



In line with the policy to renew assets and establish the brand in national territory, two new units opened at Aqua Portimão and Fórum Sintra. The Fórum Almada unit was also remodelled along with one of the units at Colombo, while the Pans units at Coimbrashopping and Albufeira closed, as did the Bocatta shop at Colombo.

The brand consequently ended the financial year with 60 units and about 450 employees.

Sales volume was on the order of 21.6 million euros, 5.7% less than in 2010.

In a year marked by a problematic economic situation, major adjustments were made to the brand's costs structure and value proposal. The complementary product and low-price categories were strengthened, enabling returns to be kept at acceptable levels.

