



**PRESS RELEASE**

## **The Nueva Pescanova Group integrates SAP's digital technologies for managing its business**

- **The SAP platform S/4 HANA is the core on which the LEGONOVA project will be based, with this platform we will extend the core business applications to the rest of companies and divisions of the Group, present in 27 countries, thus unifying optimum processes and information to achieve the best results.**

**Vigo, 9 October 2017.-** The Group New Pescanova has relied on SAP for starting up LEGONOVA, a digital transformation project whose main target is to develop a platform on which the seafood multinational company will be able to back its new management system, linking current business knowledge with modern technologies of data processing.

SAP S/4HANA will be the platform on which the project will be developed, which will support the integral transformation of the core processes for the management of the company, such as financial, purchasing, sales, production and logistics processes. The implementation of the technological project is one of the key investments of the company's 2020 Strategic Plan and will extend the core business applications to the rest of companies and divisions of the Group, thus generating a unification of optimum processes and information to achieve the best results.

The Nueva Pescanova Group operates in 27 countries on four continents: it has its own fleet of more than 70 vessels deployed in the Southern Hemisphere, 8,000 hectares of aquaculture facilities in Central America and Spain, 18 processing plants in 11 countries and sells its products in 80 countries on five continents.

The project will integrate business processes from start to finish. It will also contribute to optimize the commercial management and promotions. It also seeks to encourage the future digital transformation of the different innovation areas through a better knowledge of the client and the use of the Internet of Things (IoT) capabilities.

It is expected that the first phase for the implementation of the project will be concluded in July 2018, with the commissioning of the system in the headquarters and in some subsidiaries, to continue with the rest of our subsidiaries.

"With LEGONOVA we will be ready to face the challenges of the future, we will gain in transparency and simplicity of processes. We will be able to design a unified working procedures for all companies and divisions of the Group to be able to measure, using the same KPIs, all processes of the company, which will result in greater profitability and efficiency," said Ignacio González, CEO of the Nueva Pescanova Group.



João Paulo da Silva, General Manager of SAP in Spain, Portugal, and Israel, emphasized that "Nueva Pescanova is one of the great global benchmarks in the seafood industry and the fact that they have chosen us as technology partner to help it on its journey for digital transformation represents an important momentum for our business and a great satisfaction. Furthermore, it highlights the relevance that Spanish companies are giving to digital transformation".

### **About SAP**

SAP is the world's leading business software company; SAP (NYSE: SAP) helps companies of all sizes and from all sectors to improve the performance of their business. From admin work to general meeting's dealings, from warehouses to shops, from desktop computers to mobile devices, SAP gives support to professionals and organizations for them to work interlinked and more efficiently, to make better use of their business vision and to be at the forefront of the competition. SAP's apps and services allow more than 355.000 customers to be profitable and constantly adapt and grow sustainably. For more information, visit [www.sap.com](http://www.sap.com).

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

The Nueva Pescanova Group is a Galician multinational Company leader in the seafood sector; it is engaged in fishing, farming, processing and trade of seafood products. Founded in 1960, it employs more than 12,000 people and is present in 27 countries in 4 continents. Pescanova sells its products in more than 80 countries around the world.