***STRATEGIC APROACH***

Juan Roig, CEO of Mercadona, has said several times in public that, to be a director, at least in your company, you must have ownership of part of the capital stock and stake the equity in making decisions. Mercadona chose to grow without haste, but without breaks, without signings of star executives or independent directors outside the partners.

Another strategic bet of Roig was that the company froze again the project of going abroad given the need to concentrate all resources in avoiding the consumer crisis in Spain and in having to lower prices without reducing the quality, "we can’t go to conquer a castle outside when ours is not right ».