



European Marketing Distribution

Press Release

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EMD: RICCARDO FRANCONI NEW BOARD CHAIRMAN

- **Top figure in modern Italian retail distribution to head Europe's leading associated group EMD**
- **Takes over from Stefan Feuerstein, in office since 2009**

Management change coming up for EMD, Europe's biggest associated group of independent trading companies. Riccardo Francioni, President of ESD and Procurator General of the Selex group to chair EMD Board.

Elections took place before EMD's Shareholders' Meeting in Milan on 12 November. The shareholders extended their heartfelt thanks to Stefan Feuerstein, Riccardo Francioni's predecessor, for guiding the restructuring of EMD during his two years in the chair.

Riccardo Francioni, born in 1938, is President of ESD Italia, the Italian EMD associate. ESD Italia was established in 2001 as a centralized purchasing and marketing alliance formed by the Selex and Acqua & Sapone groups, comprising 4,600 points-of-purchase and a market share of 14.7%.

Mr. Dick Roozen, vice chairman: "The Board of Directors elected Riccardo Francioni unanimously thanks to his long years of experience in managing the biggest purchasing alliance in Italy. We believe that with Riccardo heading EMD we are best positioned to further develop EMD as the leading international buying alliance for independent trading company's."

EMD, group strength

EMD, European Marketing Distribution, is the top-ranked European retail alliance (Igd Retail Analysis 2008), with a potential turnover of 110 billion euros (the market overall is worth 1,400 billion euros).

The alliance brings together 500 players in the grocery retail sector, active in twenty European countries with 140,000 retail outlets, including convenience stores, kiosks and service stations, with an overall area of about 30,000,000 m².

Since its inception, EMD has focused its activities on negotiation with national and international large-scale distribution industries for centralized procurement of private brand products and the realization of European brand arrangements.

The alliance's motto is "Power of Partnership", the strength derived from being part of a group. In practice this translates into the involvement of partners who develop their potential, purchasing volume and obligation to contract commitment in joint projects.

Thanks to this alliance, EMD is seen by the industry as a capable, efficient partner whose key coordination role is acknowledged in the European trading landscape.

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