

PRESS RELEASE

According to Kantar Worldpanel's Brand Footprint 2019

Pescanova, eighth FMCG preferred brand for Spaniards

- It climbs one position in the global ranking, it is the fourth preferred food brand and ranks fifth in household penetration.
- Present in 64% of Spanish households with its wide range of frozen and chilled products.

Vigo, 24 May 2019.- Pescanova has gone up one place in respect of the previous year, coming in the eighth position as the most-chosen FMCG brand in Spain, according to Brand Footprint 2019, a report prepared by the consulting firm Kantar Worldpanel that analyses the 50 most chosen consumer brands in our country.

The company attained **54.2 million Consumer Reach Points**, that measures how many households are buying a brand (penetration) and how often they do it (frequency), which in Pescanova's case was 64% and 4.8 times a year on average.

Ranking 2018	Ranking 2017	Cambio posición	Marca	CRP (millones)	% Hogares Compradores	Frecuencia de Compra
1	1	●		138,5	75,0	10,5
2	2	●		126,4	78,0	9,0
3	3	●		101,8	72,7	7,8
4	4	●		91,4	54,6	9,2
5	6	▲		63,8	65,0	5,4
6	8	▲		61,6	48,3	7,1
7	5	▼		60,6	35,5	9,7
8	9	▲		54,2	64,3	4,8
9	10	▲		53,5	51,0	5,9
10	12	▲		53,0	35,0	8,3

Thus, Pescanova carries on with its upward trend of the last years and is consolidated in the **Top 10 FMCG brands in our country** thanks to the quality of its products, its commitment to innovation and adaptation to consumer preferences.

In the **Food sector**, Pescanova ranks **fourth**, the same position as in 2018.

Top5 marcas por sector



Alimentación



Fuente: "Brand Footprint 2019" Kantar

KANTAR

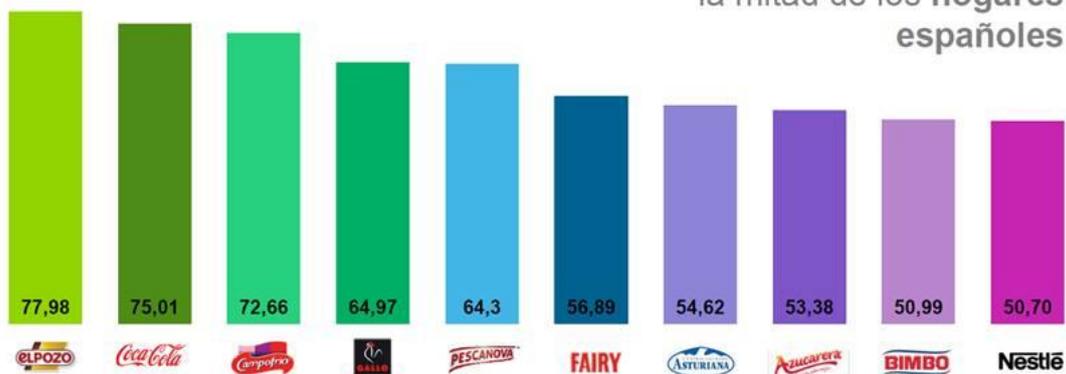
Household penetration

On the other hand, Pescanova remains **fifth** in the household penetration ranking, according to which the brand is bought at least once a year in **64% of households in Spain** through its wide range of frozen and chilled products.

Las marcas que más gente compra

% Penetración de compra anual

10 marcas entran en más de la mitad de los hogares españoles



Fuente: "Brand Footprint 2019" Kantar



This ranking is based on research on a sample of 12,000 households representing the Spanish population and it measures how often a brand is bought at the point of sale. The metric used is Consumer Reach Points that analyses the household penetration and buyer's choice.

For further information:

Omnicom PR Group

Beatriz Zabala / Ana Sierra

Tel: +34 917 88 32 83 / 91 702 85 15

pescanova@omnicomprgroup.com

Communications Manager - Nueva Pescanova Group

Tesa Díaz-Faes

Tel.: +34 986 818 100 / 610 53 36 50

tdiaz@nuevapescanova.com