

PRESS RELEASE - Halle (Belgium) 31/01/2011, 17:45h CET - Regulated information - Trading update first nine months of 2010/2011

SALES CONSOLIDATED

SALES OF THE FIRST NINE MONTHS OF 2010/2011

Strong sales performance at year end and a consistent strategy of lowest prices

During the first nine months of financial year 2010/2011 (period from 01/04/2010 to 31/12/2010) the Colruyt Group recorded a consolidated sales increase of 8.0% to EUR 5,494.7 million compared with EUR 5,086.9 million in the same period last year. Sales realised in the different segments of the Group are detailed in the table below.

Sales from the Group's retail business activities, mainly driven by our Colruyt banner stores, grew by 8.1 % to EUR 4,260.6 million. By the end of December 2010, the food retail trade consisted of 222 Colruyt, 70 OKay and 7 Bio-Planet stores in Belgium and 52 owned stores (of which 45 Colruyt banner stores) in France. The DreamLand activity comprises 41 non-food stores in Belgium and France.

Revenue of the wholesale and food service activities of the Colruyt Group grew by 5.0 % to EUR 947.4 million. This increase is mainly driven by Spar Wholesale and Foodinvest. The French food service activities are driven by the operational integration process after the discontinuation of an important catering contract.

Sales in our other activities grew by 14.5 % to EUR 396.8 million. This sales increase is mainly supported by our DATS 24 petrol stations, driven by new station openings and higher petrol prices.

Important elements impacting the sales figures for the first nine months of 2010/2011:

- *Influence of the cold winter weather:* Despite the difficult weather conditions in the Christmas period, requiring additional logistic efforts, the Colruyt stores recorded strong end-of-year sales.
- *Inflation and consumer confidence:* Although consumer confidence recovered during the last months, it dropped below zero again in December. By contrast, general inflation continued to increase in the period from October through December.
- *Lowest prices strategy:* With the introduction of the price barometer in December, once again the Colruyt Group confirms its consistent strategy of the lowest prices. This instrument enables each customer to consult the price differences between a Colruyt store and other stores in the area.

REVENUE BY OPERATIONAL SEGMENT

(in EUR million)	01/04/2010 - 31/12/2010	01/04/2009 - 31/12/2009*	Evolution
Retail trade	4,260.6	3,940.4	8.1%
Wholesale and Foodservice	947.4	902.0	5.0%
Other activities	396.8	346.4	14.5%
Total operational segments	5,604.8	5,188.8	8.0%
Transactions between operational segments	(110.1)	(101.9)	
Consolidated	5,494.7	5,086.9	8.0%

* The comparative figures were adapted since the 2009-2010 reporting period as a result of the presentation change carried out in the previous reporting period with regard to reimbursements from suppliers in relation to rebates given by the Colruyt Group to clients.

Financial calendar

- Announcement results reporting year 2010/11 27/06/2011
- Announcement sales figures first quarter 2011/12 28/07/2011
- General Meeting of Shareholders 2010/11 21/09/2011

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The Colruyt Group

The Colruyt Group operates in the food and non-food distribution sector in Belgium, France and Luxembourg. The group consists of more than 320 own stores and 480 affiliated stores and has a turnover of over EUR 6 billion. Store formats in Belgium are Colruyt, OKay, Bio-Planet, DreamLand, DreamBaby, Spar and Eurospar. These are supported by on-line sales including ColliShop and Collect&Go. In France, there are approximately 50 Colruyt supermarkets in addition to the affiliated Coccinelle, CoccMarket and Panier Sympa stores. Through Pro à Pro Distribution in France and Collivery in Belgium, the group also operates in the food service market, supplying food products to hospitals, company canteen kitchens, catering businesses, etc. The group is furthermore actively involved in the sale of fuels (DATS 24), printing and document management solutions (Symeta), engineering (intrion) and the production of green energy (WE Power and Fraxicor). Finally the group is also participating in a retail holding and wind farms. Today the Colruyt Group employs over 22,000 people. Colruyt is listed on the stock exchange of NYSE Euronext Brussels (COLR) under ISIN code BE0974256852.

Risks relating to forecasts

Statements by the Colruyt Group in this press release, along with references to this press release in other written or verbal statements of the group which refer to future expectations with regard to activities, events and strategic developments of the Colruyt Group, are predictions and as such contain risks and uncertainties. The information communicated relates to information available at the present time. This can differ from the final results. Factors that can generate any variation between expectation and reality are: changes in the micro- or macroeconomic context, changing market situations, changing competitive climate, unfavourable decisions with regard to the building and/or extension of new or existing stores, procurement problems with suppliers, as well as all other factors that can impact the group's result. The Colruyt Group does not make any commitments with respect to future reporting that might have an influence on the group's result or that could bring about a deviation from the forecasts included in the press release or in other communications of the group whether written or oral.