



PRESS RELEASE

January 14 2019

Delhaize accelerates growth and continues the ambition of Ahold Delhaize in Belgium

2018 was a year of acceleration for Delhaize with a successful implementation of our renewed commercial strategy. Delhaize also introduced new store concepts for the supermarkets and Proxy Delhaize. On top of that 2018 Delhaize welcomed a new banner Delhaize Fresh atelier which combines a physical food store with e-commerce services.

DLL will continue on this growth path in 2019 with a strong commercial plan. Focus will be on an ambitious expansion plan with about 100 new supermarket (SM, AD or Proxy) stores in the next three/four years. In line with new customer needs, Delhaize will also step up its expansion on its convenience stores (estimated potential of 200 Fresh Atelier and Shop&Go).

This growth plan will enable Delhaize to further reinforce its position on the Belgian market through offline and online acceleration, building its retail network and its presence on all Delhaize formats and brands in combination with the growth plans of Albert Heijn. In addition, Delhaize will start a collaboration with bol.com offering easy solutions via in-store pick up points, catering customer needs for their food and non-food shopping wishes.

Both Delhaize and Albert Heijn have a solid and complementary customer proposition for the Belgian customers. Delhaize remains the leading brand in Belgium, serving customers through its various propositions & channels throughout entire Belgium. Albert Heijn Belgium's strategic focus will remain on personal service, its surprising assortment and Dutch prices.

De strategische focus van Albert Heijn België blijft op de persoonlijke service, een verrassend assortiment en Hollandse prijzen.

In the further expansion and opening of new stores, Delhaize will coordinate the expansion plans of Delhaize and Albert Heijn Belgium. Based on new needs of customers and new potential locations, Delhaize has the ambition to open new stores in its different formats (supermarket and proximity) with a large number of stores on urban convenience (Shop & Go and Fresh Atelier) in the coming three years, combining this with the opening of between 30 and 50 Albert Heijn supermarkets in Flanders in the next few years.

The combination of two supermarket brands, each with its own distinctive and loyal customer base, combined with the opportunities of bol.com, the largest Benelux non-food online retailer, will offer customers an even better shopping experience.



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