NEW
CUSTOMER
LOVES
GOOD PRICES

AND DIA IS BEST-IN-CLASS
IN **PRICE**

THE NEW
CUSTOMER
IS DIVERSE

AND DIA IS DEPLOYING A
CONVENIENT
MULTIFORMAT,
MULTICHANNEL
STRATEGY TO BETTER
MEET CUSTOMER NEEDS

DIA

| 3

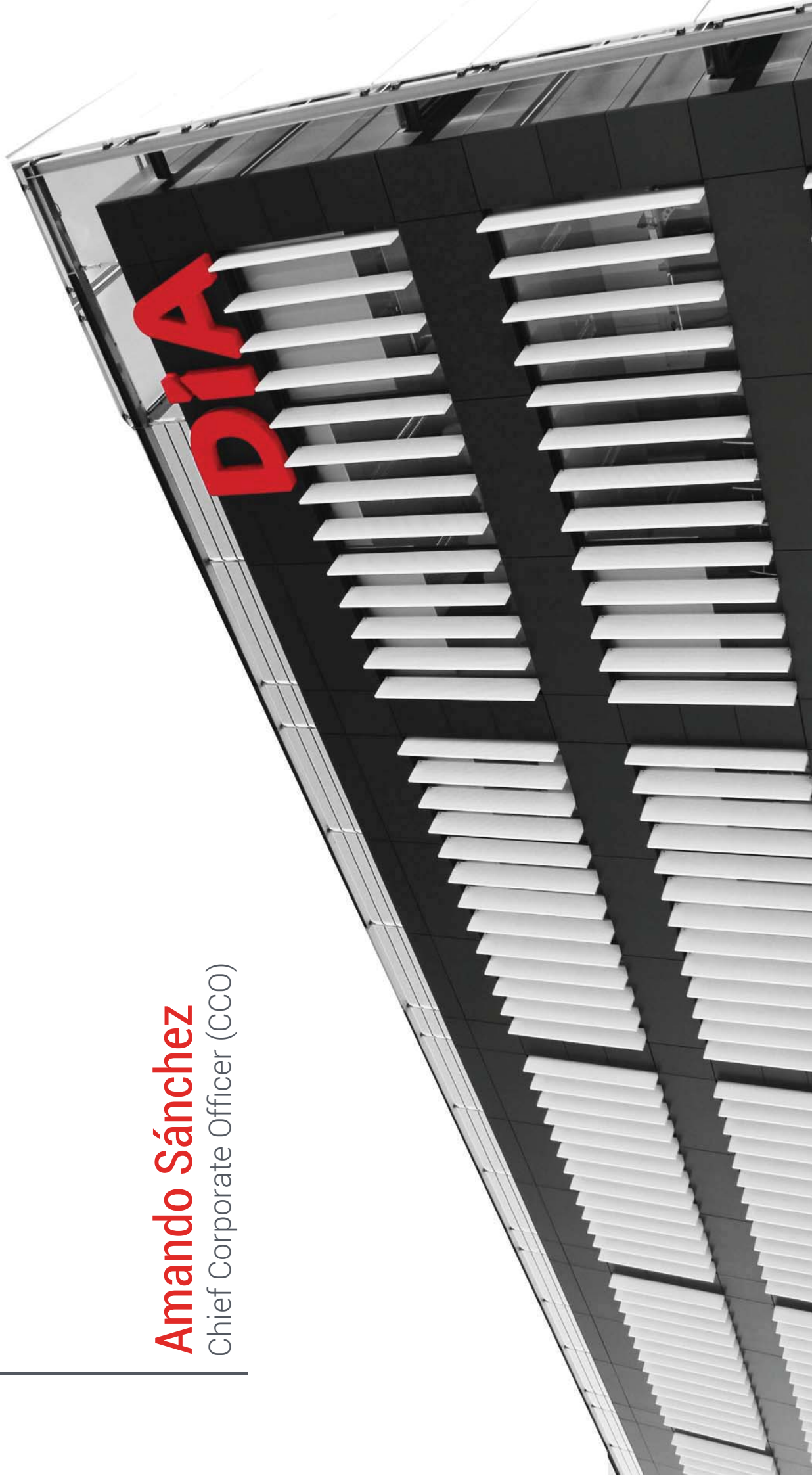
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CAPITAL
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DÍA

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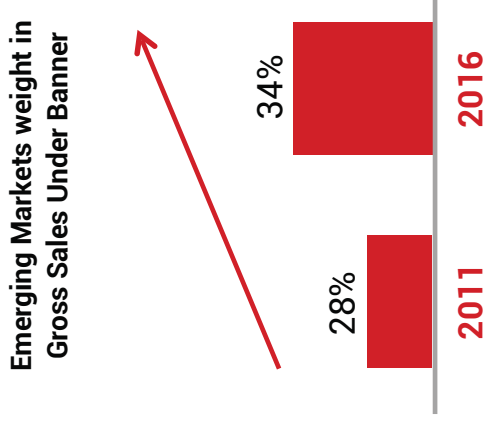
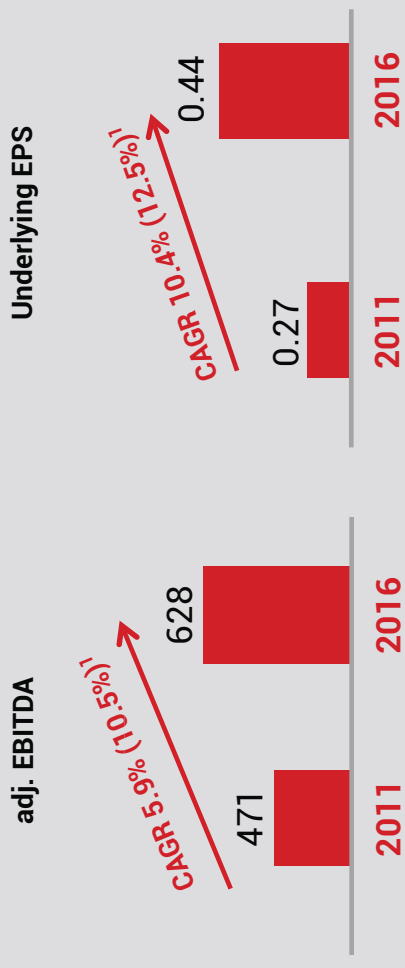
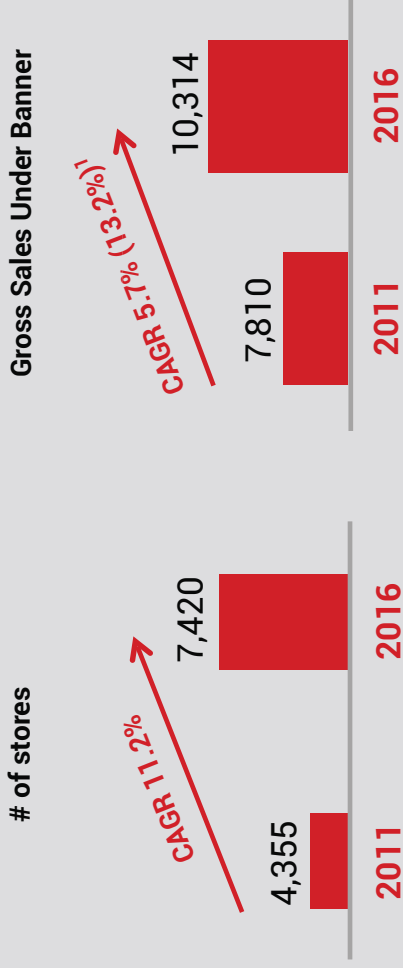
rd
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Amando Sánchez
Chief Corporate Officer (CCO)



