



Note to Editors:

Plenia (which was known as Locatel until 2007) was established in Venezuela in 1969. It developed the concept of a "health hypermarket" in 1994, followed by the launch of the first health store, offering a vast assortment of products including medical equipment, medicine, hygiene products, cosmetics and others.

In 1999, Plenia launched its franchise development model. This unique concept became popular in Venezuela's medical retail sector, and soon expanded to all of Latin America. In 2004, Plenia launched its first store in the USA. Today the chain consists of several dozen hypermarkets around the globe.

The first Plenia in Russia opened in the centre of Moscow in 2007, and marked the beginning of the chain's development in the Russian Federation, the CIS and Eastern Europe. As of June 2008, two Plenia hypermarkets operate in Moscow, each about 1,500 square meters in space.

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