| Press Release

Lisbon, 15 January 2014

"The world is getting more and more Worten"

WORTEN SHOWS OFF A NEW COMMUNICATION CONCEPT

Worten has just launched "The world is more and more Worten", a new concept that we are all going to notice over the coming year, in connection with low new-tech prices, so customers always have the best possibilities.



Today's consumers are better informed and more demanding than ever. They inhabit a world where everyone one is more and more connected and knows what they want. This is why we have created a new brand: **"The world is more and more Worten",** to bolster the relationship with consumers who already recognise Worten's quality and low prices and that see the company as an innovation provider.

This shows the company is in line with its customers. In the "Worten world", people are more interconnected with each other and the world that surrounds them, through all the different technological platforms.

Follow change as it up-grades

Worten has been continuously pioneering launches such as its ONlive website (www.wortenonlive.com) and a monthly magazine called Switch (www.switch.worten.pt), that focus on latest technology.

The Worten Resolve store is another great advance in terms of after-sales service, offering all customers better solutions to any questions they may have.

Our on-line store (www.worten.pt) has been upgraded to make it easier to visit and purchases are also simpler now. The site has been refreshed in terms of its layout and contents, offering new services, so you can now pay using the Portuguese ATM

system (Multibanco) or PayPal. There are even new pick-up in store products, where customers can order online and pick up their orders at a Worten store and store reservation, which guarantees that a range of articles is available for a named customer over the next 48 hours.

The world has undoubtedly become more technological, more connected and Worten is keeping up with this change by offering everything that is needed to keep in step with this brave new world.

Worten is well-known for providing a wide range of hi-tech items, good quality and low prices. That is why it has managed to stay at the market forefront for the last ten years and gained customers' confidence day after day.

Campaign communication supports

The campaign for the new concept has been developed by FUEL and produced by SYNC. It is being publicised on TV, press, radio, online, outdoors and through in-store leaflets. Worten is also investing in digital means and augmented reality.

TV advert credits:
Agency: **FUEL**
Creative directors: Pedro Bexiga and Marcelo Lourenço
Creative team: Pedro Bexiga and Marcelo Lourenço
Account director: Duarte Simões
Account: Duarte Simões, Vânia Araújo
TV Producers: Pedro Silva and Rita Santos

Producer: **Sync**
Director: Pau de la Sierra
Producer: Esequiel Viegas
Photography director: Oriol Vila
Art Director: Artur Pinheiro
Wardrobe: Kali Quaresma
Production director: Paula Miguel
Production: João Faria
Director's assistant: Alexandra Alves
Sound post production: Índigo
Video post production: Sync

The world is more and more Worten.

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