



PRESS RELEASE

Sligro Food Group receives 'Piet Heyn SMA Award 2014'

Each year, the Sales Management Association (SMA) awards this prize to the company which has distinguished itself in terms of innovative and pioneering entrepreneurship. On 30 October, Sligro Food Group CEO Koen Slippens received the prestigious Piet Heyn SMA Award, which was presented this year by former Dutch Defence Minister Frank de Grave. He complimented Sligro Food Group on its results, commenting that in his view the award was more than deserved.

In the words of the SMA, the Piet Heyn SMA Award is a mark of recognition and appreciation not only for the winner but also for the other nominated businesses. It shows that they stand out in the market and are highly determined and successful in their endeavours.

Innovation, growth and customer intimacy

SMA chairman Coen Bos opened the evening's proceedings, which (in line with the SMA's theme for 2014) were all about ambition and customer intimacy. Keynote speakers Pieter Zwart (Coolblue) and Frank de Grave developed these topics. Just to achieve nomination required tremendous efforts on the part of all the competing companies. The jury was faced with a difficult choice. It was above all the innovative qualities and the capacity to keep on growing in a very complex market which finally swung the decision in favour of Sligro Food Group. The company is market leader in foodservice, close to its customers and thus able to offer a tailored service to each and every one of them. Koen Slippens: 'Obviously I am proud of this Award! Especially to have won it in the year in which the SMA's focus is on customer intimacy, because it is precisely that which has been driving and motivating us for years, both at Sligro and at EMTÉ. It is particularly satisfying for our customer-driven staff to see the efforts rewarded in this way!'

Sligro Food Group Sligro Food Group encompasses food retail and foodservice companies selling directly and indirectly to the entire Dutch food and beverages market through wholesale and retail outlets. The wholesale operation, under the Sligro label, is market leader, with a nationwide network of 47 cash-and-carry stores and 8 delivery centres serving hospitality establishments, the leisure sector, the catering trade, volume users, company restaurants, forecourt outlets and small and medium-sized businesses. EMTÉ is a supermarket format with approximately 130 EMTÉ full service supermarkets. The Group also has its own production facilities for specialised convenience foods, fish, exclusive patisserie, deserts and savoury products and a meat processing centre focusing on the retail market. Sligro Food Group strives to be a high-quality company achieving steady, managed growth for all its stakeholders. Sales in 2013 totalled almost €2.5 billion, with a net profit of €68 million. The company employs in excess of 5,800 people on the full-time equivalent basis.

END OF PRESS RELEASE

For more information:

Wilco Jansen

Head of Communication, Sligro Food Group

+31 (0)413 34 35 00 / +31 (0)6 538 41 554

wjansen@sligro.nl