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Sonae's main retail formats awarded "Trusted Brands 2017"

ONCE AGAIN SONAE EARNS CONSUMERS' TRUST IN PORTUGAL

Sonae's main retail brands remain at the top of Portuguese consumers' preferences in the "Trusted Brands 2017" survey, a consumer study carried out annually by Selections from Readers Digest. Once again, the Continente hypermarket emerged as a trusted brand for Portuguese families, securing its leadership position in the categories of "Hyper/Supermarket" and "Online shopping websites", while Sport Zone was distinguished in "Sports stores and sports fashion", Zippy in "Children's clothes and nursery stores", Worten in "Non-food chain/stores" and Well's in "Parapharmacy chain/stores".

The six distinctions bolster the commitment put in by Sonae insignias, which work daily in order to stand side by side with Portuguese families, striving to deliver a wide range of products and services at the best prices, providing its customers a unique shopping experience through innovative store concepts.

Created in 2001, the "Trusted Brands" survey aims to measure how much consumers trust brands in Portugal, providing relevant input as to their preferences and shopping options. In the survey's 17th edition, Sonae's main retail insignias continue to come up at the top of consumers' preferences, with 15 consecutive nominations for Continente, seven for Worten, five for Zippy and four for Well's and Sport Zone.

In this last edition, the survey carried out by the Selections magazine of Reader's Digest contemplated 60 categories and polled 15 thousand people, two thirds of which were working age adults. The field work took place between 15 September and 30 November 2016.

Earning six "Trusted Brands" seals represents yet another recognition and incentive for the teams behind Continente, Sport Zone, Zippy, Worten and Well's, who remain committed to the strategic development of their brands and to strengthening their bond with their customers.

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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