DRIVING STRONG AND SUSTAINABLE VALUE CREATION SINCE LISTING

Growing, profitable and geographically diversified platform



Notes
 Excluding China, France and Turkey
 1. Ex-currency

DIA'S FINANCIAL FRAMEWORK REVIEW

1

Cost efficiency
focus to
sustainably
support
continued
improvement
of customer
proposition

2

Smart and
active
investment
approach

3

Strong track
record of
value
creation
through
corporate
transactions

4

Tangible
organic and
inorganic
growth
opportunities
including
on-line

5

Flexible and
efficient
capital
structure

**COST EFFICIENCY
FOCUS TO
SUSTAINABLY
SUPPORT
CONTINUED
IMPROVEMENT
OF CUSTOMER
PROPOSITION**

REAL ESTATE

LABOUR COST
EFFICIENCY

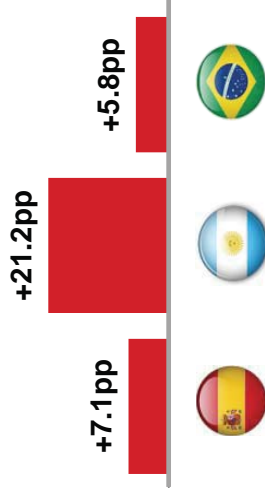
PURCHASING
SYNERGIES

ENERGY

Efficiency focus has allowed to reduce costs over sales...



...while enhancing customer proposition in largest markets
Net Promoter Score² (improvement from Nov-13 to Nov-16)

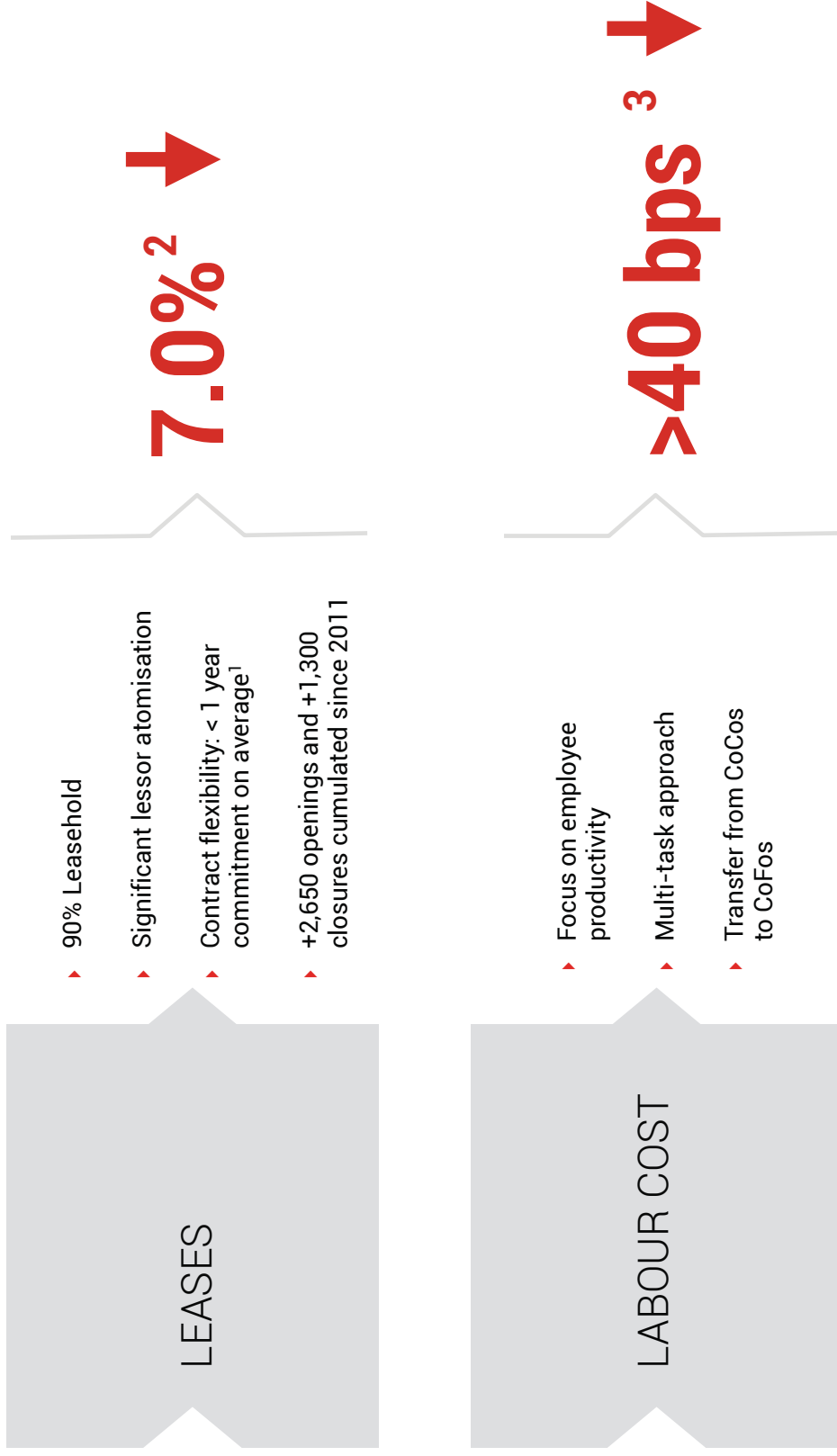


Notes

Excluding China, France, Turkey and acquisitions

1. Total costs as % of net sales 2011-16
2. Net Promoter Score (NPS) as metric for assessing customer satisfaction

**COST EFFICIENCY
FOCUS TO
SUSTAINABLY
SUPPORT
CONTINUED
IMPROVEMENT
OF CUSTOMER
PROPOSITION**



Technology as a key improvement driver

Notes

- Excluding China, France, Turkey and acquisitions
- 1. EUR237m lease commitments as of December 2016 vs EUR307.3m real estate rents
- 2. Rental per sqm reduction in 2011-16 period
- 3. Labour cost as % of net sales 2011 -16

