PRESS RELEASE /

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Sonae's main retail formats awarded as "Trusted Brands"

SONAE MOST TRUSTED BY PORTUGUESE PEOPLE

Sonae's main retail brands were named as "Trusted Brands" by the Portuguese people, according to an international study conducted for the 15th consecutive year by "Selections of Readers Digest" (Selecções do Readers Digest). Continente gained the trust of Portuguese families and came out top in preferences for the "Hyper/Supermarket" category, Sport Zone was awarded in the "Sports and sport fashion stores" category, Zippy in "Children fashion and childcare", Worten in "Non-food distribution chain/stores" and Well's in "Para-pharmacy Chains and Stores".

Catarina Oliveira Fernandes, Sonae's Communication, Brand and Corporate Responsibility director, stated that "Sonae's brands seek to be close to families, working every day to make a vast range of products and services available to its clients at the best price. This effort has been rewarded with the trust and preference of the Portuguese people consistently over the years, contributing to the market leadership of our brands and awards on a national and international level. The "Trusted Brand" awards that Sonae has won are yet another recognition and incentive for the teams working in Continente, Sport Zone, Zippy, Worten and Well's, that are still fully committed to the strategic development of its brands and in the continuous strengthening of the connection to its clients.

The "Trusted Brands" survey takes place in around a dozen countries, celebrating its 15th consecutive year in Portugal in 2015. The analysis evaluates 40 distinct categories and is based on a postal survey intended for the 12.000 subscribers of Readers Digest, having a response rate of 8%, and a margin of error of 3.1%.

Sonae is a Retail company with two major partnerships in the areas of Shopping Centres (Sonae Sierra) and Software & Information Systems Media and Telecommunications (Sonaecom).
By the end of 2014, Sonae achieved a turnover of over 5 thousand million Euros. The company defined as its strategic objectives: the internationalisation and diversification of investment style and the leveraging and strengthening of core assets and competencies. Find out more at www.sonae.pt.

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