PRESS RELEASE /

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13 awards in "Escolha do Consumidor" research 2018

SONAE'S RETAIL BRANDS ARE THE FAVOURITES AMONG PORTUGUESE CONSUMERS

Sonae's retail brands lead Portuguese consumers' preferences, having won 13 awards in the 2018 edition of "Escolha do Consumidor", the research conducted by Consumer Choice. These distinctions acknowledge, once more, the work developed by Sonae retail business to offer its clients the best products and services at the best price, with distinctive quality and innovation, as well as specialised service and innovative spaces that offer a unique buying experience.

The Portuguese have once again elected, as their favourite stores, Continente in hyper and supermarkets, Meu Super in neighbourhood supermarkets, Sport Zone in sports fashion retailers, Well's in health and well-being shops, Worten in electronics and appliances and Zippy in children fashion shops. Worten also won, once again, the consumers' preference as far as online electronics and appliances retail is concerned, and Continente was elected the best private label. We should also mention that Salsa won in the young fashion category and Go Natural in healthy food retail.

The "Escolha do Consumidor" awards have also distinguished Becken, an exclusive brand of Worten, for the first time, in small kitchen appliances. Yämmi repeated its victory in food processors and Continente Magazine in cooking magazines.

The "Escolha do Consumidor" Awards, promoted by Consumer Choice – Centro de Avaliação do Consumidor since 2012, award annually the brands/companies that most satisfy Portuguese consumers. Covering different market segments, "Escolha do Consumidor" analyses products and services according to consumer's values in terms of satisfaction, and how they influence their buying options. In this edition, 222.644 consumers were involved in evaluating 869 brands, of which 141 received the "Escolha do Consumidor 2018" mark.

Sonae is a multinational company managing a diversified portfolio of businesses in retail, financial services, technology, shopping centres and telecommunications. Present in about 80 countries, it reached a turnover of 5.4 billion euros by the end of 2016.

Find out more at www.sonae.pt.

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Here is the list of awards received by Sonae's retail brands:

BRAND	CATEGORY	NOMINATION
Worten	Lojas de eletrónica e eletrodomésticos	5th year in a row
Worten	Comércio online de eletrónica e eletrodomésticos	5th year in a row
Sport Zone	Lojas de desporto	4th year in a row
Yämmi 2	Robots de Cozinha	3rd time
Continente Magazine	Imprensa Culinária	5th time
Well's	Lojas de Saúde e Bem Estar	5th year in a row
Meu Super	Supermercados de proximidade (Excellentia)	3rd time
Continente	Hiper e Supermercados	5th year in a row
Continente	Melhor Marca de Distribuição	5th year in a row
Go Natural	Comércio de alimentação saudável	1st time
Becken	Pequenos eletrodomésticos de cozinha	1st time
Zippy Kids	Moda Infantil	3rd time
Salsa	Moda Jovem	1st time