

*According to the Brand Footprint 2018 report, from the consulting firm Kantar Worldpanel*

## Pescanova, the fifth largest brand in High Consumption with the greatest penetration in Spanish homes

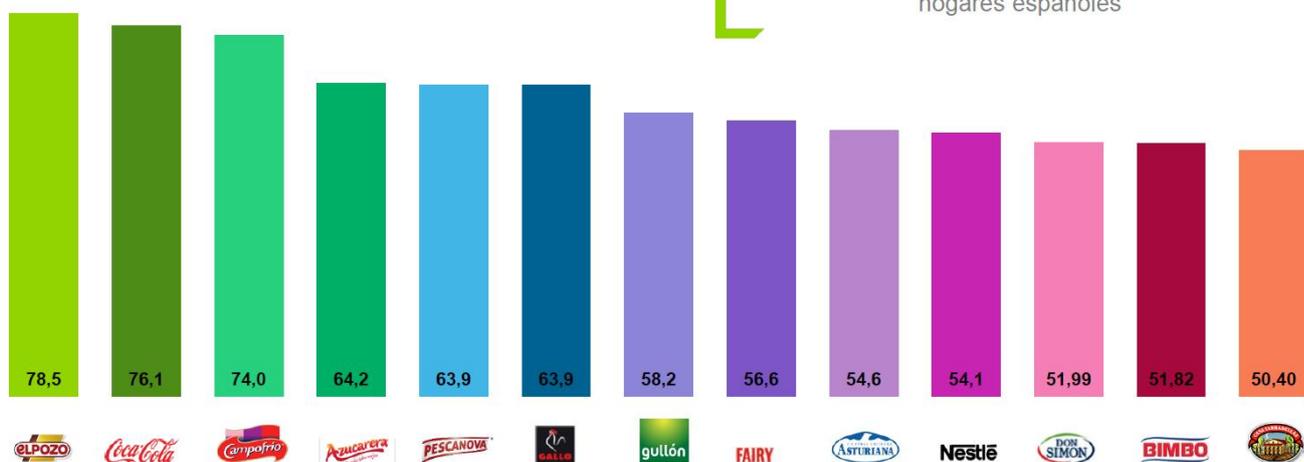
- Regarding the general ranking of the most selected brands for Spanish homes, Pescanova has climbed two places and is now in the Top 10 as the 9th most selected High Consumption brand in Spain.

**Vigo, on May 16, 2018.-** Pescanova has climbed one place with respect to the previous year and has become the **fifth largest High Consumption brand with the greatest penetration in Spanish homes**, according to the Brand Footprint 2018 report, drafted by the consulting firm Kantar Worldpanel. This ranking assesses the percentage of homes that buy the brand in a year.

According to this ranking, Pescanova is **present in 64% of Spanish homes** through its variety of frozen and refrigerated products. The report indicates, for yet another year, the efforts made by the company in product innovation and their commitment to moments of consumption which are more spontaneous, comfortable, and adapted to current trends.

### Las marcas que más gente compra

% Penetración de compra anual



Regarding the **general ranking of the most selected brands by Spanish homes**, Pescanova has **climbed two places** and is now in the **Top 10** as the **9th most selected High Consumption brand in Spain**.

Focusing specifically on **Food brands**, Pescanova is the **fourth most selected food brand in Spanish homes**, climbing three places with respect to the previous year. The study places it as **the fourth brand in the Top 50** which has most grown in the number of times it is purchased throughout the year (+11.7%).

1		●	11		▲	21		●	31		▼	41		▼
2		●	12		▼	22		●	32		▼	42		(N)
3		●	13		▲	23		▲	33		▼	43		▲
4		●	14		▼	24		●	34		▼	44		▼
5		●	15		▲	25		▲	35		▼	45		▼
6		▲	16		▼	26		●	36		●	46		●
7		▼	17		▼	27		▲	37		▲	47		●
8		●	18		▼	28		▲	38		▼	48		(N)
9		▲	19		▼	29		▼	39		▲	49		(N)
10		●	20		●	30		▲	40		▼	50		●

Fuente: 'Brand Footprint 2018', Kantar Worldpanel

This ranking was created using a sample of 12,000 representative homes in the population and measures how often a brand is purchased at the point of sale. Using the number of purchasers of a brand, it analyzes the frequency of purchase, a piece of data which is expressed through consumer reach points.

### 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 11,000 people and is present in 24 countries in 4 continents. Pescanova sells its products in more than 80 countries around the world.