



PRESS RELEASE

The first motorway restaurant with the “Moto” trade name was opened today at Mestre, a pilot restaurant of the Joint Venture between the Cremonini Group and Compass Group.

Moto will be taking part in the tenders to re-assign the 270 motorway restaurant service concessions expiring in the next 3 years.

The first motorway service restaurant trading under the “Moto” name, the company formed in March 2003 as an equal joint venture of the Cremonini Group and Compass Group, was opened today in Mestre. This joint venture was established in March 2003 between two leaders in the restaurant services sector to develop the motorway restaurant services market in Italy.

Located on the A4 motorway at the service area “Bazzera Nord”, the new restaurant is a pilot restaurant in Italy for a new commercial chain which is destined to accompany more and more journeys and movements on motorways.

The company currently has a portfolio of 13 service areas, of which 2 in Austria and 11 in Italy: of the 11 Italian ones, which will be converted to the Moto trade name over the next few months, 8 come from previous acquisitions made by Moto SpA, while 3 are the fruit of the recent new assignment of concessions (“Masseria Est” on the A1, “Monferrato Ovest” on the A26, “Gargano Ovest” on the A14).

The objective of Moto is to obtain a significant share of the Italian motorway restaurant services market by participating in tenders which will reassign the 270 concessions due to expire in the next 3 years (over 50% of the total market in terms of value) and which will redesign the competitive scenario.

The new restaurant, which covers 1,100 sq m. and has 180 seats, proposes the restaurant service concept of Moto and consists of four areas “**Ritazza**” (Italian bar), “**da Leone cose buone**” (snacks/pizzas/salads/cakes/etc), “**Gusto**” (self-service restaurant) and “**il Mercatino**” (food market, drinks and essential products).

Moto will aim at customer satisfaction by offering top quality products and a high standard of service, also obtained by maximising the areas available to customers and by means of the presence of cash desks dedicated to individual services in order to minimise queuing times.

Moreover, special services are foreseen, for instance the corner dedicated to children (“**Moto Bebè**”), with a bottle warmer, microwave oven and various baby foods, and an “**Infopoint**” with the possibility of surfing on the Internet, with access (free) to information like hotel booking, traffic news, information about the Veneto region and about Venice, in collaboration with the local APT (Tourist Agency).

“This opening is the first of a long series – said Paolo Prota-Giurleo, Chief Executive Officer of Moto SpA – indeed our objective is that of creating a company in Italy which is competitive on a domestic level, offering the consumers a valid alternative in terms of quality, service and price”.



“The Moto project – continued Prota-Giurleo – can rely on an ideal blend of the know-how of Cremonini in the domestic restaurant franchising market and its established organisation throughout Italy, with the international experience of Compass in motorway restaurant services: thanks to this heritage, we believe that Moto’s will offer a winning blend”.

Cremonini, with over 4,850 employees, is one of the most important food groups in Europe, with work focussed in three areas of business: foodservice distribution, production and refreshment services.

The Group, with a total revenue of 1,589.3 million Euro in 2002, is outright leader in Italy in marketing and distributing foods to the foodservice sector (**Marr**) and in producing beef and transformed meat-based products (**Montana**). It is also an important company in the restaurant services sector, and in particular is the leader in Italy for on board restaurant services and services in railway stations (**Chef Express**).

The **Compass Group** is the biggest collective restaurant services company in the world, it employs over 375,000 people in more than 90 countries, its annual turnover exceeds 10 thousand million Pounds coming from collective and commercial restaurant services and automatic vending machines.

Mestre, July 18, 2003