

Ahold Delhaize announces appointment of Farhan Siddiqi as Chief Digital Officer and member of the Executive Committee

Zaandam, the Netherlands, January 8 – Ahold Delhaize announces today the appointment of Farhan Siddiqi as Chief Digital Officer and member of the Executive Committee, effective January 28, 2019. In this role, Farhan will drive digital transformation and innovation across Ahold Delhaize’s great local brands, focusing on loyalty, data analytics and personalization.

Farhan joins Ahold Delhaize from McDonald’s where he most recently served as Chief Digital Officer and led the restaurant chain’s digital transformation, including the launch of mobile commerce in 20,000 restaurants, a new mobile app and the upgrade of self-service ordering kiosks. He was also responsible for data analytics and extending Customer Relationship Management capabilities. Prior to this, Farhan held several key leadership positions within Bank of America, Target and General Electric, where he focused on implementing successful customer loyalty programs, digital payment solutions, and launching strategic partnerships.

Frans Muller, President and CEO of Ahold Delhaize, said: “I’m thrilled to welcome Farhan to Ahold Delhaize. With his knowledge of the digital customer experience in a wide variety of industries, he will help further accelerate Ahold Delhaize’s digital transformation, a key element in our Leading Together strategy. Farhan will drive best practice sharing in digital and eCommerce across our great local brands while leveraging our global scale, supporting us in doubling net consumer online sales to around 7 billion euros by 2021.”

Cautionary notice

This communication includes forward-looking statements. All statements other than statements of historical facts may be forward-looking statements. Words or expressions such as effective, will, drive, focusing, help, accelerate, leveraging, supporting, doubling online sales, by 2021 or other similar words or expressions are typically used to identify forward-looking statements. Forward-looking statements are subject to risks, uncertainties and other factors that are difficult to predict and that may cause actual results of Koninklijke Ahold Delhaize N.V. (the “Company”) to differ materially from future results expressed or implied by such forward-looking statements. Such factors include, but are not limited to, the risk factors set forth in the Company’s public filings and other disclosures. Forward-looking statements reflect the current views of the Company’s management and assumptions based on information currently available to the Company’s management. Forward-looking statements speak only as of the date they are made and the Company does not assume any obligation to update such statements, except as required by law.

For more information:

Press office: +31 88 659 5134 Investor relations: +31 88 659 5213 Social media: Twitter: @AholdDelhaize
YouTube: @AholdDelhaize
LinkedIn: @Ahold-Delhaize



Indonesia. Together, these brands employ more than 370,000 associates in more than 6,700 grocery and specialty stores and include the top online retailer in the Benelux and the leading online grocers in the Benelux and the United States. Ahold Delhaize brands are at the forefront of sustainable retailing, sourcing responsibly, supporting local communities and helping customers make healthier choices. Headquartered in Zaandam, the Netherlands, Ahold Delhaize is listed on the Euronext Amsterdam and Brussels stock exchanges (ticker: AD) and its American Depositary Receipts are traded on the over-the-counter market in the U.S. and quoted on the OTCQX International marketplace (ticker: ADRNY). For more information, please visit www.aholddelhaize.com.



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