



## **CAMPOFRÍO SELLS ITS RUSSIAN AFFILIATE COMPANY CAMPOMOS TO ATRIA**

**Madrid – 30 July 2008.** Campofrío Group has signed an agreement with the Finish Company Atria Plc for the sale of 100% of the shares of Campomos for an Enterprise Value of approximately 75 million euros.

This transaction is in line with the brand strategy of the company, which objective is to become first or second player in the countries where it operates being present in them with a significant market size that could allows the Group to consolidate those markets, as is the case currently in geographical areas where it is in a leadership position through its affiliates Campofrío Portugal and Tabco in Romania.

In the case of Rusia, Campomos is at present number 5 in the sector by market share representing 8% of total turnover of the Campofrío Group. This affiliate, which the company acquired in 1990, mainly operates in Moscow region with a different range of processed meat products included sausages, paté, pizzas and other ready-to-eat meals.

The sale of Campomos will allow Campofrío Group to concentrate efforts and resources in the development of its new project coming from the merger with Groupe Smithfield, which will create the leading European processed meat company bringing up value for all its stakeholders. The new Campofrío will have a staff of more than 11,800 employees, as well as a strong presence, in Spain, France, Belgium, Portugal and The Netherlands, where the company is leader, and in Romania, Germany, the UK and Italy, where it has a significant presence

Additionally, the acquisition of Campomos by Atria is considered a great opportunity for Campofrío's subsidiary, due to the relevance of its acquirer. Atria was Finland's largest meat processor in 2007 in terms of turnover, and one of the industry's leading companies in the Nordic countries, Russia and the Baltic countries. Through this acquisition, Atria will obtain a significant share of modern retail trade in the Moscow region and strengthen its market leadership in St Petersburg.