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Innovative solution in the market continues to win over Portuguese families

UNIVERSO CARD REACHES 300 THOUSAND CLIENTS

Nine months after being launched, the Universo Card continues to exceed expectations and reached 300 thousand clients, establishing itself as an ever-growing reference among payment methods available in Portugal.

Launched late October, the Universo Card gathered the several loyalty and payments cards from Sonae insignias into one, while also adding the advantages of a universally accepted MasterCard card with no annual fees.

Carlos Braziel David, COO of Sonae FS, says, "In only nine months, we have been able to reach 300 thousand clients, a number that is naturally satisfying, which confirms how extremely useful this innovative solution is in the national market. The Universo Card came to strengthen Sonae's commitment to be side by side with the Portuguese people at every moment, providing them with effective savings and a better management of their family budgets. It is our ambition to continue to take the benefits of the Universo Card to an increasing number of families across Portugal."

Every card into one

Presenting itself as an upgrade to the Continente Card, the Universo Card has established itself as a discounts and payments platform for Portuguese families, integrating Sonae stores as well as the growing network of partners within the Continente programme.

The Universo Card integrates the loyalty programmes from Sonae insignias, which means it merges into one single card the Continente Loyalty Card, the Worten Resolve Card and the Sport Zone Loyalty Card. By activating the Universo Card, clients automatically become members of all these programs and enjoy all their advantages, at Sonae stores and at Galp.

When paying with the Universo Card, clients benefit from 1% discount on all purchases made at any commercial establishment part of the MasterCard network in Portugal or abroad. In fuel, the partnership with Galp offers discounts up to 16 cents per litre.

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Furthermore, clients can benefit from additional discounts during specific periods, depending on Universo Card promotional campaigns, as during the launching campaign when the discount offered in purchases paid with the Universo Card at Continente stores rose to 3% (added to the multiple discounts Continente already offers to its clients). That was also the case of the *Nota 20* campaign by Worten, which took place in the beginning of January, in which Universo clients benefitted from an added 3% discount when paying with the Universo Card. At this moment, and until the end of August, Universo Clients receive 5% when paying with the Universo Card at all restaurants.

The Universo Card also presents an added innovative characteristic: the fact that it allows clients to choose between several payment methods, for each purchase and directly at the payment terminal. Clients can activate the Universo Card at any Continente, Worten o Sport Zone store.

For more information, visit www.universo.pt

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