PRESS RELEASE /

Maia, 6 April 2017

8th edition of the pioneer report worldwide presents the 71 most representative projects

SONAE PUBLISHES "RETAIL BOOK OF INNOVATION" WITH DESIGN BY LITTLE BUDDHA



Sonae has just published the "Retail Book of Innovation 2016", a pioneer report in the international business sector that is now on its eighth edition. The creative concept was developed by Little Buddha agency, based on the "Living Innovation, Leaving Prints" tagline, allowing for the humanization of innovation and its easier communication, through straightforward language and a clean design that emphasize the people behind each project.

Catarina Oliveira Fernandes, director of Communication, Brand and Corporate Responsibility at Sonae says: "Sonae seeks to promote creativity and innovation among its employees and the community in general, thus publishing the Retail Book of Innovation every year, which sums up the work led by its teams. This year, we tried to continue to innovate the book itself, investing in a creative concept, design and finishing that stimulate a culture of innovation and reflect the collaborative, curious and inspiring environment we live within Sonae".

The "Retail Book of Innovation 2016" by Sonae is a premium edition, with 136 pages in a laser cut hardcover with textured paper and spot varnish. The key visuals include the use of vibrant colours, constant presence of finger prints and handwritten lettering.

According to the information published in the "Retail Book of Innovation 2016", Sonae's investment in innovation projects reached about 110 million euros last year. This amount corresponds to 652 research, development and innovation projects, 71 of which are presented in this edition. Sonae retail businesses now rely on over 300 partners for innovation around the world, involving institutions from 25 countries.

Nuno Gama, Head of Innovation and Future Tech at Sonae, says: "Innovation is a core value in Sonae, present in our daily mission and conduct. The Innovation Book presents the results from last year and

Sonae is a multinational company managing a diversified portfolio of businesses in retail, financial services, technology, shopping centres and telecommunications. Present in over 80 countries, it reached a turnover of 5.4 billion euros by the end of 2016.
Find out more at www.sonae.pt

For more information, contact:
MARIA JOÃO OLIVEIRA
External Communication / Sonae
T. +351 22 010 4745 // E. mjfoliveira@sonae.pt
DIOGO SIMÃO
Director / BAN Corporate & Media Relations
M. +351 93 652 86 39 // E. ds@ban.pt

recognizes the efforts of all those who daily contribute to innovation at Sonae, namely our employees and the partners of our extensive open innovation network. Together, we accomplish innovation with positive impacts on the performance of our business and on our customers' quality of life. "

The "Retail Book of Innovation" is available at:
https://www.sonae.pt/fotos/publicacoes/SONAE_RetailInnovation_2016_2_1160591409572a39151433.pdf