PRESS RELEASE

Maia, 25th January 2018

Electronics Retail Unit had its best year ever in 2017

FOR THE FIRST TIME WORTEN SURPASSES ONE BILLION EUROS IN SALES

Worten, Sonae's electronics retail unit, has achieved sales of 1,003 million euros in 2017, exceeding, for the first time, the one billion euro in annual sales. This performance shows a 10.2% growth compared to 2016, supported by a sales variation in the like-for-like universe of shops of 7.7% and a significant increase in online sales, which grew over 50% in Portugal and 65% in Spain. The Spanish operation had a particularly positive sales performance, benefiting from the strong growth of online sales, as well as the contribution of new openings and growing productivity.

During the fourth trimester of 2017, total sales grew 13.4% compared to the equivalent period of the previous year, to 313 million euros, supported by a sales growth in the like-for-like universe of shops of 10.2%. It should be stressed that Worten had a very substantial growth during the "Black Friday season, both in Spain and in Portugal, showing its distinctive value proposition in the e-commerce channel as well.

As a result of 2017's performance, once again Worten reinforced its leadership in Portugal and improved its market share in Spain, both online and offline.

Miguel Mota Freitas, Worten's CEO, states: "2017 has been a historic milestone for Worten, as it has joined an exclusive group of worldwide electronics retailers that have achieved yearly sales of more than one billion euros. This new threshold was only possible thanks to our clients' recognition of our value proposition, which combines the best products at the best prices with a unique buying experience. Nowadays, with our omnichannel strategy, we serve clients in physical shops and online, and we provide an after-sale service that is highly valued by the market. This new milestone stimulates us to remain focused on the mission of becoming the reference electronics retailer for consumers".

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