



PRESS RELEASE

CREMONINI GROUP: Marr S.p.A. starts-up an e-commerce business-to-business service ("B2B") with Sodexho Italia.

In 1999 Marr's turnover rose to Lire 982 billion (+21%)

Marr, a Cremonini Group company and leader in Italy in food distribution to the catering sector, has commenced the first phase of an E-commerce business-to-business service ("B2B") with Sodexho Italia, the Italian leader in collective restaurants.

The B2B service, created in collaboration with Tecla.it (the partner of Telecom Italian and IBM), allows the managers of every single restaurant and kitchen belonging to the Sodexho Group to send orders via personal laptop computers directly to Marr's central system.

The new application simplifies and rationalizes order management and integrates with the "client relationship management" system, already in existence, that allows Marr's major clients to manage their orders and invoices electronically with electronic summaries, catalogues and lists of articles.

This system will also be activated, within a few months, on the Internet with a "Web-order" service available to all Marr's clients, who will have secure access through a password system.

Marr S.p.A. closed 1999 with a consolidated turnover of Lire 982 billion (Euro 507.16 million), up 21% with respect to Lire 811 billion (Euro 418.85 million) of the previous year. The gross operating margin was Lire 60 billion (Euro 30.98 million), increasing by 22% with respect to Lire 49 billion (Euro 25.3 million) of the previous year, while the operating result was Lire 48 billion (Euro 24.78 million) equal to a rise of 30% with respect to Lire 37 billion in 1998 (Euro 19.1 million).

During the 1999 financial year Marr, a 100% subsidiary of Cremonini S.p.A., was strengthened by a series of acquisitions aimed at completing the distribution infrastructure: in particular, Venturi Alfredo srl of Cesenatico (fresh fish specialists) was acquired in February. In March, Copea srl was acquired; permitting increased marketing penetration on the Adriatic Riviera of Romagna. A new Cash & Carry started up on the island of Elba in April. Finally Sanremomare S.p.A. was acquired in May. This company specializes in distribution fish products to the catering sector in Liguria and the Côte d'Azur.

Marr has a logistical-distributive network, which is unique in Italy, consisting of 16 distribution centres widely spread throughout the country, 4 Cash and Carry stores and 330 agents operating with 290 vehicles.

The company supplies 30,000 customers (restaurants, hotel chains, fast food points, pizzerias, company canteens, schools, hospitals, old age homes and tourist centres) with a complete range of 10,000 products (including meat, fish, conserved and dried products, cured meat and dairy products, fruit and vegetables). Orders are delivered with 24 hours (12 hours for very fresh products).

COMPANY PROFILES

Sodexho Italia: belongs to the French Group Sodexho Alliance, world leader in the restaurant industry and Italian leader in collective restaurant services with a total turnover of over Lire 538 billion (Euro 278 million), and has 975 operating units with over 8,200 employees (figures from the financial statements as at 31.08.99). Added to this is a total value of Lire 268 billion of luncheon vouchers issued by Sodexho Pass.

Sodexho Alliance. This company has its head office in Paris and a turnover of Euro 9,032 million (about Lire 17,500 billion). It is represented in 70 countries on 5 continents with a total of 21,100 operating units employing 270,000 persons (figures from the financial statements as at 31.08.99). The company is listed on the Paris Stock Market and became part of the CAC 40 Index from May '98.

Cremonini S.p.A., which has over 3,500 employees and achieved consolidated revenues of Lire 2,544 billion (Euro 1.314 billion) in 1999, is one of the largest food groups in Europe, focusing on three integrated business areas: production, distribution and restaurant activities. The Group is Italy's absolute leader in beef, and meat-based transformed products, production and in food distribution to the catering sector. It has, moreover, a major presence in the restaurant industry and, in particular, leadership in Italy in the provision of restaurant services on-board trains and at railway stations.

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