**COST EFFICIENCY
FOCUS TO
SUSTAINABLY
SUPPORT
CONTINUED
IMPROVEMENT
OF CUSTOMER
PROPOSITION**

Technology as a key
improvement driver

**PURCHASING
SYNERGIES**

- ▶ Further development of recently signed sourcing agreements:
 - ICDC (Casino)
 - CINDIA (Intermarché)
 - Eroski
- ▶ Private label agreements:
 - Red Libra (Eroski)

50 bps¹ ↓

**ENERGY
EFFICIENCY**

- ▶ First food retailer to go 100% LED in-store
- ▶ Cooler's doors implementation
- ▶ Real-time info to detect anomalies in consumption
- ▶ More than EUR16m annual savings in Spain

20 bps² ↓

Notes

Excluding China, France, Turkey and acquisitions

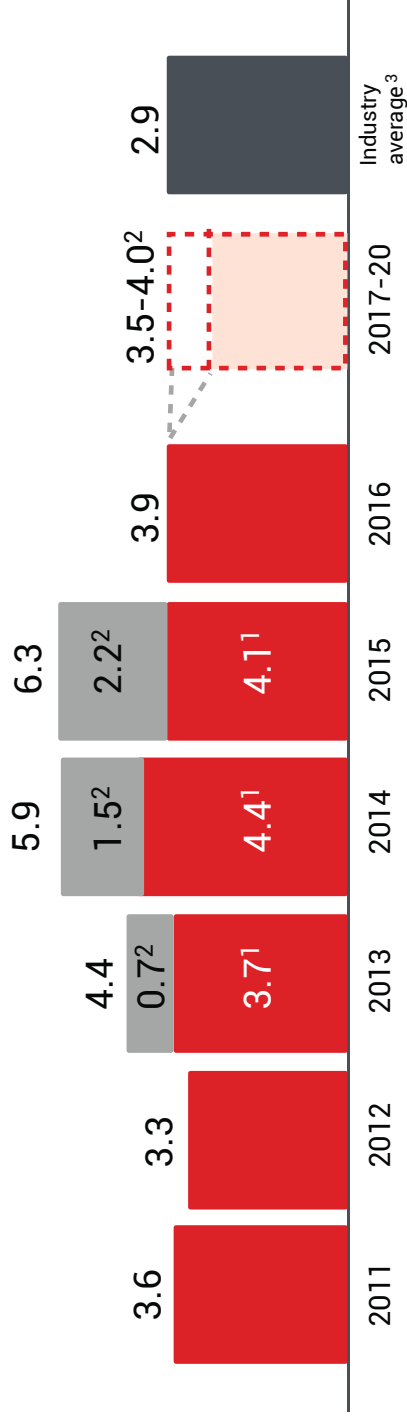
1. COGS as % of net sales 2011-16

2. Energy cost as % of net sales 2011-16

SMART AND ACTIVE INVESTMENT APPROACH

Disciplined but constant capex spending...

CAPEX AS % OF NET SALES



Capex to revert to 3.5% - 4.0% after an intense period of acquisitions

Smaller surface per store, constant remodelling of store base and higher organic store expansion results in higher capex over net sales ratios than peers

Notes

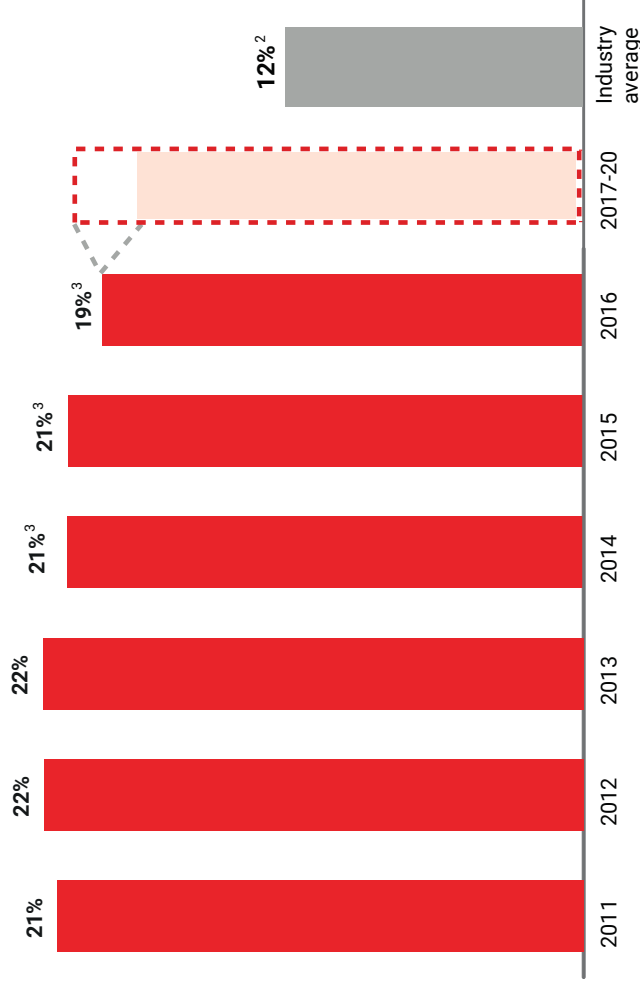
Reported figures

1. Excluding acquisitions
2. Acquisitions impact including capex and shares purchases
3. Industry average defined as Carrefour, Casino, Jeronimo Martins, Metro, Morrison, Sainsbury, Sonae and Tesco

SMART AND ACTIVE INVESTMENT APPROACH

....leading to above industry average returns

RETURN ON INVESTMENT (ROI) (%)¹



Target to remain clearly ahead of industry thanks to smart investment and best-in-class Trade Working Capital management

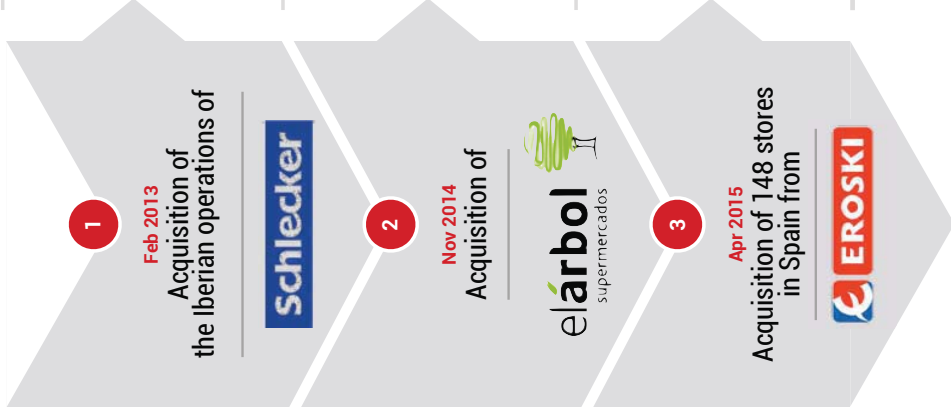
Notes

1. Return on Investment defined as EBITDAR/Average Invested Capital. Average Invested Capital defined as Equity + Net debt + 5x Rent adjustment + Accumulated D&A
2. Industry average defined as the average for Carrefour, Casino, Jeronimo Martins, Metro, Morrisons, Sainsbury, Sonae and Tesco
3. ROI (Excluding acquisitions) in 2014, 2015 and 2016 = 22%

Effective capital allocation
@ low multiples...

