



Cash & Carry

Press Release

New Chief Customer & Marketing Officer Diego Bevilacqua joins Board of METRO Cash & Carry International

Duesseldorf, 18th of January 2010 – With the appointment of Diego Bevilacqua as new Chief Customer & Marketing Officer, the German wholesaler METRO Cash & Carry further strengthens its customer orientation. The former Unilever top-manager completes the Executive Board of Directors (EBD) of METRO Cash & Carry International (MCCI), as the company announced on Monday.

“With Diego Bevilacqua we gain an internationally experienced senior food expert for our management team”, said Frans W.H. Muller, CEO of METRO Cash & Carry International. “With his profound knowledge of the industry, Mr. Bevilacqua will further strengthen our position as first class solution provider for professional customers such as hotels, restaurants, traders and service companies.”

At METRO Cash & Carry, Mr. Bevilacqua will be responsible for Marketing and Branding, Own Brand Management as well as Merchandizing. “I am very much looking forward to joining this great company with its international leading position in B2B-wholesale for professional customers”, the 55-year-old Briton said. “Together with the entire management we will further strive for excellence in customer orientation.”

Diego Bevilacqua has lately been working as Group Vice President Unilever, responsible for the regions Africa, Middle East & Turkey as well as Director on the Board of Pepsi Lipton International Ltd. Before taking these responsibilities, he held various senior management positions, amongst others as President Unilever Foodsolutions and prior to that as President Bestfoods-Asia.

The Executive Board of Directors of MCCI now comprises seven members.



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METRO Cash & Carry is represented in 30 countries with around 670 self-service wholesale stores. With more than 100,000 employees worldwide, the company achieved sales of about € 31 billion in 2009. METRO Cash & Carry is a sales division of the METRO Group, one of the most important international trading companies. In 2009 the Group reached sales of around € 66 billion. The company has a headcount of some 300,000 employees and operates more than 2,100 stores in 32 countries. The Group's performance is based on the strength of its sales divisions which operate independently in their respective market segment: METRO/MAKRO Cash & Carry – the international leader in self-service wholesale, Real hypermarkets, Media Markt and Saturn – European market leader in consumer electronics retailing, and Galeria Kaufhof department stores. More information at: www.metrogroup.de

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