

PRESS RELEASE /

Maia, 17th December 2015

Sonae children's clothing brand strengthens presence in African market through franchising

SONAE OPENS FIRST ZIPPY STORE IN TUNISIA

Sonae has strengthened its specialized retail activity in the north of Africa by opening the first Zippy store in Tunisia. Thus, the children's clothing brand is widening its presence to five countries in the African continent, where it is already operating in Mozambique, Morocco, Egypt and Libya.

Joana Ribeiro da Silva, director of Sonae SR, head of MO and Zippy, says, 'Zippy's arrival in Tunisia is in line with Sonae's internationalization strategy, which looks to seize its brands' competitive advantages worldwide, diversifying markets and stimulating new development opportunities. Opening this store will strengthen our presence in Africa, a continent in growing expansion, and widen our store network to more than 20 countries, taking design and quality products to even more families around the world.'

Zippy's first store in Tunisia was inaugurated in Tunis, the country's capital, with the presence of the Portuguese Ambassador in Tunisia, Pedro Lourtie. The new store occupies about 85 square metres of the Tunisia Mall (where other internationally renowned brands are also present), offering a product range of baby and kids' clothing, footwear and accessories. The space incorporates the brand's new store concept, which is set on introducing new technologies to achieve a greater interaction and proximity to clients, in order to improve their shopping experience.

The franchise agreement celebrated with the Tunisia Fashion Kids partner predicts opening four more stores in the country by 2019, contributing to establish Zippy as a reference brand in children's fashion, not only in the north of Africa, but also globally, combining its presence in western and mature markets with countries with a strong economic dynamic.

With this new store, Zippy will end the year having entered six new markets: Ecuador, Libya, Kurdistan, Philippines, Mozambique and Tunisia. Zippy is currently present in over 40 countries through its own stores, franchising and wholesale agreements.



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

For more information, contact:
RITA BARROCAS
External Communication / Sonae
T. +351 22 010 4745 // E. rbarrocas@sonae.pt
DIOGO SIMÃO
Director / BAN Corporate & Media Relations
M. +351 93 652 86 39 // E. ds@ban.pt