



MARR: the acquisition of the entire share capital of New Catering signed.

The operation will enable MARR to diversify its offer and enter into the bar sector.

Rimini, 8th January 2007 – MARR (Milan: MARR.MI), the leading company in Italy in the distribution of food products to the foodservice sector, signed the acquisition of the entire share capital of New Catering S.r.l., a company based in Forlì and operating in the distribution of food products to bars and fast food operators.

The acquisition, that has a total value of about 2.8 million Euros, has been approved by the antitrust authority and is effective as of today.

The acquisition of New Catering is of strategic importance, as it will enable MARR to diversify its offer, thanks to the penetration in the segment of food supplies to bars, in which the consumption in 2005 amounted to about 20 billion Euros, compared to a market of consumption of meals outside the home valued at about 58 million Euros (source: Istat).

This acquisition of New Catering follows the acquisitions of Sogema in 2004, of the Sfera going concern and of As.ca. in 2005 and of the Prohoga going concern in February 2006.

The objective of MARR is to strengthen its leadership in the reference market, by widening national coverage and increasing the segments of clients served.

With revenues of about 7 million Euros in 2006 and about 2,600 clients served, New Catering operates through a significant and consolidated presence in the Romagna area, especially on the Riviera.

The company, founded in Forlì in 1997, carries out its activities through two distribution centres – one in Forlì and one in Rimini - covering a total area of 1,700 m², and operates through an organisation of about 21 people comprising employees and others, a commercial network of 15 sales agents and a logistical network of about 13 trucks.

New Catering will keep its current name and will represent a structure of significant importance in MARR's distribution organisation, also given the overall competence of the current managerial and operational structure, which will be maintained in its entirety.



MARR (Cremonini Group), listed on the STAR segment of the Italian Stock Exchange, is the leading Italian company in the specialised distribution of food products to the non-domestic catering sector and is controlled by Cremonini S.p.A..

With an organisation comprising more than 650 sales agents, MARR serves over 36,000 clients (mainly restaurants, hotels, pizza restaurants, holiday villages and canteens), with an offer that includes 10,000 food products, including fish, meat, various food products and fruit and vegetables.

The company operates nationwide through a logistical-distribution network composed of more than 20 distribution centres, 4 cash & carry, and 4 agents with warehouses and more than 550 vehicles.

In 2005, MARR achieved consolidated revenues amounting to 884.2 million Euros, a consolidated EBITDA of 53 million Euros and consolidated net profits of 22.1 million Euros.

For more information about MARR visit the company's web site at www.marr.it

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