

## **Pescanova is the first FMCG player in terms of grown in Spain in 2019**

- **According to Nielsen's *Strategic Planner Spain*, Pescanova has recorded a 11.9% growth in sales revenue, 8 points higher than in 2018 (3.4%)**
- **Innovation and product quality have been key elements for the development and growth of the brand**

**Vigo, 11 February 2020.**- Pescanova is the FMCG manufacturer that has increased more its retail sales revenue in Spain in 2019. According to data in Nielsen's *Strategic Planner Spain*, the company is the first in the top sales performers ranking with an 11.9% increase in revenue, after a 3.4% increase in 2018.

For the preparation of this ranking, Nielsen analyzes the revenue of top manufacturers of food, beverages and health, beauty and household products sold through hyper and supermarkets in Spain. In the general ranking, Pescanova remains in the 19<sup>th</sup> position in the *retail* channel in our country.

The upward trend of recent years continues and Pescanova has consolidated its position in the Top 20 consumer brands in Spain thanks to its commitment to quality, innovation and constant adaptation to consumer habits.

In this sense, Sergio Elizalde, Chief Commercial Officer of the Nueva Pescanova, says "we work to bring the freshness of the sea to consumers' tables. To do this, apart from ensuring the control of the entire value chain of our products, from the sea to the market, we analyze the needs of the market to anticipate new trends through formulas that encourage fish consumption at home". And adds: "We are proud that Pescanova is one of the most preferred brands in Spain. We will continue to work on this line to continue to renew consumers' trust".

### **About the Nueva Pescanova Group**

The Nueva Pescanova Group is a multinational Company leader in the seafood sector; it is engaged in fishing, farming, processing and trade of seafood products, whether fresh, chilled or frozen.

Founded in 1960, it employs more than 10,000 people and is present in more than 20 countries in four continents. The Nueva Pescanova Group sells its products in more than 80 countries worldwide.