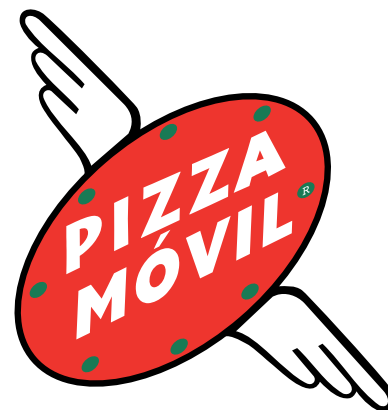


PIZZA MÓVIL

SPAIN



¡¡ SOMOS LA PIZZA !!

The presence of new technologies was consolidated by promoting the brand in social networks and e-commerce.

In 2013 markets in Spain were heavily marked by the continued slump in demand initiated in the first half of 2008, with the unemployment rate remaining very high and a drop in consumer and business spending. Naturally, the restaurant sector was no unaffected by this situation.

Pizza Móvil's most important sales channel is its delivery business, which accounted for 50% of sales in 2013. The company ended the year with 55 outlets, 19 operated under franchising arrangements.

At 31 December 2013 Pizza Móvil had 528 employees working for Vidisco, SL (owner of the brand).

One unit was closed due to decline in consumer spending and the oversized network in the region of León. We also closed the venue in Segovia.

As discussed in previous years, we continued the drive to modernize Pizza Móvil, by having a stronger presence in social networks such as Facebook and Twitter and expanding our e-commerce operations.