

## 2016 PRODUCT INDICATORS



**PR1A** Assessment of the impacts of the product in the health and safety of the client  
*DESCRIPTION QUALITY SYSTEM* \_\_\_\_\_ 2

**PR1B** Assessment of the impacts of the product in the health and safety of the client  
*QUALITY CONTROL* \_\_\_\_\_ 3

**PR1C** Assessment of the impacts of the product in the health and safety of the client  
*QUALITY LABELS* \_\_\_\_\_ 5

**PR2A** Incidents arising from non-compliance with legal codes related to the impact of products or services on health and safety \_\_\_\_\_ 6

**PR2B** Incidents quality safety \_\_\_\_\_ 6

**PR4A** Total number of incidents of non-compliance with legal regulations and voluntary codes related to product labelling \_\_\_\_\_ 8

**PR4B** Quality breaches of regulation and voluntary codes on product labeling \_\_\_\_\_ 9

**PR5** Practices related to customer satisfaction \_\_\_\_\_ 10

Do you have a quality management system certificate?	
Spain	Yes
Argentina	Yes
Brazil	Yes
Portugal	Yes
China	Yes
System description	
<p>Processes to approve, validate and monitor providers and own-brand products, as well as processes to monitor fruits and vegetables, are certified under the ISO 9001:2008 quality management system. The DIA Quality Management System is made up of a series of documents (procedures, work instructions, logs, etc.) which are used as a framework for the development of our brands, as well as for the quality monitoring and control of our products once they have been developed, all throughout the distribution chain: from the provider's factory to the store. Under this system, DIA participates in a development and control processes of its products, getting involved in all stages of the chain: before a new item is added, each provider must pass a strict initial audit in order to guarantee the safety of all the factories that make products for our own brand. The development of each one of our own-brand products additionally requires technical definition efforts for the product to determine its characteristics and quality and to act as a base for the subsequent establishment of a quality control plan. Another very important requirement before a new product is placed on the market is for blind tasting by consumers to be undertaken so that consumers' perception of products in development may be considered. Once the product has been developed, the management system contemplates the measures and procedures necessary to maintain and evaluate quality (detailed in the following indicators), such as monitoring of the refrigeration chain, supervision of the hygienic/sanitary conditions as well as the cleanliness of the warehouse facilities and sales outlets, control audits and product sampling, as well as internal and external analyses of own-brand products.</p>	
Description of measures	
<p>MEDIDAS PARA MANTENER LOS REQUISITOS SOBRE CALIDAD Y SEGURIDAD DEL PRODUCTO: SOBRE EL PRODUCTO: A) Auditorías de control B) Páneles DE control SOBRE EL PROCESO: A) APPCC B) Auditorías de Cadena de frío C) Auditorías higiéxico-sanitarias D) Auditorías de tienda</p>	
Do you have procedures to assess the quality of the product?	
Spain	Yes
Argentina	Yes
Brazil	Yes
Portugal	Yes
China	Yes
Description of procedures	
<p>MEASURES TO ASSESS THE QUALITY REQUIREMENTS OF THE PRODUCTS A) Internal control plan B) External control plan</p>	

% Of providers private label articles with control audit.			
	2014	2015	2016
Argentina	100%	100%	99,50%
Brazil	98,00%	100%	95,65%
China	98,00%	100%	98,00%
Spain	93,70%	95,70%	96,40%
Portugal	97,00%	98,10%	96,67%

Number of internal analysis of private label articles in relation to the number of entries private label articles			
	2014	2015	2016
Argentina	54.672	77.235	91.089
Brazil	132.815	147.758	148.210
China	11.041	10.871	9.783
Spain	389.509	481.689	555.147
Portugal	69.785	69.392	66.160

Total number of analysis			
	2014	2015	2016
Argentina	57.950	80.684	94.390
Brazil	136.868	152.112	152.647
China	11.471	11.108	10.107
Spain	398.861	491.703	565.321
Portugal	74.016	73.200	70.182

Number of analyzes performed by independent laboratories			
	2014	2015	2016
Argentina	3.278	3.449	3.301
Brazil	4.053	4.354	4.437
China	430	237	324
Spain	9.352	10.014	10.174
Portugal	4.231	3.808	4.022

Number of internal analysis of private label articles in relation to the number of entries private label articles			
	2014	2015	2016
Argentina	29%	40%	46%
Brazil	54%	53%	51%
China	59%	81%	84%
Spain	22%	27%	30%
Portugal	23%	23%	22%

Assessment of the impacts of the product in the health  
and safety of the client  
**QUALITY CONTROL** (continuation)

% Of private label articles with Quality Plan.	
2016	
Argentina	99,70%
Brazil	100%
China	100%
Spain	99,90%
Portugal	99,37%

% Of private label articles with Panel	
2016	
Argentina	97,80%
Brazil	99,60%
China	93,00%
Spain	100%
Portugal	98,96%

	Numbers of internal audits (cold chain, cleanlivers and hygiene, laboratory internal, stores audits)		
	2014	2015	2016
Argentina	205	247	800
Brazil	375	386	393
China	91	76	81
Spain	1.130	1113	1178
Portugal	175	340	589
<b>Total</b>	1.976	2.162	3.041

	Number of Internal Audits / square meters of surface sale of DIA's COCO + COFO		
	2014	2015	2016
Argentina	1,33	1,43	4,35
Brazil	1,38	1,26	1,15
China	1,67	1,45	1,69
Spain	0,98	0,62	0,68
Portugal	1,03	1,89	3,12
<b>Total</b>	1,09	0,87	1,22

