

Maia, 13<sup>th</sup> November 2019

## SONAE BUSINESSES REINFORCE THEIR PRESENCE IN THE CENTRE OF PORTUGAL

**From tomorrow, Figueira da Foz will have nine new stores representing the brands: Continente Modelo, Worten, Well's, MO, note!, ZU, BAGGA, Washy and Dr. Well's. The investment represents the creation of more than 110 jobs.**

Sonae is expanding the presence of its brands in the Centre of Portugal, namely in Figueira da Foz, with the opening of nine new stores, tomorrow, the 14<sup>th</sup> November. The new investment, which will reinforce the value proposition for customers in the Coimbra district, has generated over 110 jobs and occupies a total area of more than 3,700 square meters, representing, once again, a commitment to the expansion and geographic dispersion of Sonae's brands in Portugal.

The new stores for Continente Modelo, Worten, Well's, MO, note!, ZU, BAGGA, Washy and Dr. Well's benefit from some of most recent and innovative formats of the Group's brands, which have contributed to the preference of more and more customers nationwide and to the reinforcement of their competitive positions, combining a quality, diversified value proposition to the best deals.

The new Figueira da Foz **Continente Modelo** combines, in the same area, the atmosphere of traditional markets, such as the bakery, the butcher's, the fishmonger's and the area for fruit and vegetables. All the fresh food areas include information on the origin of the products, as well as local products, which reflects Continente's continuous stake on national production. Socially speaking, Missão Continente will contribute to the local community through three organisations: Associação Novo Olhar, Associação de Solidariedade Social Viver em Alegria and APAFF - Ass. Protecção Animal da Figueira da Foz.

**Worten** will also reinforce its presence in the Coimbra district with a new state of the art shop, where customers will find the best value proposition in technology, appliances and entertainment. The offer also included the omnichannel buying experience and the help of a knowledgeable and qualified staff, as well as a variety of specialised services.

At the new Figueira da Foz **Well's**, customers will find a vast range of non-prescription medicines, the most popular brands of dermocosmetics, food supplements, everything for the health of mothers and babies, orthopaedics and oral hygiene, always with specialised advice. For the whole family's eye care, customers may also find prescription glasses and are able to attend free local optometrist appointments, conducted by professional staff.

In fashion, customers of the new commercial space will have **MO**, a brand with the mission of

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simplifying families' fashion and life, giving them time to celebrate unforgettable moments together. Customers may find at MO the brands' entire range of products, including clothes, accessories, footwear and interiors. MO's offer stands upon four essential pillars: accessible prices, up-to-date commercial fashion, comfort and liability. They can also benefit from the "instore sales" service, which allows you to reserve products, sizes or colours that aren't available at the moment, with help from the shop's employees. The shop also has an area where customers can collect orders placed online.

In books, stationery and gifts, **note!** unites, in a single space, a vast value proposition for those who believe we can be happier if we're inspired. At note! it is possible to find novelties, to buy original gifts, books and school supplies, as well as to use a copy and print service, in a space that inspires and appeals to imagination and creativity. Note! is a MEGA authorised dealer, where parents and children can exchange their MEGA vouchers and be a TRIBO nota20! member, with access to offers and deals in important brands, throughout the whole schoolyear.

The new **ZU** shop guarantees a full service for pets, with a veterinary clinic, bath and grooming service, training and a wide range of products of the best brands for cats and dogs, such as dry, wet and organic food for various diets, hygiene products, toys and accessories.

The new shopping gallery also has a **BAGGA** cafe that, with this opening, now has more than 250 shops. With an offer of cafe and bakery products, as well as light meals, BAGGA has a wide quality range, for every moment of the day, always at low prices. Because any time is good to start a good day, customers can try the traditional croissant, orange juice and cafe for just 2,5€ and also take a break and try the amazing *pastel de nata* in the comfort of the cafe, or even take home the best of BAGGA, with the 4 *pastéis de nata* menu for 3€.

In addition, a **Washy** self-service launderette will also open, with excellent washing and drying appliances, which may be used while the customer enjoys the remaining shops, combining a convenient service to competitive prices.

Finally, **Dr. Well's** will inaugurate its 15th clinic, thus finding its way to Figueira da Foz. The new clinic has dental medicine experts, three rooms and an x-ray room with state of the art equipment, aiming to democratise the access of the Portuguese people to improving healthcare, through its convenient locations and accessible prices and payment solutions.

**Address:** Galeria Continente Modelo | Av. Dom João Alves – Tavadrede | 3080-897 Figueira da Foz



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