PRESS RELEASE /

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# SONAE OPENS NEW STORES IN MIRANDELA AND CREATES OVER 110 JOBS

**Continente Modelo, Worten, Well's, MO, note!, ZU and BAGGA inaugurate new stores in Mirandela on 24 July, to provide an even better service for customers in the district of Bragança.**

Sonae is strengthening its presence in Trás-os-Montes, district of Bragança, opening seven new stores under its banners in Mirandela, tomorrow, 24 July. The new project includes one Continente Modelo store and a shopping mall where customers will find Worten, Well's, MO, note!, ZU and BAGGA.

The seven stores brought upon the creation of more than 110 jobs in Mirandela, occupying a total sales area of over 2,700 $m^2$, which, once more, translates Sonae's investment in the expansion and geographic dispersion of its retail banners in Portugal. This is an investment that strengthens the offer of the best value proposition in the market available to Portuguese families, in one of the country's interior regions, combining quality with the best prices along with the creation of more employment and well-being in the local community.

The new shopping spaces benefit from the most recent and innovative store formats of Sonae banners, which have contributed for the preference of more and more customers across the country and also to consolidate its competitive positions.

The new **Continente Modelo** in Mirandela is presented as a reference in its sector, offering the community a unique shopping experience, while also making the commitment to be at the forefront of environmental innovation. This unit is equipped with the most advanced refrigerating, heating and air-conditioning and lighting equipment – fitting 100% LED equipment (low consumption) –, in addition to waste management systems, with special focus on its recycling solutions.

The contribution of the Continente Modelo of Mirandela to boost environmental citizenship within the local community was not left aside, equipping the store with appropriate equipment to collect used food oils, batteries and cork stoppers that will later be sent for recycling, as well as providing a variety of Reusable Bags. In the social component, the Continente Mission will contribute via the Salesianos Foundation – Mirandela.

The shopping mall will also host a state-of-the-art **Worten** store, where customers will find the best offer in technology and benefit from an omnichannel shopping experience that includes a wide



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range in technology, entertainment products and home appliances, but also added ranges related with new universes, such as Home & Décor and, most recently, Nursery Products. This banner is also distinguished by a qualified and expert customer assistance, along with a variety of specialised services.

At **Well's** in Mirandela, customers will find a wide range of non-prescription medicinal products, the most renowned skincare brands, dietary supplements, mother and child-care products, orthopaedics and oral hygiene products, always with expert advice. Taking into consideration the entire family's eye care, here customers will also find prescription glasses, with the possibility of having free optometry consultations on-site, performed by professional technicians.

In fashion, customers in the new shopping space will rely on **MO**, a brand with the mission of simplifying fashion and family's lives, freeing up time to celebrate memorable moments together. More than a fashion brand, MO feels like part of its customers' families and works daily to provide the essential fashion that will dress up those family moments and fill them with truly unforgettable memories. In terms of range, MO is organised based on four essential pillars: affordable prices, current and commercial fashion, comfort and reliability.

In one single space, the **note!** store gathers a wide-ranging value proposition not only in books, but also in stationery, magazines, gifts and services. At note! you can find the latest novelties, buy original gifts, books and school supplies, while also benefitting from a copying and printing service. These are inspiring spaces that appeal to our imagination and creativity. Additionally, note! is an authorised MEGA agent, where parents and kids can exchange their MEGA vouchers with access to discounts in major brands, during the entire school year. All note! stores also promote local cultural events and community relations.

**ZU** guarantees a full service for pets, providing a veterinary office, bath and grooming service, training and a wide range of products from the best brands for cats and dogs, among which wet, dry and natural food, hygiene products, textiles, toys and accessories.

The new shopping mall will also have a **BAGGA** coffee shop, featuring a wide service coffee products, bakery and light meals, at affordable prices.

**Address:**
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