

Super de Boer sales figures third quarter 2009 (weeks 25-36)

Sales per store up 2.8%

Amersfoort, 15 September 2009

Jan Brouwer, CEO of Super de Boer N.V.:

'In the third quarter of this year, Super de Boer recorded consumer sales of € 470 million with on average 9 fewer stores than in 2008. Average sales per store in the third quarter grew by 2.8% to € 130,323 per week. Over the first three quarters of 2009, average weekly sales per store grew by 3.4% to € 130,763. Taking the current economic climate into consideration, we are satisfied with these results.'

Key figures Q1 - Q3 (week 1-36)

	2009	2008
Consumer sales	€ 1,421 million	€ 1,418 million
Net sales	€ 1,127 million	€ 1,120 million
Number of stores (end of Q3)	301	308
Number of stores (average Q1 - Q3)	302	311
Average weekly sales per store	€ 130,763	€ 126,453

Key figures Q3 (week 25-36)

	2009	2008
Consumer sales	€ 470 million	€ 470 million
Net sales	€ 368 million	€ 373 million
Number of stores (end of Q3)	301	308
Number of stores (average in Q3)	300	309
Average weekly sales per store	€ 130,323	€ 126,749

Strategy

Again in 2009, the focus is on further strengthening Super de Boer by:

- modernising and expanding 50 to 60 stores;
- investing € 20 million in the company-operated stores, including € 3 million on replacement investments;
- further strengthening Super de Boer's private label range and the price positioning;
- strengthening local marketing efforts;
- improving the quality of the stores by means of various programmes and training initiatives.

Interim management statement (in accordance with article 5:25e Act on Financial Supervision)

In the third quarter 2009 no significant events occurred.

On 16 July 2009, Super de Boer reported its results over the first half year 2009. The reported net result over this period amounted to € 6 million and therefore at the same level as reported over the first half year 2008.

This press release is available in both Dutch and English. Of the two texts, the text in the English language is the only authentic text, and therefore prevails.

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