

ZIPPY.

ZIPPY ENTERS DUBAI MARKET, BOLSTERS INTERNATIONALISATION

- Zippy has opened its flagship store at Dubai Mall, one of the world's best-known shopping centres
- Sonae's children's clothing brand now has more than 30 stores in the Middle East

Zippy has bolstered its international presence with the opening of two stores in Dubai, the United Arab Emirates' biggest city. The two latest openings underscore the brand's investment in internationalisation and its presence in the Middle East, where it already has more than 30 stores.

One of the Portuguese children's clothing brand's two stores is in Dubai Mall, the world's largest shopping centre and it is the first international flagship store. The other store is in Dubai Marina Mall. The first covers 600 m² and the second one 257 m².

Both stores offer a wide range of children's products for kids aged 0 to 14, such as clothes, footwear, underwear and baby care products, always at the best price-quality available on the market, a unique value proposal that has let Zippy to be welcomed by more and more families around the world.

Joana Ribeiro da Silva, Sonae Sports & Fashion administrator responsible for Zippy, said: *"The opening of the Zippy flagship store in Dubai Mall is an important milestone in Zippy's expansion as it is in a benchmark international shopping centre. This opening has bolstered our wager on international expansion, where we have a turnover that is even higher than in our original market in Portugal."*

The two latest openings are in line with Zippy's strategic axis of investing in mature markets, but also emerging markets with great potential to grow and bolster the brand's presence in the Middle East, which now has 35 stores in Saudi Arabia, Turkey, Lebanon, Qatar and the United Arab Emirates.

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Dubai is the United Arab Emirates' largest city with a population of about 2.7 million inhabitants.

About Zippy:

ZIPPY opened its first store in March 2004 and currently has more than 100 stores around the world in countries such as Portugal, Spain, Saudi Arabia, Armenia, Azerbaijan, Kazakhstan, Cyprus, Egypt, Ecuador, Philippines, Indonesia, United Arab Emirates, Georgia, Angola, Lebanon, Libya, Mozambique, Qatar, Dominican Republic, Tunisia, Turkey and Venezuela.

Zippy allies success and quality, fashion and design and offers a wide range of clothes, footwear, accessories and baby care products for children aged 0 to 14, at very competitive prices. The stores have been designed to please the younger visitors and their parents who can find everything they need for their children in a relaxed, enjoyable environment. The well-being of babies and children is the focus of its mission, contributing towards an experience for the entire family.

Zippy was elected as the favourite Children's Fashion brand by the Portuguese people in 2016 for the second year in a row and was awarded the "Consumer Choice" prize. The "Consumer Choice" prizes are the biggest brand assessment project in Portugal and elect the brands that best satisfy the consumers every year.

Last December, ZIPPY also won the Brand of Excellence in Portugal award for the first time and was awarded the Superbrands seal following voting by Portuguese consumers and the Superbrands Council.

In 2017, ZIPPY was recognised for the 5th consecutive year as "Brand of Confidence" by consumers and their families in Portugal, winning first place in the "Children's clothes and baby care stores" segment, under the scope of an annual study conducted by the Selections of Reader's Digest magazine.

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Further details from www.ZIPPY.pt



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