

SPAIN

DELIVERY



The economy's performance led to inverted growth of markets largely due to lower consumption.

Available figures show that the business segment in which we operate diminished, as in previous years, with increased commercial aggressiveness via prices and promotions and the consequent narrowing of margins and profitability.

Regarding turnover, although home delivery's relative importance was lower it continued to account for the largest share of sales (52.5%), which attained 20 million euros – company-owned unit sales accounted for 13,7 million euros and the franchises for 6,3 million euros.

In a very fragmented sector whose main operator holds a market share of over 50%, the brand's turnover made it the fourth-ranking operator in the Spanish pizzerias segment, with a share of around 4%.

The financial year ended with 66 operational units, of which 43 were company-owned and 23 franchises. The Vidisco company which operates the brand ended 2011 with 684 employees.

In April a unit opened at the Marineda shopping centre in A Coruña; in the last month of the year a unit closed in the city of Santiago de Compostela.

As in 2009 and 2010, efforts to modernize the Pizza Móvil chain consolidated the use of new technologies by promoting the brand on social networks, Facebook and Twitter. Participation in e-commerce also began.