

BRAZILIAN DISTRIBUTION CO COMPANHIA BRASILEIRA DE DISTR CBD

Form 6-K

December 09, 2014

---

## FORM 6-K

SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

### Report of Foreign Private Issuer

Pursuant to Rule 13a-16 or 15d-16 of  
the Securities Exchange Act of 1934

For the month of December, 2014

Brazilian Distribution Company  
(Translation of Registrant's Name Into English)

Av. Brigadeiro Luiz Antonio,  
3142 São Paulo, SP 01402-901  
Brazil  
(Address of Principal Executive Offices)

(Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F)

Form 20-F  Form 40-F

(Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101 (b) (1)):

Yes  No

(Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101 (b) (7)):

Yes  No

(Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.)

Yes  No

---



## GPA DAY AGENDA

8:30 – 9:00	<i>Welcome Coffee</i>	
9:00 – 9:10	<b>Introduction</b>	<b>Ronaldo labrudi</b>
9:10 – 9:20	<b>Pão de Açúcar Convenience Supermarket</b>	<b>Elisio de Melo</b>
9:20 – 9:30		<b>Renato Giarola Laurent Cadillat</b>
9:30 – 9:40	<b>Extra</b>	<b>Marco Antonio Teixeira</b>
9:40 – 9:50	<b>Malls</b>	<b>Belmiro Gomes</b>
9:50 – 10:00	<b>Assaí</b>	<b>Líbano Barroso</b>
10:00 – 10:10	<b>Via Varejo</b>	
10:10 – 10:30	<b>Q&amp;A</b>	
10:30 – 10:50	<i>Coffee Break</i>	
10:50 – 11:00	<b>Cnova</b>	<b>German Quiroga</b>
11:00 – 11:10	<b>HR &amp; Sustainability</b>	<b>Antonio Salvador Peter Estermann</b>
11:10 – 11:20	<b>Synergies</b>	<b>Christophe Hidalgo</b>
11:20 – 11:35	<b>Results</b>	
11:35 – 12:00	<b>Q&amp;A</b>	
12:00 – 12:05	<b>Closing</b>	<b>Ronaldo labrudi</b>

12:05 – 14:00

*Lunch*

14:30 – 16:30

**Via Varejo Day**

2

---





























































## MAIN ACHIEVEMENTS IN 2014

- ü Conclusion of E-Commerce Business Combination (Cdiscount and Nova Pontocom)
- ü November 2014: IPO on NASDAQ
- ü Growth in Cnova GMV<sup>1</sup> of 29.6%<sup>1</sup> in 3Q14 vs. 3Q13 (Brazil 36.5%)
- ü Rapid growth in marketplace's contribution to GMV:
  - § Extra.com.br: from 5% in Dec/13 to 12% in Sep/14
  - § Cdiscount.com: from 16% in Dec/13 to 21% in Sep/14
- ü Purchasing synergies with the Group
- ü Implementation of multichannel platform through Click & Collect at Extra stores: extension to up to 100 pick-up locations by end of 2014
- ü Accelerating initiatives to monetize traffic (Supernova) and data (Cosmo) and leverage platforms (eHub)

<sup>1</sup> Growth at constant forex







## PEOPLE & SUSTAINABILITY

### PRIORITIES FOR THE NEXT 3 YEARS

- Expansion factory: over 20,000 new employees in 2015
- Succession plan and leadership and management academy
- Continued focus on productivity and engagement
- Educational programs to combat waste and use of plastic bags
- Integrated management of solid waste and participation in reverse logistics
- Reduce energy consumption and capture operational efficiency gains



## VP OF INFRASTRUCTURE & STRATEGIC DEVELOPMENT

### MAIN INITIATIVES IN 2014

- ü Identify opportunities and map the efficiency gains captured by integrating the Group's various businesses, with a focus on governance and the client
- ü **Commercial:**
  - § Capture procurement synergies among Via Varejo, Cnova & Extra (electronic categories)
  - § Integrate sales management strategy across chains to guarantee execution (assortment, promotions and product development)
- ü **Logistics:**
  - § Optimize physical space among the Group's companies
  - § Regionalize the logistics network (transportation)
  - § Optimize inventory in the group's electronics categories
  - § Specialization of chains (DC dedicated to Convenience and Delivery formats)
  - § Operational improvements (processes, infrastructure and people)
- ü **IT:**
  - § Joint negotiation of agreements with key suppliers
  - § Centralization of Group's datacenter
- ü **Strategic Development:**
  - § Advances in multichannel platform: Click & Collect operations at 100 stores by end-2014

- § Implement electronics catalog sales at 75 stores of Extra Hiper;
- § Launch of 'Clube Extra' - loyalty club.
- § Improvement in customer service: hiring of specialized services







## Agenda

1. **Priorities presented at GPA Day 2013**
2. **Main results**
3. **Priorities for the coming years**

## **PRIORITIES PRESENTED AT GPA DAY 2013**

- § **Organic growth financed by cash flow**
- § **Reinvestment of savings generated in price competitiveness**
- § **Optimization of operating and corporate expenses across all businesses of the Group**
- § **Rigorous control of financial expenses in the context of higher interest rates**
- § **Improvements in inventory turnover**
- § **Optimization of investments in store openings and monitoring of new investments to ensure profitable growth**

39

---









## OPTIMIZATION OF INVESTMENTS

- ii **Accelerated organic growth with optimization of capex per m<sup>2</sup>**
- ii **Better negotiations for new store openings**
- ii **Review of construction methods**
- ii **Opening of DC dedicated to convenience stores and delivery**

44

---







**SIGNATURES**

Pursuant to the requirement of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

COMPANHIA BRASILEIRA DE DISTRIBUIÇÃO

Date: December 9, 2014

By: /s/ Ronaldo Iabrudi  
Name: Ronaldo Iabrudi  
Title: Chief Executive Officer

By: /s/ Daniela Sabbag  
Name: Daniela Sabbag  
Title: Investor Relations Officer

**FORWARD-LOOKING STATEMENTS**

This press release may contain forward-looking statements. These statements are statements that are not historical facts, and are based on management's current view and estimates of future economic circumstances, industry conditions, company performance and financial results. The words "anticipates", "believes", "estimates", "expects", "plans" and similar expressions, as they relate to the company, are intended to identify forward-looking statements. Statements regarding the declaration or payment of dividends, the implementation of principal operating and financing strategies and capital expenditure plans, the direction of future operations and the factors or trends affecting financial condition, liquidity or results of operations are examples of forward-looking statements. Such statements reflect the current views of management and are subject to a number of risks and uncertainties. There is no guarantee that the expected events, trends or results will actually occur. The statements are based on many assumptions and factors, including general economic and market conditions, industry conditions, and operating factors. Any changes in such assumptions or factors could cause actual results to differ materially from current expectations.

---