PRESS RELEASE /

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**Nuno Rodrigues, Worten's Marketing director, will award the best omni-channel retail initiative**

# Sonae joins European e-commerce award's jury

**Sonae's experience in the omni-channel area has been recognised by the European E-commerce Awards 2015 organisation**

Sonae is part of the jury in the European E-commerce Awards 2015, whose objective is to reward the best initiatives in the e-commerce area in Europe implemented last year. Nuno Nascimento Rodrigues, Worten's head of Marketing and Online and responsible for the Omni-channel strategy of Sonae's consumer electronics retail brand, is one of the six specialists that will decide the winner of the "Omni-channel Award".

As well as Nuno Nascimento Rodrigues, the jury is made up of Chris Biggs from Britain, partner and managing director of The Boston Consulting Group, Arjen Bonsing and Michel F. Lieffering from Holland, entrepreneurs and specialists in omni-channel businesses, Mariann Wenckheim from Germany, partner of 20.20 Consultancy, and Gino Van Ossel from Belgium, professor in the Vlerick Business School.

The European E-commerce Awards 2015 will be awarded this Tuesday, 9th of June, in a ceremony in Barcelona during the Global E-commerce Summit. The awards include three categories – The Omni-channel award, the Pure Player Award and the Entrepreneurial Award – assigning gold, silver and bronze medals according to the merits obtained. Amongst the finalists are Bolia, Vodafone, Suitsupply, Nespresso, Ikea and Marks & Spencer.

Nuno Nascimentos Rodrigues stated that: "The invitation to be a jury member in the European E-commerce awards 2015 is a recognition of the work developed by Sonae in the Omni-channel area. Our online platforms have registered fast growth over the past year and we are implementing Omni-channel strategies and new store formats with striking results that make us pioneers in this area, not only in Portugal but on an international level as well".



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.

For more information, contact:
RITA BARROCAS
External Communication / Sonae
T. +351 22 010 4745 // E. rfbarrocas@sonae.pt
DIOGO SIMÃO
Director / BAN Corporate & Media Relations
M. +351 93 652 86 39 // E. ds@ban.pt