

PRESS RELEASE /

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Sonae children's clothing brand enters Mozambican market

SONAE STRENGTHENS PRESENCE IN MOZAMBIQUE BY OPENING FIRST ZIPPY STORE

Sonae reinforced its presence in the Mozambican specialized retail market by opening the country's first Zippy store. Thus, the children's clothing brand is widening its international presence to a new market, where Sonae is already operating with a franchising of the fashion brand MO.

Joana Ribeiro da Silva, director of Zippy A, says, 'Establishing Zippy in Mozambique serves Sonae's internationalization strategy, concentrated on a diversified geographic presence by combining developed markets with countries with a strong economic potential. This expansion will allow to leverage Zippy's distinctive value proposition that is based on quality products at attractive prices, adapting to different realities, contexts and cultures.'

Sonae's first children's clothing store in Mozambique was inaugurated at the Maputo Shopping, a landmark shopping centre in the country's largest city. The store occupies about 130 square metres and offers a wide range of great quality clothing, footwear and accessories at the best prices, adapted to the local climate and culture.

The franchise agreement includes opening more stores in this market, contributing to establish Zippy as a reference brand in children's fashion in Mozambique, replicating Zippy's positioning in countries where it already operates.

Zippy is currently present in over 40 countries through its own stores, franchising and wholesale agreements. The brand is a successful combination of quality and design, offering a variety of clothing, footwear, accessories and nursery products for children between 0 and 12 years old, at very competitive prices. The stores are designed to please the little ones, while also appealing to parents who can there find anything they need for their children, in a fun and relaxed environment. Ultimately, Zippy's mission is to guarantee everyone's wellbeing, from babies to children, to both parents and grandparents.



IMPROVING LIFE

Sonae is a Retail company with two major partnerships in the areas of Shopping Centres (Sonae Sierra) and Software & Information Systems Media and Telecommunications (Sonaecom).
By the end of 2014, Sonae achieved a turnover of over 5 thousand million Euros. The company defined as its strategic objectives: the internationalization and diversification of investment style and the leveraging and strengthening of core assets and competencies.
More info at www.sonae.pt

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