Press Release

Maia, 20 November 2025

Sonae launches new podcast giving voice to the Group's leaders

- **'Conversas na Copa' introduces a new fortnightly space for dialogue between professionals who share the same role across different Sonae businesses.**
- **The first episode brings together António Fuzeta da Ponte, Brand and Communications Director at NOS, and Filipa Appleton, Head of Brand & Marketing at Continente, MC.**

Sonae is launching 'Conversas na Copa', a new podcast that brings together leaders with similar responsibilities and roles from different companies within the Group for informal, honest, and straightforward conversations about their careers and experiences. In addition to showcasing the people driving the Group's growth, the podcast opens a space for dialogue on topics that shape organisational life – such as leadership, management and innovation – between professionals who lead strategic areas in flagship businesses and are recognised voices in their sectors.

The format was created as a relaxed environment, inspired by the spontaneous conversations that naturally happen between colleagues. Through these informal interactions, the podcast shares insights that usually stay behind the scenes and offers a better understanding of how leadership, culture and work are experienced day to day.

Daniel Fonseca, Brand and Corporate Communications Director at Sonae, states: "Conversas na Copa showcases what makes Sonae a unique ecosystem filled with talent. By bringing together recognised voices from different businesses within the Group, we create a natural space to exchange ideas, learn and build new connections. Opening up that space to the wider community strengthens our culture of closeness and open knowledge-sharing, and invites a broader and more inspiring view of the challenges and opportunities shaping companies and teams in Portugal."

The first season includes six episodes, released fortnightly on YouTube, Spotify and the Sonae website. The opening episode features António Fuzeta da Ponte, Brand and Communications Director at NOS, and Filipa Appleton, Brand & Marketing Director at Continente, MC. Upcoming episodes will include conversations between leaders in the areas of Finance, People, Innovation, among others.

To mark the launch of the podcast, activations are planned both internally and externally. Within the Group, Listening Corners will be set up at various workplaces, where employees can listen to episodes, along with materials designed to spark "conversas na copa" among all employees – such as icebreaker cards distributed in shared areas, which feature questions to encourage informal knowledge-sharing and idea exchange. Externally, Sonae will promote the podcast on its own channels and launch a digital campaign to broaden its reach across different audiences.

Sonae exists to create lasting positive impact on businesses, people, communities, and the planet.
As the manager of a diversified portfolio of businesses across retail, financial services, technology, investment, real estate, and telecommunications, we leverage our capabilities and challenge ourselves to shape the future we all want and need. We create today a better tomorrow for all.
Find out more at www.sonae.pt

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More than just a podcast, ‘Conversas na Copa’ aims to be a meeting point that strengthens community, encourages the sharing of best practices and experiences, and draws on the breadth of knowledge and areas within the Group.

The podcast is already available on YouTube, Spotify, and the Sonae website.