...with tangible results and further
uplift potential

STRONG TRACK RECORD OF VALUE CREATION THROUGH CORPORATE TRANSACTIONS



| Transaction multiples | Key synergies | Current % of integration |
|---|--|--------------------------|
| <ul style="list-style-type: none"> EV of €69m Proximity HPC specialist 1,129 COCO stores Remodelling capex of c.€30m <p>Transaction multiples: 0.19x EV / Sales, 2.2x EV / EBITDA</p> | <ul style="list-style-type: none"> Cross-selling Private label development Sourcing in HPC categories | <p>0% to 100%</p> |
| <ul style="list-style-type: none"> EV of €125m Spanish supermarket chain with large fresh offer (+50%) 451 stores Remodelling capex of c.€50m €500m tax shield <p>Transaction multiples: 0.15x EV / Sales, Negative EBITDA, nm EV / EBITDA</p> | <ul style="list-style-type: none"> Sourcing, logistics and other opex Price positioning 0% Tax shield New fresh categories | <p>0% to 100%</p> |
| <ul style="list-style-type: none"> EV of €135m 148 proximity supermarkets (mainly in Madrid) Remodelling capex of c.€25m <p>Transaction multiples: 0.27x EV / Sales, nm EV / EBITDA</p> | <ul style="list-style-type: none"> Sourcing and logistics In-Store efficiency | <p>0% to 100%</p> |

Recent acquisitions have not only helped to diversify the group but also improved DIA's core business

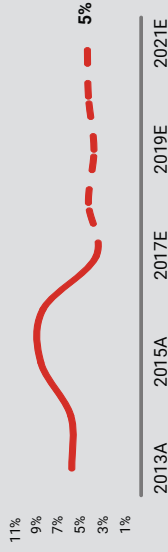
TANGIBLE ORGANIC AND INORGANIC GROWTH OPPORTUNITIES

Overview of the **Brazilian** market

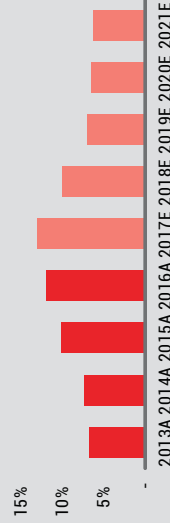
Source BMI Research

MACRO CONDITIONS WITH POSITIVE PROSPECTS

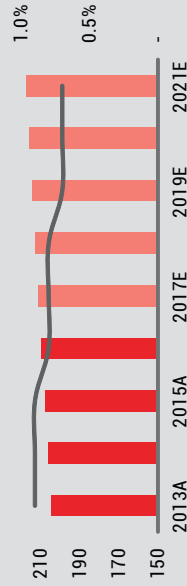
Consumer Price Index (%)



Unemployment rates (%)

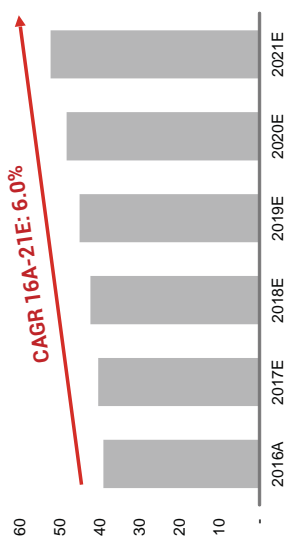


Population growth (%)

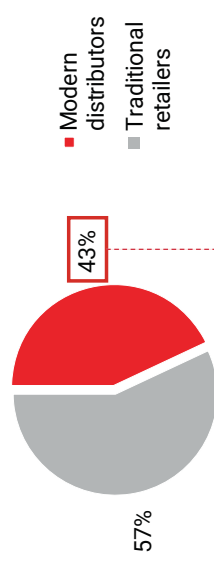


POSITIVE OUTLOOK FOR THE BRAZILIAN FOOD RETAIL MARKET

Expected evolution of modern grocery retailers (USDbn)



