M. Dias Branco

Tradição & Qualidade

“Moinho Santa Lúcia”
Acquisition
May/2012



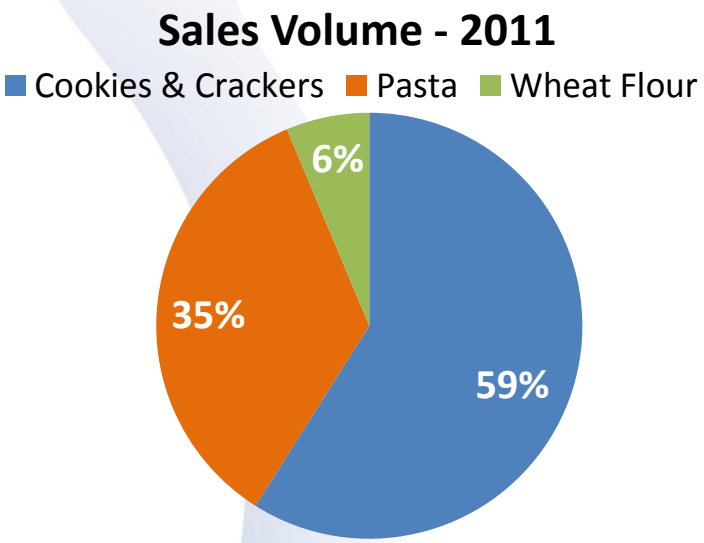
The Company

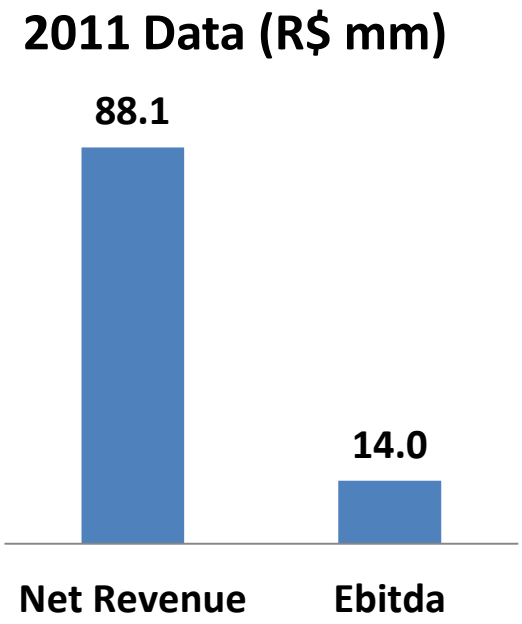
- Food industry operating in cookies, crackers, pasta and wheat flour;
- Began its activities in 1999 in Aquiraz, close to the city of Fortaleza, in Ceará State;
- Main Brands: “Predilleto” and “Bonsabor” ;
- Markets: Northeast and North regions of Brazil;
- The company also produces third-party brands, thus, enabling players from other regions to offer their products in the North and Northeast regions as well.

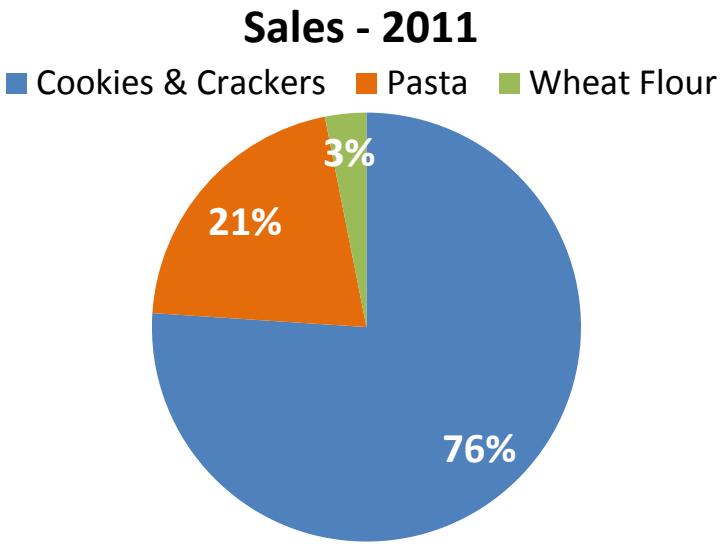
Rationale of the Acquisition

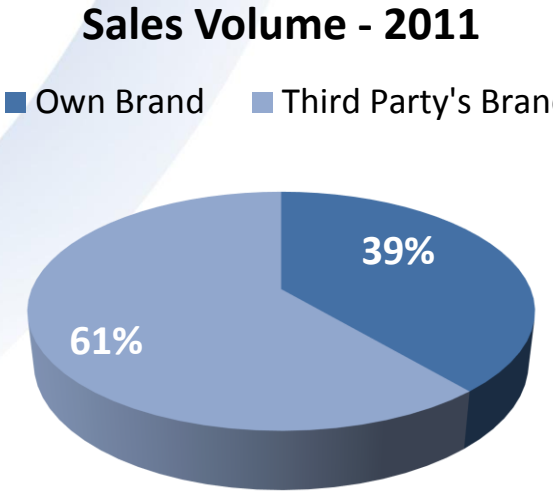
Reason	Benefits expected
• ***Industry consolidation***	• *Strengthening of the competitive position;*
• ***Market share expansion***	• *Sales expansion in the North and Northeast regions;* • *Merger of brands into the Company's portfolio;*
• ***Vertical integration expansion***	• *Higher utilization of wheat flour and vegetable fat in the vertical integration process, with gains resulting from lower costs and the utilization of tax incentives;* • *Improvement of operating efficiency in view of integration of resources.*

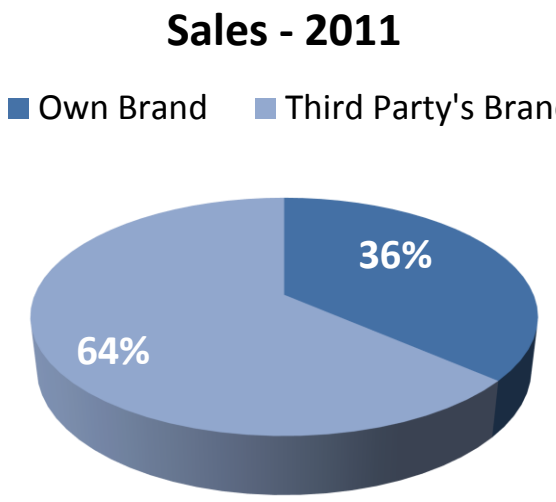
Economic and Financial Data











THANKS!

Contacts:

Geraldo Luciano Mattos Júnior
Controlling and Investment Vice President
Ph: +55 85 4005 5667
e-mail: geraldo@mdiasbranco.com.br



Álvaro de Paula
Investments and Investor Relations Director
Ph: +55 85 4005 5952
e-mail: alvaro.depaula@mdiasbranco.com.br