



PRESS RELEASE

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NOS PULLS OUT THE STOPS AND HAS FIVE OF ITS PRODUCTS VOTED AS ‘PRODUCT OF THE YEAR’

The Portuguese have chosen N Play, the NOS Iris App, the Quatro packages, the “Tudo” tariff and the NOS Loyalty Card as products of the year in the telecommunications segment.



For the fourth year running, the Portuguese people have recognised the innovation and quality of the telecommunications and entertainment products and services of NOS. In this, which is the 12th edition of the Product of the Year selection, the operator won prizes in the following categories: in Unlimited On Demand Contents Services, with N Play; in the TV Experience, with the NOS Iris App; in 4P with the Quatro packages; in Mobile tariffs, with the “Tudo” tariff; and also in Loyalty Programmes, with the NOS Loyalty Card.

N Play

Unlimited On Demand Contents Service

Launched in September 2015, N Play was developed for the market to meet the needs of the new consumer trend for on demand films and TV series, becoming the best monthly television subscription contents service available in Portugal (SVOD).

For a monthly invoiced payment of € 7.50, or included in the additional services of the Iris packages, NOS customers have access to a package that has thousands of films, entire TV series and cartoons, in HD, and which are ready to cater for the tastes and interests of the whole family.

The films and series available on the N Play service are renewed every month, and are available when and where customers want them, in the Video-club or Archive, directly from television or on a PC, tablet or smartphone, using Iris Online.

The NOS Iris App

The TV Experience

A pioneer on the Portuguese market, the NOS Iris App connects your tablet to the television, allowing you to enjoy the Iris experience in an even more interactive and innovative way.

Free of charge and available for tablets (iOS and Android), the application enables customers to personalise their experience of watching television, guiding the customer intuitively to the contents that they want to watch. With the app, it is possible to consult extras for the content being watched



on TV, explore programmes that are recommended, in accordance with the user's profile, and, in a single step, send the contents to the television to start watching them straight away.

Quatro 4P

The new Quatro offer, available on satellite and fibre, includes the best 4P services and differentiates itself on the market by allowing the customer to choose different levels of service and to have up to a maximum of four associated mobile Sims cards. The package also has the advantage for customers of having more Internet for each additional mobile card, letting them manage this bonus in the manner that is most convenient for them.

The key features of NOS' quadruple play offer are its flexibility, accessibility and simplicity, in view of the fact that the packages are configured in such a way to be tailor made to the customers' needs and allow all services to be consolidated into a single package and invoice with total control over costs.

“Tudo” Mobile Tariff

Available from €10.49 per month, the 'Tudo' tariff offers customers the most comprehensive pre-paid mobile phone service, giving carefree communications with Internet, SMS and minutes included.

500 minutes, SMS or MMS to all mobile and fixed networks and 3 different internet traffic options – from 200MB to 1GB – mean that everyone can communicate without any restrictions, surf the web or use the most popular applications.

In addition, the “Tudo” tariff is the only one on the market that allows users to carry forward to future months what they have not used in any previous month, thus avoiding waste.

The NOS Card Customer Loyalty Programmes

The NOS customer loyalty card is an advantage card that is offered free to all NOS customers after a year of being a customer. Its goal is to reward their loyalty and offer the best entertainment experience. With the card, customers can buy two cinema tickets for the price of one, among other advantages for shows, premiers, children's events and festivals. Since its launch in 2009, the number of users has grown by 133%. The average customer satisfaction is 8.7 (on a scale from 0 to 10) and the average recommendation is 8.1 (on a scale from 0 to 10), with 80% of NOS Card customers saying that they intend to use the card in the future.

About the 'Product of the Year'

The “Product of the Year – Marketing and Innovation Grand Prix” provides certification of innovatory new products through a survey that is conducted every year. The products are chosen exclusively by consumers by direct voting via an independent multi-brand market survey. Applications are scrutinised by a committee made up of industry, marketing and distribution professionals, and the questionnaire is completed by more than 2,200 individuals of both sexes resident on the Portuguese mainland who are between 18 and 64 years old.



Consumers vote for the Product of the Year based on the novelty of the product, its level of use and level of satisfaction. The Product of the Year event is organised in more than 40 countries, in particular in France, Switzerland, Germany, Austria, Chile, Argentina, Peru and China. In Portugal, it is organised by Peres & Partners.

About NOS

NOS is the biggest communications and entertainment group in Portugal. It offers latest generation fixed and mobile phone, television, Internet, voice and data solutions for all market segments. It is leader in Pay TV, new generation broad band services and in cinema exhibition and distribution in Portugal.

In the business segment, it has positioned itself as a sustainable alternative in the Corporate and Mass Business segments, offering a broad portfolio of products and services with tailor made solutions for every sector and businesses of different sizes, complementing its offer with ICT and Cloud services.

NOS is part of the main Portuguese stock exchange index (PSI-20), with a capitalisation in excess of 3.8 thousand million Euros, and has more than 4 million mobile phone, 1.5 million television, 1.5 million fixed telephone and 1,1 million fixed broad band Internet customers.