



MARR: acquisition of Sama Srl, a company in Bologna specialised in the distribution of food products to bars and quick service, signed.

The process of consolidation of the MARR Group in distribution to the bar segment of Foodservice continues.

Rimini, 1 June 2015 – MARR (Milan: MARR.MI), the leading company in Italy in the sale and distribution of food products to the foodservice, today signed, through New Catering Srl, a company entirely controlled by MARR and operating in the bar segment, the purchase of 100% of the shares of Sama Srl, a company based in Zola Predosa (Bologna) specialised in the distribution of food products to bars and quick service.

With a turnover of over 6 million Euros in 2014, a sales organization with more than ten sales agents, a distribution network with about ten vehicles and a wide range of products on offer, and also renowned for the excellent quality of its products, Sama is a reference point in distribution to bars and quick service in and around Bologna - where it has operated since the early 60s - Modena and Reggio Emilia.

The purchase of Sama, the managerial structure of which has been confirmed, will strengthen the presence of the MARR Group in distribution to bars, in which it operates through its subsidiary New Catering Srl which, with sales of about 24 million Euros in 2014, is leader in the provinces of Bologna, Ferrara, Ravenna, Forlì-Cesena, Rimini, Pesaro-Urbino and Perugia.

The process of consolidation of the Group in the distribution of food products to bars is thus continuing, and has increased its importance within the Foodservice sector in recent years due to new trends in consumption (for example ready prepared first courses and aperitifs).

The operation will be valid as of today, and is worth 1.7 million Euros, 60% of which will be paid on closing and the remainder over two years.

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 foodservice and is controlled by Cremonini S.p.A..

With an organisation comprising more than 700 technical sales agents, MARR serves over 38,000 clients (mainly restaurants, hotels, pizza restaurants, holiday villages and canteens), with an offer that includes over 10,000 food products, including seafood, meat, various food products and fruit and vegetables.

The company operates nationwide through a logistical-distribution network composed of 33 distribution centres, 5 cash & carry, 4 agents with warehouses and about 750 vehicles.

In 2014, MARR achieved total consolidated revenues amounting to 1,441.4 million Euros, consolidated EBITDA of 101.8 million Euros and a Group net profit of 51.1 million Euros.

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

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