

According to a study analyzing 700 brands sold in Spain

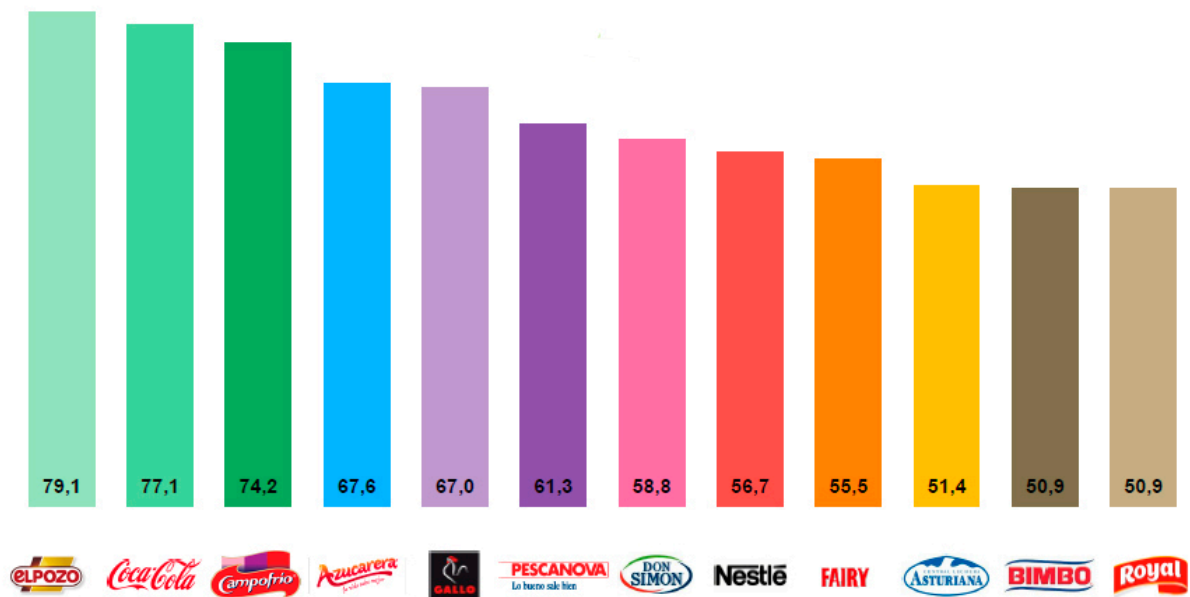
PESCANOVA POSITIONS ITSELF AS THE SIXTH BESTSELLING BRAND IN SPANISH HOUSEHOLDS

Vigo, 27 May 2016.- The Galician brand Pescanova has improved its position in terms of market penetration as well as brand preference, according to the latest issue of the Spain "Brand Footprint" ranking, carried out by Kantar Worldpanel, the largest study on leading consumer brands based on actual purchases. The Galician company has become the sixth bestselling brand in terms of penetration in Spanish households with a 61.3% in purchase penetration compared to the 60.7% of the previous year, when it ranked seventh.



In addition, according to this ranking, Pescanova continues to be one of the most loved brands by consumers, as shown by its eleventh position among the most chosen brands by Spaniards, also improving its position with respect to the previous year. Divided into sectors, Pescanova remains in the top ten as the eight most chosen food brand.

Las marcas que más gente compra

%Penetración de compra anual



Fuente: 'Brand Footprint 2016', Kantar Worldpanel

1		▶	11		▲
2		▶	12		▲
3		▶	13		▼
4		▶	14		▶
5		▲	15		▶
6		▶	16		▶
7		▲	17		▲
8		▼	18		▼
9		▼	19		▲
10		▶	20		▲

Fuente: "Brand Footprint 2016", Kantar Worldpanel

**Ranking of the most chosen brands*

The results of the Spain Brand Footprint 2016 ranking, which analyzes 700 brands based on household purchases between November 2014 and October 2015, show that 2015 was a good year for Spanish brands as 27 brands from our country are listed among the 50 first brands of the global ranking. According to Jorge Folch, managing director of Kantar Worldpanel in Spain, "even though 48% of the brands have increased their sales value, local products have grown twice as much as global brands". In fact, national brands increased their value by 2.3% in 2015, compared to the 0.8% decrease of global brands.

Pescanova

The Nueva Pescanova Group is a Galician leading multinational company in the deep-frozen food sector and is specialized in the fishing, farming, production and marketing of seafood products, whether fresh, refrigerated or frozen. Founded in 1960, it is now present in 26 countries and has over 12,000 employees both in and out of Spain.

One of the keys to the success of Pescanova is that it provides consumers with a wide range of products adapted to the taste of each country, both in fresh and processed food.