PRESS RELEASE /

Maia, 19 September 2016

SONAE TESTS AUTONOMOUS SHOPPING CART FOR PEOPLE WITH REDUCED MOBILITY

- *Sonae MC is the first retailer in the world to partner up with innovative project "wiiGO"*
- *Sonae's open innovation policy with distinctive solutions that provide for the needs and wellbeing of every consumer*

In close collaboration with Sonae, the Portuguese tech company, Follow Inspiration, has developed the wiiGO solution, an autonomous shopping cart that aims to make the shopping process easier for customers with reduced mobility, namely people in wheelchairs, pregnant women and the elderly.

Until 23 September, those who visit the Continente hypermarket in GaiaShopping will find a novelty rolling around: the wiiGO, an autonomous, self-driven shopping cart, easy to use, that follows its user around the store, helping to carry groceries and avoid obstacles.

Sonae MC is a partner of the wiiGO project in Portugal, and the first in the world to test this solution at its stores, following a development process led by its Equipment and Building Department with the participation of Operations and Innovation and Emerging Technologies. The purpose of this technical demonstration is to integrate wiiGO in a real-life environment, interacting with real customers, in order to sound out reactions and suggestions from those who will benefit from the solution first-hand.

Nuno Lopes Gama, Head of Innovation & Future Tech at Sonae, says: "Sonae acknowledged the importance of this solution immediately, concerning one of the most relevant opportunities for shopping experience improvement – those of people with mobility restrictions – and provided all the support to carry out a technical demonstration. This association falls within our experienced practice of co-innovation with tech companies that put forward differentiating proposals of an agile and collaborative nature, anticipating the fulfilment of our customers' explicit and implicit needs, thus contributing to improve the competitiveness of our businesses."

Luís de Matos, CEO of Follow Inspiration, a robotics Portuguese startup founded in 2012, highlights "the importance of the collaboration with Sonae MC in the development process of wiiGO", celebrating the beginning of the first worldwide test of a technology that will contribute decisively to increase mobility in commercial spaces.

Sonae is a multinational company managing a diversified portfolio of businesses in retail, financial services, technology, shopping centres and telecommunications. Present in over 70 countries, it reached a turnover of more than 5 billion euros by the end of 2015.
Find out more at www.sonae.pt

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