

PRESS RELEASE /

Maia, 12 August 2016

Sonae new corporate site awarded silver distinction in Best Overall Web Design category

SONAE RECEIVES PRIZE FROM INTERNATIONAL BUSINESS AWARDS

Sonae has just been granted a Stevie Award by the International Business Awards 2016. Sonae's new corporate website (www.sonae.pt), launched early May, was distinguished with a Silver Award in the Best Overall Web Design category, acknowledging the excellency of the totally renovated platform, which has enhanced and made communication easier among its several stakeholders.



This award is a direct result of Sonae's investment in a new corporate website, which debuted a new image, new content, and greater interactivity and browsing experience on any device. Featuring the dynamism and creativity that are part of the brand's attributes, the website incorporates a great multimedia component in a state-of-the-art responsive layout, with advanced search tools, which increased users' time spent on mobile.

The new website, developed by Seara – Digital & Web Development Agency, presents itself as an open door into Sonae World, with room for corporate information, as well as links to the social networks where the company is present, namely [LinkedIn](#), [Twitter](#) and [YouTube](#). Among the new platform's greatest innovations is *We Blog*, an area for first-hand information about the Group's projects, initiatives and activities.

The characteristics of the new website earned the jury's distinction, who highlighted the "content portrayed through an excellent design", as well as the website's ability to "reflect the enormous portfolio and activity of a big Group".

Already on its 12th edition, *the Stevie Awards*, originally from the United States of America, take place every year, awarding the best practices and the success of organizations and professionals from all over the world. The 2016 competition received over 3,800 applications, from more than 60 countries.

The awards ceremony will take place in Rome, Italy, next 21 October. Further details on the awards at www.StevieAwards.com/IBA.



IMPROVING LIFE

Sonae is a multinational company managing a diversified portfolio of businesses in retail, financial services, technology, shopping centres and telecommunications. Present in over 70 countries, it reached a turnover of more than 5 billion euros by the end of 2015. Find out more 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 / B&AN Communications Consultancy
M. +351 93 652 86 39 // E. ds@ban.pt