Do you have product labels (label organic products, fair trade, etc.)?	
Argentina	No
Brazil	No
China	No
Spain	Yes
Portugal	No
Description of the types of quality labels	
Spain	<p>ORGANIC FARMING STAMP* National Brand: as of today, there are no monitoring devices or tools to obtain this information. *Fruits and Vegetables: 3 BIO products (170521 Salad Tomato; 170563 Plantain; 170561 Golden Apple) *Own Brand: 2 BIO products (222137 Organic Chamomile; Provider 83801 Expressate; 225600 Organic Sliced Gouda; Provider 83836 Millán Vicente) *HALAL STAMP Perishables (Meat and Fish); 1 item with a Halal stamp: code 105055_ Halal Clean Chicken, produced by two providers: 37378_UVE, S.A. and 37619_Avícola Moraleja, S.A.</p>

**PR2A**

**Incidents arising from non-compliance with legal codes related to the impact of products or services on health and safety**

Number of non-compliance incidents regarding health and safety with regulations resulting in fines or penalties	
Argentina	0
Brazil	0
China	0
Spain	0
Portugal	0

**PR2B** Incidents quality safety

Number of incidents of non-compliance with commercial quality, health and safety of voluntary codes			
	2014	2015	2016
Argentina	5.994	8.610	10.072
Brazil	7.841	8.834	9.142
China	534	237	196
Spain	69.773	91.146	94.444
Portugal	8.708	8.142	7.037

Number of incidents / number of analysis (%)			
	2014	2015	2016
Argentina	10,34%	10,67%	10,67%
Brazil	5,73%	5,81%	5,99%
China	4,66%	2,13%	1,94%
Spain	17,00%	18,54%	16,71%
Portugal	11,77%	11,12%	10,03%

**PR4A**

**Total number of incidents of non-compliance with legal regulations and voluntary codes related to product labelling**

Number of incidents resulting in fines or penalties	
Argentina	0
Brazil	0
China	0
Spain	0
Portugal	0



**PR4B** Quality breaches of regulation and voluntary codes on product labeling

Number of incidents of labelling			
	2014	2015	2016
Argentina	176	96	57
Brazil	1.609	1.182	1.112
China	12	5	5
Spain	1.947	3.425	3.764
Portugal	116	170	98

Number of incidents of labelling / Number of analysis			
	2014	2015	2016
Argentina	0,30%	0,12%	0,06%
Brazil	1,18%	0,78%	0,73%
China	0,10%	0,05%	0,05%
Spain	0,49%	0,70%	0,67%
Portugal	0,16%	0,23%	0,14%

**PR5** Practices related to customer satisfaction

Number of inquiries from customers			
	2014	2015	2016
Argentina	231	14.839	378
Brasil	52.361	62.416	79.888
China	40	14	2
España	1.440	1.602	2.216
Portugal	249	172	2
<b>TOTAL</b>	<b>54.321</b>	<b>79.043</b>	<b>82.486</b>

Number of complaints from customers			
	2014	2015	2016
Argentina	2.174	11.963	3.847
Brasil	16.827	15.379	22.058
China	617	404	304
España	2.096	2.569	3.059
Portugal	232	150	172
<b>TOTAL</b>	<b>21.946</b>	<b>30.465</b>	<b>29.440</b>

Number of suggestions from customers			
	2014	2015	2016
Argentina	33	137	24
Brasil	400	581	1.085
China	2	2	0
España	273	547	640
Portugal	3	0	0
<b>TOTAL</b>	<b>711</b>	<b>1.267</b>	<b>1.749</b>

Total number of listening to customers				INC 2016-2015
	2014	2015	2016	
Argentina	2.438	26.939	4.249	<b>-84,23%</b>
Brasil	69.588	78.376	103.031	<b>31,46%</b>
China	659	420	306	<b>-27,14%</b>
España	3.809	4.718	5.915	25,37%
Portugal	484	322	174	-45,96%
<b>TOTAL</b>	<b>76.978</b>	<b>110.775</b>	<b>113.675</b>	2,62%

Describe the practices carried out on customer satisfaction	
Argentina	As of January 2016, the department of SAC (Consumer Service) overturns information regarding complaints, claims and / or suggestions from customers in the SAC webflow. The claims, suggestions and queries referred to QUALITY OF PRODUCT, are derived to the Department of Quality, which must provide a response to SAC whenever required. This management of the Quality department is carried out mainly from Headquarters; There are specific cases of claims arising from the operation of stores that can be derived to Quality of the distribution centers
Brazil	There is a customer service department that receives various contacts through telephone, e-mails and social media where a computer application is used where information is controlled and where customers can be answered
China	Customer service sends the demand report to the quality department, the quality would judge if it is quality problem. If it is quality problem and related to compensation, the quality would ask PM to contact the supplier to track the compensation. If it is a problem of quality and without compensation, the quality would affect the system and would be sent to the supplier through AS400
Spain	The clients have a Customer Service to transmit their queries, complaints, complaints, suggestions, etc. Customers can contact the department of SAC through: * Telephone number; Indicated in the packaging of the products of Proprietary Brand, and in informative posters that are being gradually incorporated in our stores. * WEB Page DAY. In the section of Customer Service there is a form in which the customer can communicate their complaint / complaint / suggestion / etc. * Through suggestion sheets available at our own stores. * Social networks: the complaints published by the client in our profiles is filtered by the Community Manager and the claims to be managed are transmitted to the department of SAC The department of SAC, manages and closes those claims for which it has an argument Answer, and the rest transfers them to the different departments of the company according to the subject to which it refers. These departments will be responsible for the management and closure of these claims.
Portugal	Our customers can make their complaints or suggestions by calling the customer service (SAC), by writing a direct email on the site "Minipreco" or "Clarel", on facebook, by letter or direct in the store. Being that, this last form of claim, is registered in the SAC by call of the store to the customer service