



PRESS RELEASE

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THE PORTUGUESE CHOOSE NOS MOBILE TELECOMMUNICATIONS, ITS CONVERGENT OFFER AND NOS CINEMAS

For the second year running, NOS has won in all the Telecommunications categories of the “Consumer Choice” prizes, winning distinctions for its convergent offer of 4P services and Mobile Telecommunications, and also in the Cinemas category.



For the second year running, NOS was the big winner of the annual “Consumer Choice” survey, carried out by Consumer Choice – Consumer Satisfaction Evaluation Centre, by winning the preference of Portuguese consumers in the Mobile Telecommunications, 4P (Quadruple Play), and Cinemas categories. NOS was voted winner, based on the choices of 62,213 consumers, who looked at 741 brands in all categories, from which 121 winners were chosen.

In the Quadruple Play category, in which operators’ convergent offers are scrutinised (TV, Internet, fixed and mobile communications), the NOS Quatro service was distinguished for Service Quality, Product Range and Customer Service. The new “Quatro” offers, available for fibre and satellite, have the best 4P services and differentiate themselves on the market by allowing customers to choose different service levels and associated Sims cards, from 1 to 4. The package also has the advantage for customers of getting more mobile phone Internet traffic for each additional mobile phone card, a bonus which can be managed in the way that is the most convenient for them.

In the Mobile Phone category, NOS excelled in voice and internet Service Quality and also in terms of Customer Service.

A factor that contributed towards this result, which represents a continuation of NOS’ history of success in Mobile Telecommunications, was the reformulation of NOS’ mobile offer, which in 2015 brought the “Tudo” tariff to the market. The tariff offers customers the most complete pre-paid mobile service, including Internet, on the market, allowing carefree use and avoiding any mobile telecommunications service waste, by providing a complete voice, message and internet offer in three options, aimed at different consumption requirements (500 minutes, SMS or MMS to all mobile or fixed networks, and internet traffic options – from 200MB to 1GB). The “Tudo” tariff is also the only price plan on the market that permits unused allowances in one month to be carried forward to future months, thus avoiding any wastage.



NOS Cinemas were winners in the category “Travel and Leisure”, thanks to winning the most points in Cinema Quality, Hygiene, Cinema Layout, Range of Films on Offer, Location and Accessibility, Ease of Purchase, Atmosphere and Extended Opening Hours.

About “Consumer Choice”

This concept was introduced into Portugal through the Consumer Satisfaction Evaluation Centre - Consumer Choice, in 2012.

Consumer Choice assesses the satisfaction of consumers with products and services, as well as their buying intentions, using independent consumer testing techniques that must use effective product mapping, leading to “Consumer Choice” results in a range of market segments.

The “Consumer Choice” survey looks at the full range of products and services available on the market, regardless of their distribution channel, their legal or physical form, with the goal of establishing an acceptability and satisfaction index that is representative nationally.

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.

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