PRESS RELEASE /

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Luís Filipe Reis speaker at the world's main retail conference

SONAE IS THE ONLY PORTUGUESE COMPANY REPRESENTED IN THE SPEAKERS PANEL OF THE *WORLD RETAIL CONGRESS*

The *World Retail Congress* is the world's most important retail conference, gathering over 1,000 executives from 60 countries. Among the more than 100 speakers present at the Congress are names like: Sir Tim Berners-Lee, creator and chairman of the *World Wide Web*; Kip Tindell, cofounder, chairman and CEO of *The Container Store*; Olaf Koch, CEO of the *Metro Group*; James Curleigh, president and executive vice-president of *Levi's*. Sonae is the only Portuguese company represented in the speakers' panel by the company's CCCO, Luís Filipe Reis, who, among other matters, approached Sonae's commitment to innovation and new business models.

Yesterday, Sonae presented its vision on the ongoing transformation process of the retail sector at the *World Retail Congress*, a yearly conference dedicated to the industry, taking place in Rome, Italy. Luís Filipe Reis, Chief Corporate Centre Officer at Sonae, participated in *The Transformation of Retail Giants* panel, along with Andy Clarke, CEO of *Asda Walmart*, Robin Philips, omni-channel and development director of *Boots UK* and Kulin Lalbhai, executive director of the *Arvind Retail Group*.

'The retail industry is experiencing a profound transformation. This is the result of the consumers' growing need to benefit from a distinctive shopping experience and the desire to be served, regardless of time limitations and with the utmost comfort. In order to face these challenges, retailers are anticipating clients' needs using management tools, implementing omni-channel strategies, diversifying its business models and investing in innovation as a competitive leverage factor', says Luís Filipe Reis.

Sonae is one of the companies that are investing the most in Research, Development and Innovation, reaching 96 million Euros last year. And he adds: 'Sonae has, since 2005, registered higher investment rates in Research and Development than the average 1,000 most innovative companies in the world.

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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This has allowed it to create distinctive brands and products that have helped to consolidate its leading retailer position in Portugal and to expand its brands internationally, which are currently present in over 60 countries.'

Luís Filipe Reis continues: 'At Sonae, innovation is a priority and is present from the get go and throughout any business development process. Furthermore, we have a dedicated team in charge of fostering innovation, creating value more easily by generating and testing new ideas and solutions.' Nowadays, a network of international innovation supports Sonae, involving over 70 institutions in 17 countries, as well as internal dedicated teams with more than 3,600 collaborators from the entire organization.

Among the successful *case studies* presented is the Continente Customer Loyalty Card, with a 75% penetration rate in Portuguese homes and currently used in about 90% of all purchases at the stores, allowing to offer discounts and personalized services, thus anticipating eventual needs.

Likewise, every Sonae insignia is implementing its own omni-channel strategy, with important investments in online stores and logistic operations, making it possible to now serve customers anytime, anywhere. Sonae has also been focusing on strengthening its knowledge and competencies in new areas by investing, for example, in Movvo, a company that develops solutions for traffic analytics within stores and shopping centres.

About the *World Retail Congress*

The *World Retail Congress* was founded in 2007 and has since welcomed hundreds of renowned speakers from the largest retail companies in the world, as well as leading industries stakeholders from global Economic, Politics, Finance and NGOs.

The Congress gathers over 1,000 executives in the retail sector from around 60 countries, providing an influential platform for speakers and visionaries, with tens of interactive presentations and executive roundtables.

Considering the current situation of the retail industry, it is safe to predict that companies will no longer be able to afford to stand still in time and that, in order to survive this disruptive era, retailers will have to rethink and restructure everything they do in the future. This is the motto behind the central topic of this year's edition: *Transforming retail today, tomorrow and beyond*.

The *World Retail Congress* takes place between 8th and 10th September 2015, in Rome, Italy. For additional information: https://www.worldretailcongress.com/