

PRESS RELEASE

Lisbon, 19/06/2023

Energy Efficiency Campaign running from 20 June to 16 July in all stores, the app and worten.pt

WORTEN ENCOURAGES CONSUMERS TO MAKE CONSCIOUS, RESPONSIBLE CHOICES WHEN BUYING AN ELECTRICAL APPLIANCE

- **Worten will offer customers up to €125 when they buy energy class A, B or C Large Domestic Appliances to encourage them to make more efficient choices;**
- **When inflation is affecting many Portuguese families, the new campaign reinforces the message that more efficient appliances result in savings to pockets and the environment;**
- **The campaign kicks off on 20 June and runs until 16 July, with advertising on radio, digital, shops, the app and worten.pt.**

This summer, Worten is launching a campaign dedicated to energy efficiency, encouraging people to make more conscious, responsible choices. The purchase of energy-efficient appliances for rational energy use, combined with a savings factor, is once again the motto of the new campaign. This year, it offers up to €125 in a gift card to purchase a large domestic appliance of energy class A to C.

"This is a campaign that we have been investing in for several years because we believe that promoting more responsible consumer habits and investing in technology and high-efficiency equipment can lead to medium- and long-term savings for the and peoples' pockets", António Fuzeta da Ponte, Head of Brand and Communication at Worten, said.

Worten will offer a €125 card when customers buy class A equipment, a €100 card for a class B product and a €75 card for a class C product. This card can be used in over 1,100 stores, which include Worten, Worten mobile, Continente, Zippy, MO, Sportzone, Wells, Bagga, Note!, Go Natural, Dr Wells and Zu. In addition to this, customers will be able to get up to 18-month interest-free credit. There is 10-month interest-free credit on purchases between €300 and €999 and 18-month interest-free credit for purchases of €1,000 or more.

This campaign also has the collaboration of Quercus, which will analyse the consumption of the models in the campaign, comparing the high energy efficiency products (A, B and C) with the remaining ones (D, E, F, etc.) to show customers how much they can save over and above the Worten discount through their energy and water bills. Both companies seek to actively collaborate in raising public awareness of the importance of environmental issues in responsible consumption, energy, waste and climate change.

The campaign will run from 20 June to 16 July through leaflets, radio, digital, shops, the app and on Worten.pt.

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