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Consumer Choice survey awarded Sonae brands and projects 11 distinctions

THE PORTUGUESE PEOPLE PREFER SONAE BRANDS

Sonae achieved, through its brands and subsidiaries, 11 distinctions in the *2016 Consumer Choice* edition. This is an annual initiative, promoted by *Consumer Choice*, dedicated to distinguishing the leading brands and companies in customer satisfaction for Portuguese consumers.

These distinctions acknowledge the work carried out by Sonae in order to offer clients the best products and services at the best prices, with distinctive quality, together with a specialized service and innovative spaces that allow for a unique shopping experience.

Portuguese consumers elected Continente as one of their favourite in the hyper and supermarkets category, Meu Super in the franchising supermarkets category, Sport Zone in the sports retail category, Well's in the health and wellbeing retail category, Worten in the household appliance and electronics retail category and Zippy in the children's clothing and nursery retail category. Additionally, Worten was also the consumers' favourite for electronics and appliances online sales and Continente was chosen as the best Distribution Brand.

The *Consumer Choice Awards* also awarded Yämmi in the kitchen robots category, Continente Magazine in the culinary magazines category and Público in the daily newspapers category.

The *Consumer Choice Awards*, promoted by *Consumer Choice* – the Centre for Evaluation of Consumer Satisfaction since 2012, are an annual event aimed at promoting leading brands and companies in customer satisfaction for Portuguese consumers. Covering several market segments, *Consumer Choice* analyses products and services according to what

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 internationalization and diversification of investment style and the leveraging and strengthening of core assets and competencies.
More info at www.sonae.pt

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consumers believe to generate a high level of satisfaction, and how these influence their purchase decisions. For this edition, a total of 741 brands were evaluated by 62,213 consumers, and 121 brands received the *2016 Consumer Choice* seal.

These were the 11 awards received by Sonae brands and subsidiaries (direct and indirect):

Continente - “Hyper and Supermarkets”

Continente - “Distribution Brand”

Continente Magazine - “Culinary Magazines"

Meu Super - “Franchising Supermarkets”

Público - “Daily Newspapers”

Sport Zone - “Sports Goods Retailer”

Well’s – “Health and Wellbeing Retailer”

Worten - “Electronics Online Sales”

Worten - “Household Appliances and Electronics Retailer”

Yämmi - “Kitchen Robots”

Zippy - “Children’s Clothing and Nursery Products”