Sonae

Press Release

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Sonae renews identity with eyes on the future

- **Evolution upon reflection about the future of Sonae and of our rapidly changing world – economic, technologic, social and environmentally – leading the Group to act on the will to do even more and better.**
- **Group renews values and identity to fulfil purpose of "creating today a better tomorrow for all". The brand signature is now "Shaping tomorrow, today".**
- **Sonae reinforces commitment to people and the planet, maintaining the mission of creating long-term economic and social value.**

Today, Sonae is more prepared for the future. The Group's evolution over the last years included the investment in business development, organic and acquisitional, and the value monetisation from certain assets, which contributed to Sonae's recent growth. As a holding company managing a diversified portfolio of businesses, Sonae is increasingly embracing a role of guidance, challenge, and driving force of value creation with a positive impact for businesses, people, communities and the planet. This means Sonae harnesses its collective strength to create a lasting impact and to continue to grow responsibly.

Cláudia Azevedo, CEO of Sonae, explains, "We strive to be at our best every day, to go further together and positively impact peoples' lives and the planet. In the face of a challenge, we collaborate to overcome it. We have our eyes set on the future, we take on long term goals and guarantee that, today, we are building a vibrant, sustainable and inclusive future."

Renewed values respecting legacy and future fit

In order to keep up with the evolution of the world and of the Group as well, Sonae renewed its guiding values.

"Our values are at the core of everything we do. They are our legacy and the principles that will guide us in the future. They shape the way we work and our culture as a whole. A culture that adapts and evolves, without ever losing its trademark pillars" added Cláudia Azevedo.

Sonae exists to create a lasting positive impact on businesses, people, communities and on the planet. Managing a diverse portfolio of businesses in retail, financial services, technology, investments, shopping centres and telecommunications, we make the most of our expertise and push ourselves to create the future we all want and need.
Creating today a better tomorrow for all.
Find out more at **www.sonae.pt**

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The first value, “Lead with impact”, translates turning ambition into action, striving to have a meaningful impact today and in the future. Naturally, “Own what's next" draws on the entrepreneurial spirit, constantly challenging the *status quo* and focusing on preparing the future. As for “Go further together”, this relates to valuing everyone's talent and the importance of diversity, investing in different points of view to put the best ideas in motion. In addition, “Make things simple” translates the focus on making everything simpler, continuously improving to be more efficient, adaptive, and nimble. Lastly, “Do what's right” reflects how we act independently and transparently to make the right choices, always guided towards the common good.

Businesses strengthened with new names and brands

In recent years, Sonae businesses have strengthened their leadership positions, benefitting from distinctive value propositions recognised by clients and partners, as well as from the investment in growth opportunities, both organic and acquisitional. From retail to telco, through shopping centres, technology and investment management, the Group expanded its presence in Portugal and abroad, thus being able to grow and reach approximately 7 billion euros in consolidated turnover in the 12-month period ended in September.

In this evolution, Sonae and its businesses also managed to accelerate their digital transition, with more agility and innovation, as well as the climate transition, taking on ambitious international commitments. Throughout this path, the Group strengthened its employer value proposition, mostly for young talent, which remains as one of the main driving forces of Sonae’s entrepreneurial and disruptive nature. Sonae’s now renewed values and culture embody this rejuvenation and diversity, making the Group better prepared to carry on its growth path into the future.

Additionally, Sonae's business units have now also evolved in terms of their identities. Each business area is taking on a new identity endorsed by the Sonae brand. Food retail will be "MC", while the shopping centre unit takes on "Sierra", financial services become "Universo", the fashion unit is now "Zeitreel", and the telco investment management unit changes to "Bright Pixel". The electronics retail area maintains the "Worten" designation. The logos are complete with a new symbol – two intertwined circles representing the entire group united towards a common purpose.

The companies in which Sonae does not hold a majority stake and the commercial brands maintain their original designations.

New corporate identity

The new logo reflects Sonae's vision of purpose and what makes it unique: the balance between technology, method and discipline (expressed in the vectorial outlines), with the human touch, creativity and talent (manifested in the handmade outlines).

Sonae's new visual identity embodies the brand's humanisation and dynamism, through the mutation of shape and colour.

Likewise, the brand signature ("Improving Life") also evolved to better express Sonae's new positioning, "Shaping tomorrow, today", acknowledging the urgency of getting started today on shaping a better tomorrow, for all.

ANNEX

The Sonae values

"Lead with impact". We turn ambition into action. We strive to have a meaningful impact today and in the future.

"Own what's next". We act as entrepreneurs, first and foremost. We challenge the *status quo* and drive what's next.

"Go further together". We champion our diverse talent. We bring our skills, knowledge, and different point of views to learn from one another and put it into action.

"Make things simple". We move fast and make things simple. We are continuously improving to be more efficient, adaptive, and nimble.

"Do what's right". We commit to doing good business. We act independently and transparently to make the right choices.

Evolution of the Sonae logo

1959 1983 1990 1993 2010



2022



