

TIMELINE

1980



1st Pingo Doce Store.
Start of Pingo Doce's operations, with the opening of the Rebelva store, two years after the Company was incorporated.

1982

Signing of the first technical assistance agreement with Belgian retailer Delhaize.

1985



Jerónimo Martins becomes a holding and creates a strategic partnership with the Delhaize "Le Lion" Group to develop Pingo Doce.

1987



100th Pingo Doce Store opens in Parede (Cascais).
Acquisition of 15 Pão de Açúcar stores.

1992



Partnership with Ahold.
Ahold replaces Delhaize as Pingo Doce's strategic partner, by acquiring a 49% stake in the Company.

1993

Pingo Doce gains Food Distribution leadership in the supermarket segment.
Acquisition of the Modelo supermarkets. Acquisition of the Inovação Group (Inô, Feira Nova and Cash & Carries).

1994

New store concept, where Perishables gain a prominent position. Opening of the Azambuja Distribution Centre.



1996



New Visual Identity.

1980

1985

1990

1995



2015 IS A DUAL CELEBRATION YEAR AT THE JERÓNIMO MARTINS GROUP. WE ARE CELEBRATING PINGO DOCE'S 35TH AND BIENDRONKA'S 20TH ANNIVERSARIES.

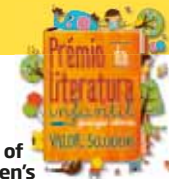
1995

Acquisition of the Eurocash Cash & Carry chain. Start of the Biedronka project.

1997



Purchase of Biedronka, through the acquisition of 243 stores from the discount chain.



1998

Pingo Doce Online is created, the first virtual supermarket in Portugal.



2005

Environmental and Food Safety Certification of the Azambuja, Vila do Conde and Guardéiras Distribution Centres. Creation of the figure of the Customer Ombudsman.

2003

Opening of the Azambuja Fish Warehouse.



2004

New commercial strategy: Implementation of the Every Day Low Price policy, which represented a turnaround in the commercial strategy.

2006

1st "Bem-Estar" space opens in Linda-a-Velha. Inauguration of the Vila Nova da Rainha Warehouse. Partnership with Daymon Worldwide, essential for developing Private Brand products.



2007

1st company in the world to obtain certification of the Private Brand product development process. 1st "Refeições no Sítio do Costume" restaurant opens in Linda-a-Velha.

2008

New visual identity. Pingo Doce/Feira Nova merger and integration of 77 Plus stores. Opening of the Non-Perishables Warehouse in Laúndos. Opening of the Alcochete Distribution Centre.



2013

Launch of the Poupa Mais (Save More) card, in partnership with BP.



2012

Action giving 50% discount on all products, carried out on May 1, marks a new strategy for immediate savings campaigns.

2014

1st Edition of the Children's Literature Competition. Inauguration of the Algoz Distribution Centre and implementation of a new logistics model. **Store N.º 385**

2015

35TH ANNIVERSARY



2000

2000

Opening of the Grudziadzka Distribution Centre.

1999

Opening of the Wyszaków Distribution Centre. Acquisition of 57 stores from the German chain, TIP.

2002

New Visual Identity.



2005

2005

Opening of the Kostrzyn Distribution Centre.

2007

1,000 STORES



2010

2010

Opening of the Skarbiemierz Distribution Centre. **Store N.º 1,500**



2013

Implementation of a strong expansion plan which included two new Distribution Centres and 280 new stores.

2015

20TH ANNIVERSARY



1998

Launch of the first Private Brand product, V.I.P. beer. Opening of the Lubin Distribution Centre.



2004

Biedronka is a SuperBrand. Achievement of the SuperBrands award, attributed for the first time to a retail chain in Poland.

2006

Inauguration of the first pharmacy in partnership with Associação Nacional de Farmácias (National Pharmacy Association - Portugal). Opening of the Wojnicz Distribution Centre.

APTEKA + NA ZDROWIE

2008

Acquisition of Plus Discount and integration of 193 stores into the Biedronka chain. Opening of the Mszczonów Distribution Centre.

2012

Sponsorship of the Polish National Football Team. Opening of two new Distribution Centres in Ruda Śląska and Sieradz. **Store N.º 2,000**