Ample room for further penetration of modern retailers

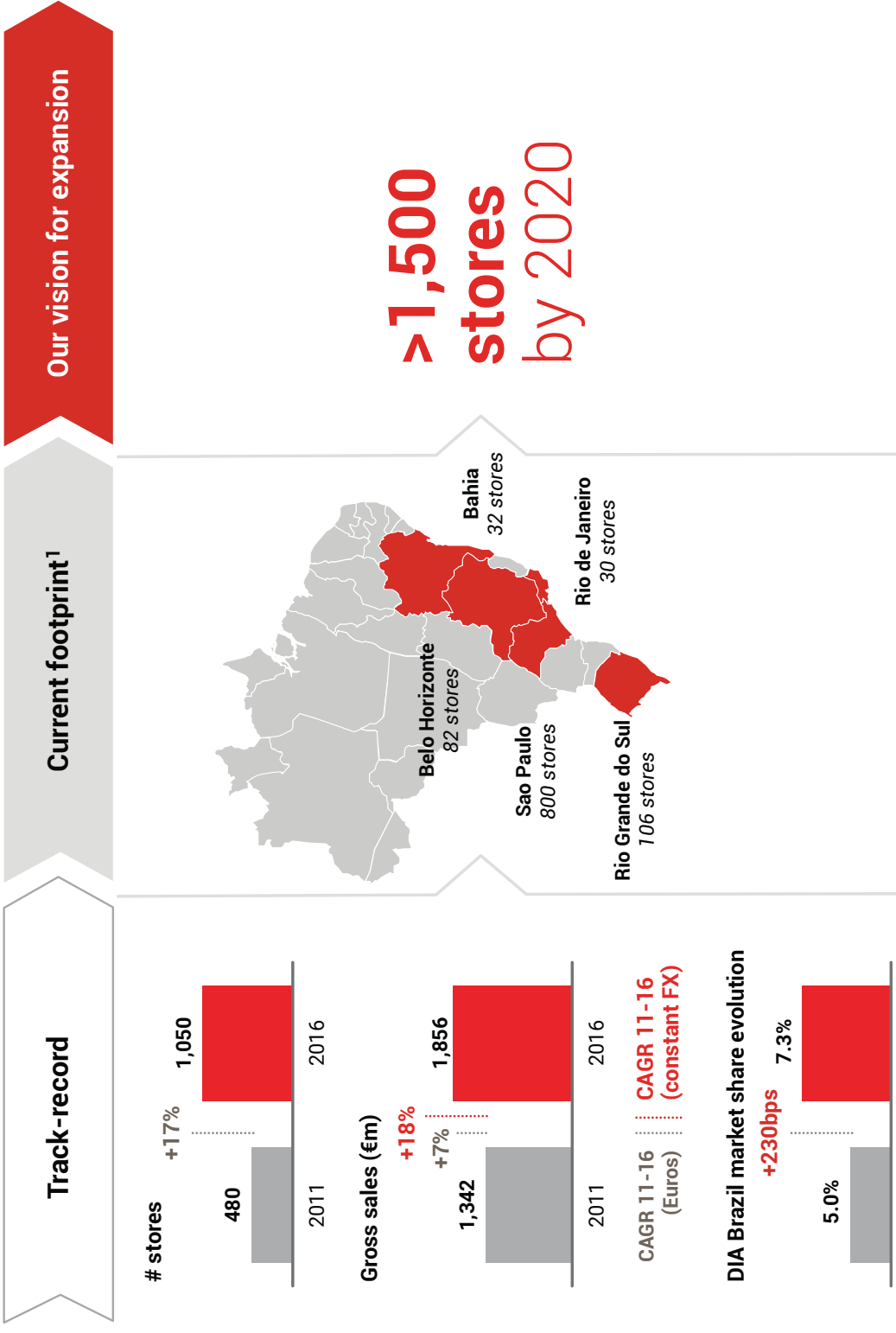


vs. Western Europe = c.80%
of the food retail market

Source Euromonitor: 2016

**TANGIBLE
ORGANIC AND
INORGANIC
GROWTH
OPPORTUNITIES**

**The Latam opportunity
– Brazil**



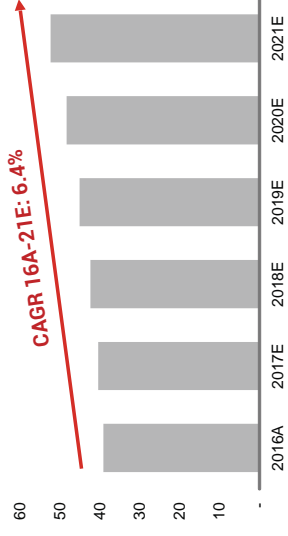
Notes

1. As of December 2016

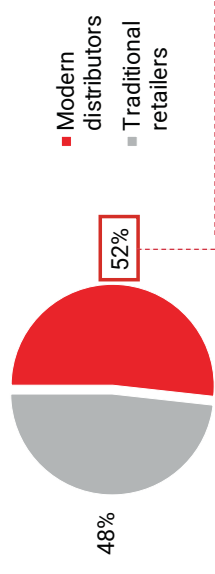
Source Nielsen

GROWING FOOD RETAIL MARKET IN ARGENTINA

Expected evolution of modern grocery retailers (USDbn)



Ample room for further penetration of modern retailers

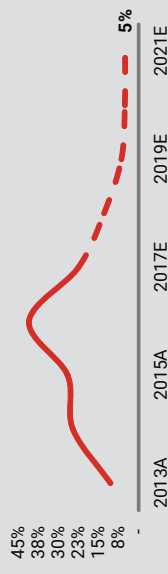


vs. Western Europe = c.80% of the food retail market

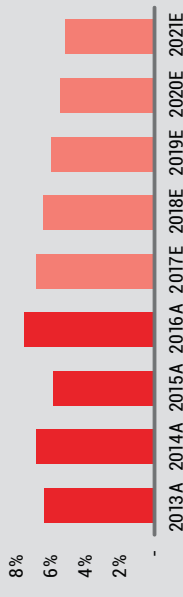
Source Euromonitor: 2016

FAVOURABLE MACRO PROSPECTS

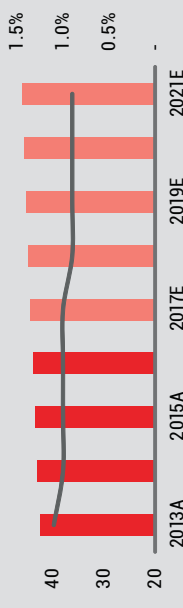
Consumer Price Index (%)



Unemployment rates (%)



Population growth (%)



