

Who we are

Musgrave is Ireland's leading food retail and wholesale company. Together with our independent retailers we employ 45,000 people across our network on the island of Ireland and Spain and we are the largest private sector employer in Ireland, employing 35,000 people.

Today with our retail brands we make it possible for communities to thrive, for entrepreneurs to succeed and for people to access quality, healthy and inspiring food – and we do it following principles that are as relevant today as they were to our founders.

What makes us different is a team of extraordinary retailers, great grocery brands that are online and around the corner and colleagues who invest in our business because we invest in them.

Evolving the Musgrave brand is part of our DNA – we've done it since 1876. Our ambition is to build a stronger more diverse Musgrave that delivers sustainable returns for all. We aim to develop new business through applying our existing skill sets to new and diverse areas. This might mean extending our existing brands into complementary products and services. It is also about diversifying our business to extend our reach through new ventures.



A business with a focus on growth

2016 sees us celebrate 140 years in business. We have a clear direction for the future and our ambitions for growth are stronger than ever. So right now we are transforming our business at pace. Through consolidating our leadership position, we aim to grow our market share. Investment in our brands is ongoing because although consumers recognise and trust them, we must continue to innovate and experiment to keep our offer fresh, stretching our brands to ensure they achieve their full potential.

There are four key areas in which we aim to excel and through which we can continue to strengthen and grow our business:

- Great quality, healthy and inspiring food
- Building profitable, omnichannel brands that are different and better
- Supporting retailers, businesses and communities
- The destination place to work where talented people can grow and thrive

I am excited about our prospects and with the continued support of our family shareholders, I look forward to working with colleagues and partners to grow good business in 2016.

Chris Martin,
CEO, Musgrave Group

Our brands

Centra

www.centra.ie
Ireland 461 stores
Northern Ireland 76 stores



Dialprix

www.musgrave.es
Spain 80 stores



Daybreak

www.daybreak.eu
Ireland 200 stores



MACE

www.maceni.co.uk
Northern Ireland 117 stores



Dialsur

tu cash & carry
www.musgrave.es
Spain 17 branches

SuperValu

www.supervalu.ie
Ireland 223 stores
Northern Ireland 34 stores



MUSGRAVE MarketPlace

www.musgravemarketplace.ie
Ireland 7 branches
Northern Ireland 3 branches

Key facts

April

2016

EST. 1876
MUSGRAVE
GROUP



Growing good business for 140 years

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Big numbers 2015

€4m

Total Triathlon funds raised

Musgrave Triathlon, which is now in its 15th year, has raised more than €4 million for Irish charities to date. Participants are made up of employees from Musgrave, SuperValu and Centra stores across Ireland and suppliers.

Total raised by Centra and the Irish Cancer Society

In 2015, Centra and the Irish Cancer Society raised €730,000 for the Action Breast Cancer programme, bringing the total fundraising amount to date to €2.8million.

€2.8m

3.3m

Centra's weekly footfall

Centra's new health strategy played a major role in the convenience brand's 2015 performance with the launch of Live Well in July, which helps people make healthier choices on the go.

Minimising impacts – waste recycled

In 2015 we recycled 97% of the waste generated by our business, up from 63% since 2006, and our total waste continues to fall through operational efficiencies.

97%

€13m

Supporting local producers

We are the leading supporters of local producers with €13 million worth of retail listings secured by 280 small food producers through the Food Academy programme.

Supporting local producers

SuperValu sources 100% of its fresh beef, pork and lamb from local Irish producers. Every SuperValu store employs an in-house expert butcher.

100% local

SuperValu retail sales

SuperValu announced record retail sales in 2015, underlining its position as Ireland's most popular grocery retailer.

€2.6bn

Improving reach and offer

Our MarketPlace wholesale brand offers 12,000+ retail and foodservice lines to 45,000+ pubs, restaurants, hotels and hospitality businesses across the island of Ireland.

12,000+ lines

100%

All our facilities in Ireland are supplied with 100% green electricity

We have also extended the supply agreement to make green power available to our retail partners and our people.

SuperValu's weekly footfall

Ireland's leading grocery retailer drove strong growth throughout 2015, particularly in the fourth quarter as it out-performed the market with 4.3% growth over the last 12 weeks of the year.

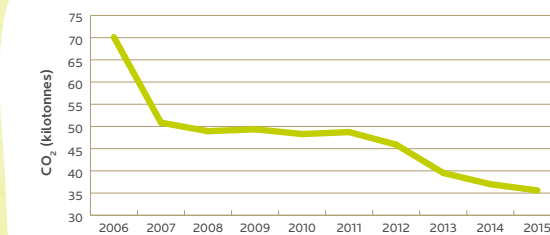
2.5m

Key performance indicators 2015

2015 financial highlights

- Musgrave sales of **€4.4 billion**
- Profit before tax of **€68 million**
- Net cash of **€23 million**

Total Group carbon footprint



Our innovative store design has recently been acknowledged at the prestigious international A. R. E. Design Awards

45,000 jobs

including Group employees, retail partner businesses and wholesale operations

35,000 jobs in ROI



In 2015 we were delighted to be recognised with more than **100** awards. Our food and non-food awards across all our brands include **41** great taste and **28** Blas na h'Eireann awards

