PRESS RELEASE /

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Continente and Worten recognised by Kaizen Institute

SONAE RECOGNISED FOR ITS CONTINUOUS IMPROVEMENT

The continuous improvement efforts developed by Sonae are enabling the creation of competitive advantages, with a positive impact on its businesses. This best practice of Sonae was recognised by the Kaizen Institute, having been awarded with two prizes in the Kaizen Lean 2014 Awards. Continente was honoured with the title "Kaizen Ambassador", for its work carried out in store operations, and Worten was the winner in the "Excellence in Quality" category, for its sales force management project.

José Fortunato, president of the Improving Our Work consulting group, an organisational and cultural movement for the implementation of continuous improvement in Sonae, highlights that "Sonae has been seeking to lead in the implementation of best practice, having been a pioneer in the implementation of continuous improvement methodologies in the retail sector worldwide. Continuous improvement is a structural pillar in Sonae's culture and its work practice, contributing to the transformation of its operations and the strengthening of a culture of efficiency and frugality, which has made it possible to achieve higher results and to win several awards on a national and international level, as in the Kaizen Lean 2014 Awards".

The organisation proactively selected and honoured Continente with the title of "Kaizen Ambassador", for its work carried out in store operations. According to the organisation, Continente has an unmatched record in the dedication to continuous improvement and the results achieved are an example of benchmarking on an international level. These are the reasons for which this title was awarded. Sonae's food retail department receives regular visits from retailers and companies in the sector from around the world, thus sharing its best practice.

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

Worten's Sales Force Management Project, which has the objective of paying its customers more attention, thereby providing them with the necessary clarifications and adequate service, was awarded in the "Excellence in Quality" category. The Kaizen Institute and the Portuguese Association for Quality highlighted the differentiating character, improvement of customer service and consequent sales increases as the key strengths of the project, which has been implemented in all Worten stores.

The Kaizen Lean 2014 Award rewards the public and private entities for whom the search for process improvement is a daily practice. The organisations which were awarded are committed to raising productivity levels and reducing as much waste as possible, improving the efficiency of processes.