

## **PRESS RELEASE**

### **MARR (CREMONINI GROUP) signs agreement with La Cascina Group for supply of food products.**

#### **Revenue is estimated to reach 43 million euros in 3 years.**

Marr S.p.A., a company of the Cremonini Group, Italy's leader in the foodservice sales and distribution sector, has signed an important agreement with the La Cascina Group.

The contract between La Cascina S.c.a.r.l. and subsidiary, Cater Roma S.p.A., is for the purchase of some of Marr's food products by Cater Roma and aims at optimising the latter's flow management and purchase price structure.

The La Cascina Group is one of the 5 leading Italian operators in the collective restaurant sector. Revenue totalled 300 million euros in 2001.

Due to begin in January 2003, the 3-year agreement is expected to generate business of 43 million euros - 10 million euros in the first year, 15 million in the second, and 18 million in 2005.

Consistent with the Cremonini Group's strategic development plans, this agreement consolidates Marr's leadership in the sector of reference.

**MARR S.p.A.** sells and distributes food products to restaurant operators through a logistics-distribution network that is the only one of its kind in Italy. It has 19 distribution centres, 4 cash & carry outlets, an organisation of 450 agents and a fleet of over 400 vehicles.

Undisputed leader of the foodservice distribution market in Italy, the company supplies a complete range of food products to approximately 30,000 customers a year (restaurants, hotel chains, fast food and pizza outlets, company canteens, schools, hospitals and public bodies). Orders are delivered within 24 hours (12 hours for very fresh products). Marr's product distribution mix is made up of 39% fish, 26% meat, 32% various food products, 2% fresh fruit and vegetables and 1% non-food products.

Marr S.p.a. closed 2001 with a consolidated revenue of 614.7 million euros, an increase of 12.2% compared to 547.7 millions euros for the previous financial year.

**Gruppo La Cascina** s.c.a r.l. is based in Rome and specialises in restaurant services for large collectives. Every year La Cascina prepares 70 million meals for over 800 outlets such as canteens, bars, restaurants, pizza outlets, etc. Under the "Break time" brand, La Cascina also runs a canteen substitution service under contract to 25,000 outlets throughout Italy.

**Cater Roma spa** was created within the La Cascina Group to distribute food products to the Group's large collectives. This company has since developed its own Italy-wide business and now ranks fourth in the line up of Italian operators in the foodservice distribution sector.

Castelvetro di Modena, 21 October 2002