COMUNICADO/

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"Retail Book of Innovation 2017" synthesises the main projects implemented by Sonae

SONAE INVESTS 105 MILLION EUROS IN RETAIL INNOVATION

Sonae has reinforced its strategic focus on innovation throughout 2017, having developed over 660 projects worldwide, which contribute to improve people's lives as well as to consolidate a leadership position in the retail field. The investment in innovation, investigation and development has reached 105 million euros in 2017, growing approximately 2% compared to the previous year and representing 0.34% in sales for Sonae's retail businesses.

According to the data published in the "Retail Book of Innovation 2017", a ground-breaking report in the business field throughout the world, which has been published for nine years in a row, Sonae has moved on with its open innovation strategy, working with 423 partners in 30 countries from 4 continents. Among Sonae's partners we can find universities, research and development centres, companies, start-ups, business incubators and accelerators, suppliers and institutions from various areas. This way, Sonae intended to stimulate knowledge sharing and the development of initiatives through network cooperation. This commitment towards innovation is being boosted by the participation of its teams in innovation projects which have directly involved 2.265 full-time employees throughout 2017.

These innovations that have been developed and implemented have allowed Sonae's retail businesses to increase their sales, reduce costs and spare time spent on several processes, contributing positively to the results obtained by Sonae. According to Sonae's "Retail Book of Innovation", current net value of the developed projects is an estimated 150 million euros, which shows the success of these innovation, research and development initiatives.

Nuno Lopes Gama, Sonae's Head of Innovation and Future Tech, states: "Innovation is one of Sonae's strategic pillars, as it allows us to fulfil our mission of improving people's lives. Our teams, together with the vast network of partners worldwide, work every day to anticipate and respond to the clients' needs, creating new products, services and solutions, but also seeking new ways of developing their

A Sonae é uma multinacional que gere um portefólio diversificado de negócios nas áreas de retalho, serviços financeiros, tecnologia, centros comerciais e telecomunicações. Está presente em mais de 80 países, tendo atingido, no final de 2016, um volume de negócios de 5,4 mil milhões de euros.

Saiba mais em www.sonae,pt

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tasks in an easier and more efficient way. This is only possible due to Sonae's innovation culture and continuous improvement and the strong investment made financially and as far as human resources are concerned, which can be clearly noticed in the "Retail Book of Innovation 2017".

Among the 80 innovations selected for the Innovation Book, all of them developed and implemented by Sonae's retail brands, there are:

- Transformar.te, by Continente – which fights against food waste and has had over three million euros in financial benefits and over nine million euros in social benefits;
- Winners, by Worten – which generated a 1% increase in sales and lowered the percentage of less motivated employees in 45%, through a platform that allows everyone to keep up with not only their own performance as their co-workers' too, as well as the shops' and the goals to be reached;
- "Jindo Burel", by Berg – an innovative and eco-friendly trainer composed of 100% natural, recyclable and native materials, such as "burel" and cork.

The "Retail Book of Innovation" is available here.

The new section of Sonae's website dedicated to all innovation projects is available on: https://www.sonae.pt/pt/inovacao/