

Super de Boer sales figures first quarter 2009 (weeks 1-12)

Sales per store up 2.5%

Amersfoort, 31 March 2009

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

'In the first quarter sales per store grew by 2.5% to more than € 127,000 per week. The Super de Boer-stores sales reached € 463 million, which is almost the same as in 2008 (€ 467 million). These sales were achieved with 11 fewer stores than last year. We are pleased with this development, particularly since, contrary to last year, the Easter sales were not included in the first quarter.'

Super de Boer key figures

	Q1 2009	Q1 2008
Consumer sales	€ 463.3 million	€ 467.4 million
Net sales	€ 367.9 million	€ 368.1 million
Number of stores (end of Q1)	303	313
Number of stores (average in Q1)	303	314
Average weekly sales per store	€ 127,280	€ 124,229

Strategy

In 2009, the focus will again be on further strengthening the Super de Boer format by:

- refurbishing and extending 50–60 stores;
- capital expenditure of € 20 million on Super de Boer's own stores, including replacement investments of € 3 million;
- increasing emphasis on private-label products and improving price positioning;
- intensifying local marketing;
- improving store quality by running various programmes and training courses.

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