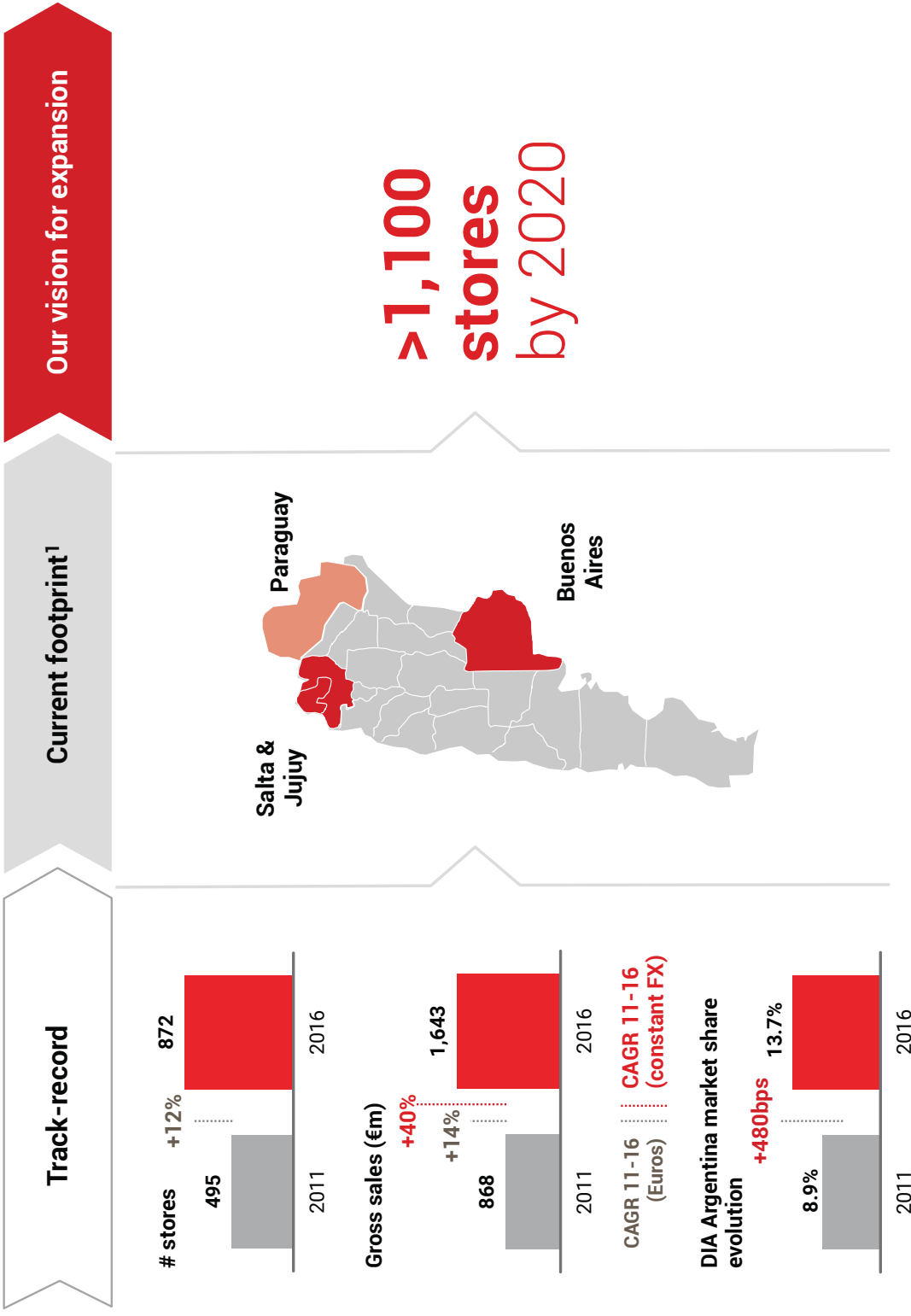
TANGIBLE ORGANIC AND INORGANIC GROWTH OPPORTUNITIES

Overview of the Argentinean market

Source BMI Research

**TANGIBLE
ORGANIC AND
INORGANIC
GROWTH
OPPORTUNITIES**

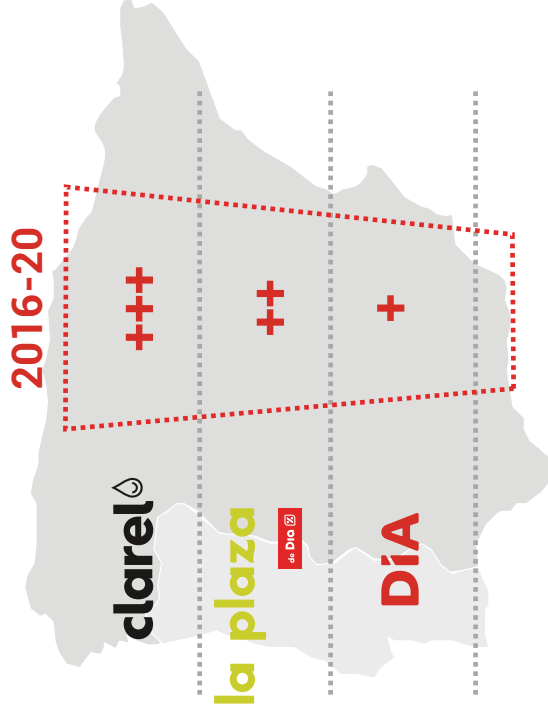
**The Latam
opportunity –
Argentina**



Notes
1. As of December 2016

**TANGIBLE
ORGANIC AND
INORGANIC
GROWTH
OPPORTUNITIES**

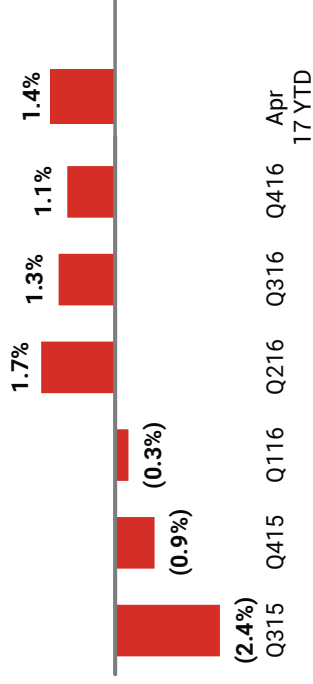
Iberian Peninsula



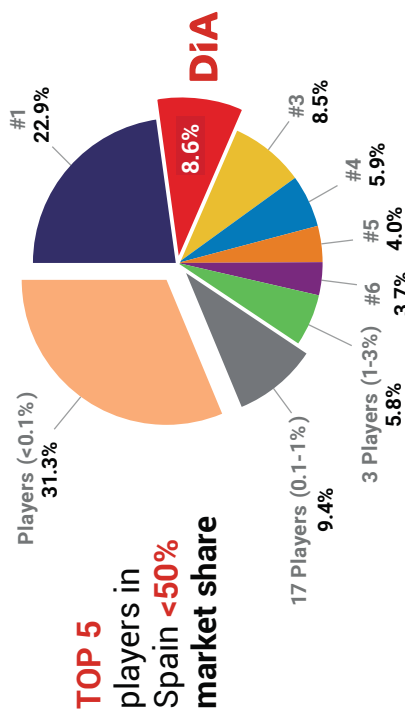
**+ ONLINE
OPPORTUNITIES
(>EUR120m sales,
x6 vs 2016)**

Room for further capillarity in Iberia supported by recovering LFLs

DIA's quarterly LFL evolution (Q-o-Q)



Significant room for consolidation in the Spanish market¹



Source Kantar Worldpanel, Nielsen

Notes

1. Ranking based on average 2016 market share in FMCG

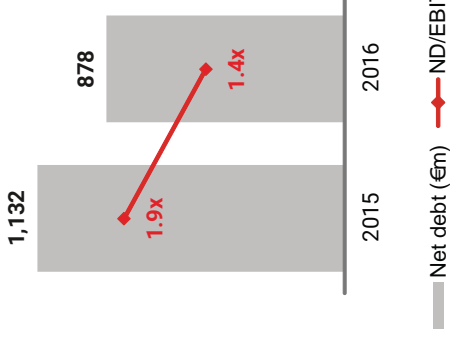
FLEXIBLE AND EFFICIENT CAPITAL STRUCTURE

DIA committed to maintain solid Investment Grade rating

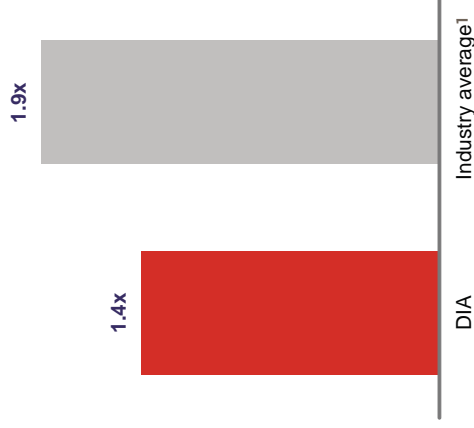
Well-balanced financial policy

Solid Investment Grade rating with room to maintain financial flexibility to fund growth opportunities and maintain liquidity profile

