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NOS' CAMPAIGN ALLOWS MORE THAN 26 THOUSAND TREES TO BE PLANTED

- **1 purchase = 1 tree took place for the second time in 2022**
- **Initiative enables emissions generated by customers' use of their devices to be offset**
- **Trees will be planted through until March 2023**

This year, NOS carried out two campaigns of its **1 purchase = 1 tree** initiative in its physical and online stores in which a tree is planted for every product and service bought over a certain period of time. In the first campaign, which took place in April, this amounted to a total of 11,212 trees, and to a further 15,638 trees between the 10th and 14th of October, giving a cumulative total of 26,850, which will be planted up until the end of March 2023 in the center and north of Portugal, in areas in which NOS is working on a reforestation project.

The total number of trees achieved in the two campaigns is equivalent to planting trees over an area of around 16 hectares and will enable CO² amounting to about 2,142 tons to be sequestered with the forest managed during a period of at least 30 years.

The main goal of the initiative is to offset the Greenhouse Gas Emissions (GGEs) generated in a year by use of the main telecommunications products, such as smartphones, TVs, boxes and routers.

A large, stylized graphic of the word 'NATURE' in green, 3D block letters, positioned diagonally in the top-left corner of the page. The letters are filled with a dense pattern of small green trees and foliage.

Forming part of an inventory carried out of NOS' emissions in 2021, research showed that the use of a mobile phone by a private customer consumes 268 kWh per annum and generates GGEs equal to 68kg of CO² per annum. Meanwhile, a TV, box and router consume together 186kWh of electricity per annum and generate emissions of 47kg of CO².

With the goal of reducing its environmental footprint, the operator seeks to become increasingly more efficient and sustainable, both in terms of its own operations and processes, and also through the campaigns, products and services that it offers.

To be noted is the fact that the 1 purchase = 1 tree campaign is another action through which NOS contributes towards Sustainable Development Objective number 15 of the United Nations, as well as principle number 8 of the UN Global Compact - [“Carry out initiatives that promote environmental responsibility”](#).