



CAMPOFRÍO FOOD GROUP CLOSES THE ACQUISITION OF 100% OF CESARE FIORUCCI

Madrid, 4 April 2011.- Today Campofrio Food Group closed the acquisition of Cesare Fiorucci. The transaction, set in motion in January, was successfully concluded, after having secured all the authorisations required for the merger under Italian law, as well as the go-ahead from the anti-trust authorities.

Founded in 1850, Cesare Fiorucci is one of the leading players in the Italian processed meat markets, where Fiorucci is the first-ranked brand. In recent years Fiorucci has reinforced its brand penetration in other core markets such as the US, France and the UK. During this time, the company has also built up an efficient food service channel, while disposing of non-core assets. Meanwhile it has successfully introduced new products across the various distribution channels.

Campofrio Food Group is Europe's leading processed meats company. With this acquisition, the Group spans seven interdependent companies. In addition to its entry into the Italian market with the purchase of Fiorucci, the Group has operations in Spain through Campofrio, in France through Groupe Aoste, in Germany through CFG Deutschland GMBH, in Belgium thanks to Imperial Meat Products, in Portugal, through Nobre and in the Netherlands with Stegeman. Additionally it has an important presence in Romania through its participation in Caroli Foods Group. In 2010, Campofrio Group reported revenues of €1.83 billion and a net profit of €40 million.