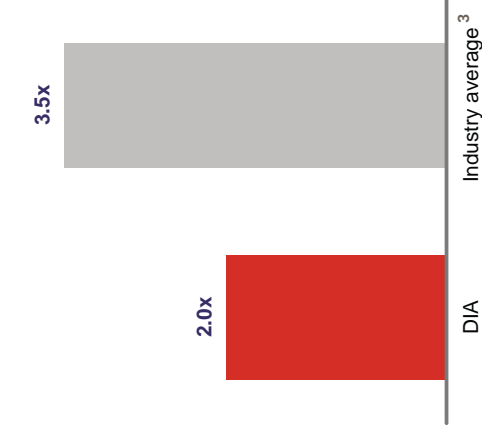
Financial leverage



Leverage benchmark (ND/EBITDA)



Leverage benchmark (S&P Adj. ND/EBITDA)²



Notes

1. Industry average defined as the average for Carrefour, Casino, Jeronimo Martins, Metro, Morrisons, Sainsbury, Sonae and Tesco
2. Defined as (Gross debt – cash + NPV rent commitments + pension liabilities adjustment) / (EBITDA + adjustment for rents and other adjustments)
3. Includes only peers rated by S&P: Carrefour, Casino, Metro and Tesco

DIA rated BBB- by S&P and Baa3 by Moody's

FLEXIBLE AND EFFICIENT CAPITAL STRUCTURE

DIA, a recurrent issuer
in the European
capital markets

Well-balanced
financial
policy

**1.6% funding
cost in Euros
at group level**

DIA

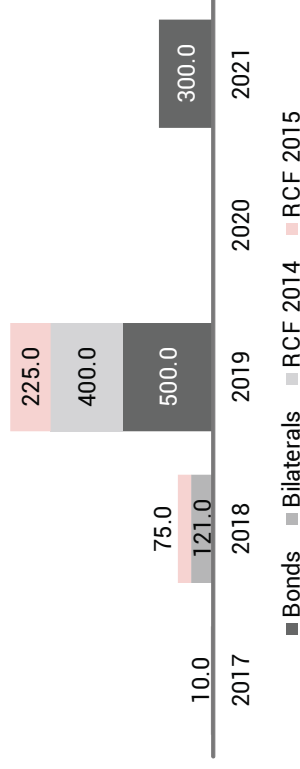
| | 5y €500 (July 2014) | 5y €300 (April 2016) | 6y €300 (April 2017) |
|---------------------------|------------------------|-------------------------|-------------------------|
| Current size (€m) | 305.7 | 300 | 300 |
| Coupon / Margin | 1.500% | 1.000% | 0.875% |
| Maturity | 5 years (July 2019) | 5 years (April 2021) | 6 years (April 2023) |
| Spread at issue | m/s +100 bps | m/s +110 bps | m/s +65 bps |
| Spread @ June 2017 | m/s +30 bps | m/s +44 bps | m/s +63 bps |
| Bond rating | | BBB- (S&P) | Baa3 (Moody's) |

**FLEXIBLE
AND EFFICIENT
CAPITAL
STRUCTURE**

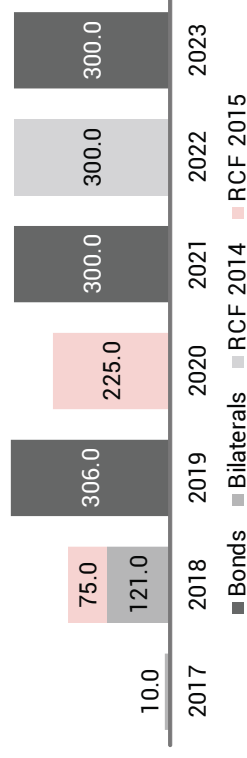
Well-balanced financial policy

Recent capital market transactions and financings present a comfortable maturity profile

OLD maturity profile (average maturity of 2.2yrs)



NEW maturity profile (average maturity of 3.6yrs)



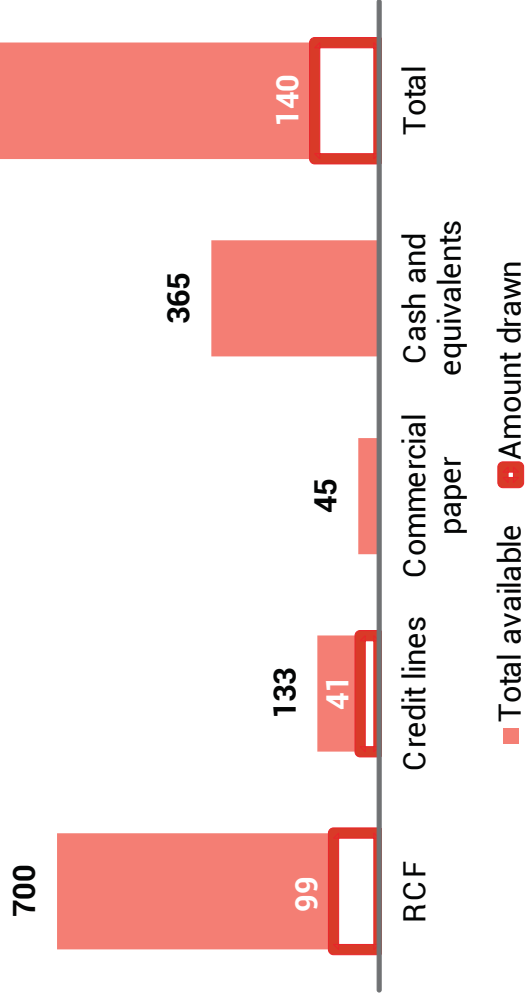
**FLEXIBLE
AND EFFICIENT
CAPITAL
STRUCTURE**

Prudent approach to liquidity leads to more than EUR1.1bn of funds available

Well-balanced financial policy

Strong liquidity sources to fund growth

Liquidity sources
(December 2016)

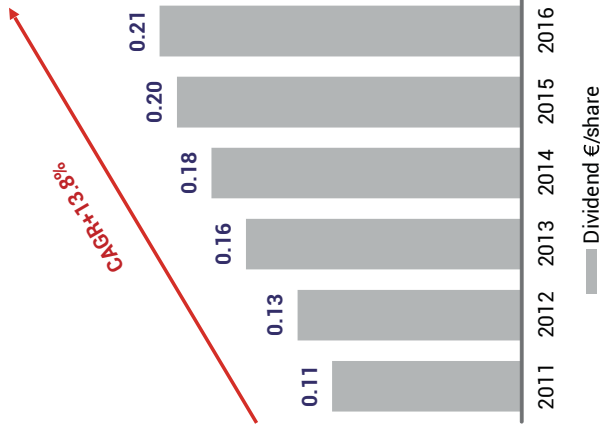


FLEXIBLE AND EFFICIENT CAPITAL STRUCTURE

Sustainable shareholder returns

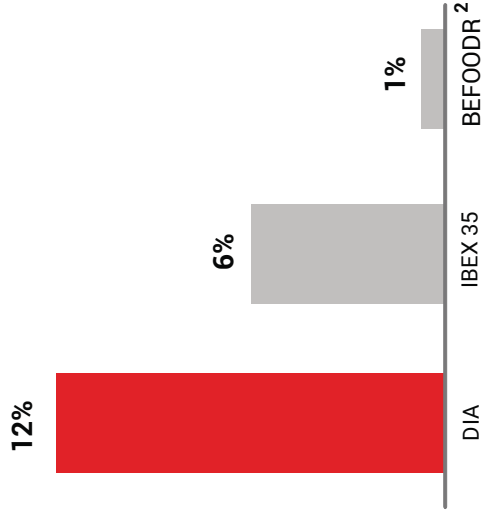
Our efficient capital structure allows us to maintain a growing dividend policy, well above the industry average

