PRESS RELEASE /

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Miguel Mota Freitas, CEO of Sonae SR, speaks at an event in Madrid

# SONAE SR PRESENTS OMNICHANNEL STRATEGY AT INTERNATIONAL CONFERENCE

**The "The Everywhere Store" conference held last week in Madrid gathered some of the world's largest retailers from Europe, Latin America, South Africa, the United States of America and Asia. The event, hosted by Tlantic with the support of the IE Business School, had Miguel Mota Freitas, CEO of Sonae SR, as one of its key speakers, who addressed his vision on the emergency of the omnichannel in the retail industry. Masaaaki Imai, founder of the Kaizen Institute, Alan Jensen, CIO of Dansk Supermarked, and Leo Ponte, CIO of Adolfo Dominguez were also speakers, along with Mário Pereira, Head of Worten.**

Sonae SR, the specialized retail sector of Sonae, presented its views on the emergency of the omnichannel in retail worldwide, placing the customer at the centre of the company's development strategy. During the "The 'where-it-matters´store" presentation, Miguel Mota Freitas put forward a model that combines increasingly attractive physical stores providing specialized services, where the shopping experience is most valued, with alternative channels, like the online, that provide customers the opportunity to choose and purchase with total comfort at whatever timing, receiving the products wherever and whenever they see fit.

'Retail is evolving towards a model where the physical and the digital worlds merge into one, offering customers a unique shopping experience. Stores will focus more and more on a distinctive and specialized service, with a product range broaden by digital catalogues and counselling services, working in perfect harmony with the online platforms where mobile has been growing and any differentiation will also come in the form of Customer Attention', says Miguel Mota Freitas.

According to the data released in the presentation, the *showrooming* phenomenon (researching products at physical stores and later purchasing online) is being replaced by *webrooming* (purchasing at the store after researching the product and preparing the purchase process online), thus emphasizing the relevant role of physical stores at the core of any retailer strategy.

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Sonae is a Retail company with two major partnerships in the areas of Shopping Centers (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 internationalization 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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Hence, implementing omnichannel strategies allows customers to, among others, know a product's availability at any given store, purchase online and pickup an order at a place that may or not be a store, all while using online platforms. Furthermore, this is also an opportunity to really explore the possibilities of After-Sale Services, as well as several other aspects.

Miguel Mota Freitas concludes, 'The traditional retail model is changing and retailers need to adapt quickly. At Sonae we have tried to lead new trends, bolstering our investment in innovation and technology, creating new store concepts and e-commerce platforms for our brands while also shifting processes in order to face this great challenge: serving our customers.'

**About *The Everywhere Store Conference***

*The Everywhere Store Conference* is an international conference for the retail industry, focused on new trends and technologies. Organized by Tlantic, a company specialized in technologies for the retail industry, the 2015 edition was entitled *"One Retailer, Many Journeys, One Experience"*.

*The Everywhere Store Conference* took place on 1st and 2nd October 2015 at the IE Business School in Madrid, Spain. For more information: http://retailconf.tlantic.com/en/