

PRESS RELEASE /

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Sonae food retail units invest in promoting a healthy lifestyle

SONAE CONCLUDES BRIO AND GO NATURAL ACQUISITIONS

Sonae, through Sonae MC, has concluded the operations to acquire 100% of BRIO's capital, the organic supermarket chain, together with the 51% stake in the company that owns Go Natural. Both deals are pursuant to Sonae MC strategy to invest in the segment of Health and Wellness, namely in healthy food, fulfilling consumers' growing need for propositions that promote a healthy lifestyle and contribute to improve quality of life.

The conclusion of these acquisitions allow Sonae MC to accelerate its strategy to grow within Health & Wellness, particularly in the healthy food segment where market leadership has been reinforced. Sonae MC now has a network of seven healthy, organic supermarkets in Portugal, with a high level of expertise and a wide network of suppliers in the organic segment, reaching its target units ahead of schedule. Additionally, it also benefits from a restaurant insignia dedicated to healthy food complementing the retail offer, providing customers with differentiated shopping experiences and quality in their daily meals.

The BRIO supermarkets will all undergo a process of communication standardisation under the Go Natural brand – already underway -, which will open new growth opportunities. Furthermore, the range of products and services at the several stores is predicted to grow, through more references and the possibility of introducing restaurant services in spaces with enough room for such purposes.

Strengthening investment in the area of health and wellness

As part of this strategy, in addition to creating a network of Go Natural healthy organic supermarkets and developing restaurant areas under the same banner, Sonae MC is also developing dedicated areas to organic food at Continente stores.



IMPROVING LIFE

Sonae is a multinational company managing a diversified portfolio of businesses in retail, financial services, technology, shopping centres and telecommunications. Present in about 80 countries, it reached a turnover of 5.4 billion euros by the end of 2016.
Find out more at www.sonae.pt.

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Sonae MC offer in this segment is also promoted by Well's, which provides a wide range of products and services specialised in health and wellness across its more than 200 stores, in addition to Well's Health Plan that seeks to provide Portuguese families with an easier access to private healthcare.

Sonae MC is committed to fostering a democratised access to differentiating products and solutions within the healthy segment, further consolidating its position as a specialist in wellness. Hence, it will continue to explore opportunities in this area, contributing to fulfil Sonae's mission of taking the benefits of progress and innovation to an ever-increasing number of people.