Growing shareholder remuneration



40-50% of underlying EPS pay-out

Annualised TSR¹



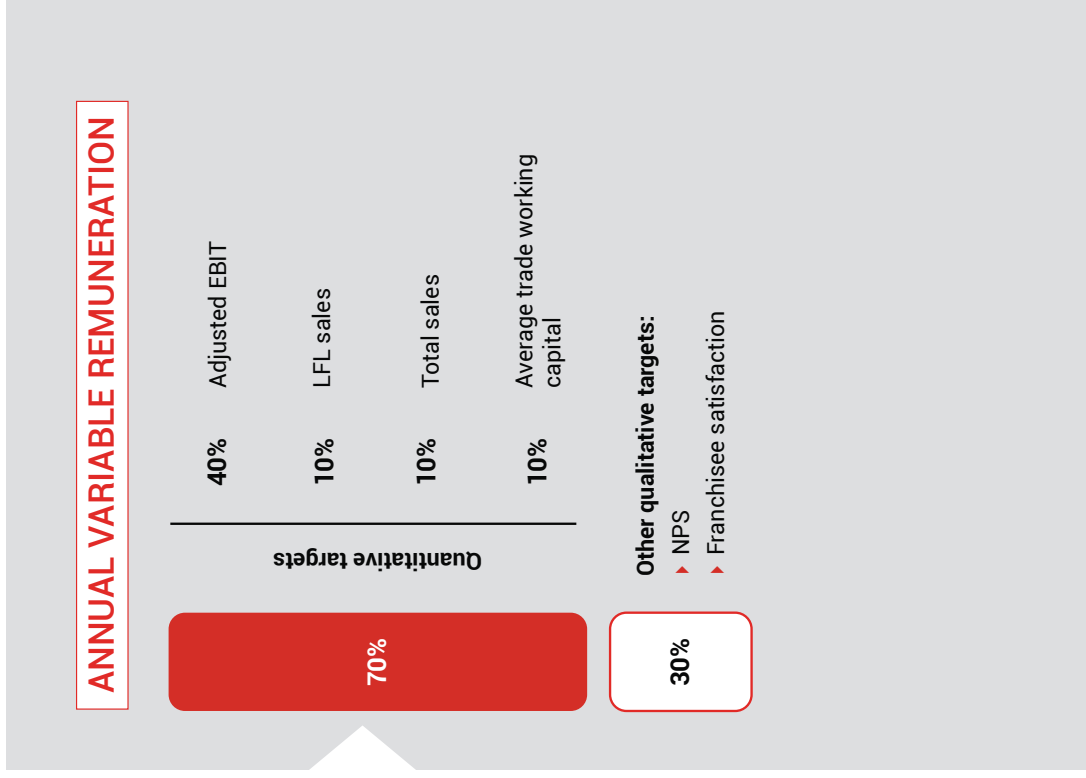
c.EUR1bn of remuneration distributed to shareholders

Notes

1. Annualised Total Shareholders Return from 5th July 2011 to 16th June 2017
2. Bloomberg Europe 500 Food Retailers Index

REMUNERATION METRICS ALIGNED WITH DIA'S LONG-TERM TARGETS

Performance tracked using specific KPIs to align management's core priorities with the Group's strategy



LONG-TERM INCENTIVE PLAN (2016-2018)



CFO (Cash From Operations)¹

- ▶ Cumulative CFO in 2016-2018
- ▶ Threshold = €700m
- ▶ Maximum = €900m

ROSAG (Relative Organic Sales Avg. Growth)

- ▶ No payment if DIA's growth is below the median of a group of 14 listed peers²

TSR (Total Shareholder Return)

- ▶ Multiplier from 1.0x to 1.6x if 0 < TSR < 15%

MINIMUM OPERATING PERFORMANCE

Notes

1. Defined as adj. EBITDA - Non-recurring cash items - Capex; on organic basis
2. Includes Casino, Carrefour, Tesco, Cencosud, Sainsbury, Pão de Açúcar, Jeronimo Martins, Colruyt, Ahold Delhaize, P&G, Nestlé, Colgate-Palmolive, Unilever and Mondelez

2017 Targets

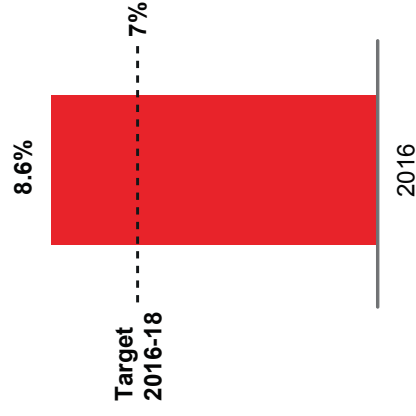
- ▶ Mid-single-digit growth in gross sales under banner (in local currency) in 2017
- ▶ Adj. EBITDA growth and margin stability for 2017
- ▶ Capex to continue declining in 2017

FINANCIAL OUTLOOK ON TRACK

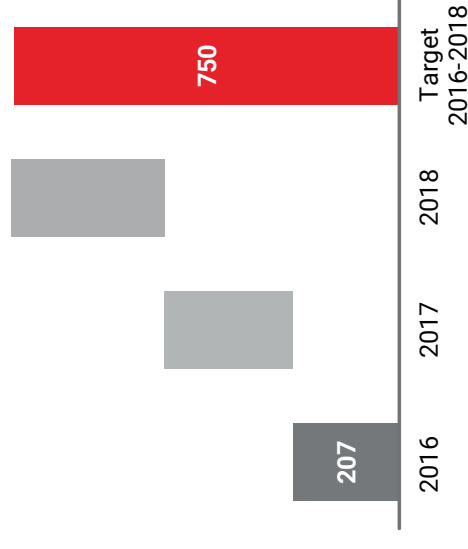
On-track to meet our 2017 and mid-term targets

2016 – 2018 mid-term targets

Organic sales CAGR 2016-2018



Cash From Operations¹



Notes

1. Annual Adjusted EBITDA less non-recurring cash items less Capex on an organic basis

DÍA

| 3

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CAPITAL
MARKETS DAY
2017 LONDON