



PRESS RELEASE

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## NOS LEADS IN CONSUMER CONFIDENCE IN PORTUGAL

**NOS has just won leadership position as the “Brand of Confidence” in the Telecommunications Multimedia category. This is the conclusion to be drawn from the survey carried out by the Reader’s Digest Selection.**

NOS was the only telecommunications brand to be distinguished with the “Brand of Confidence” prize and the 1<sup>st</sup> company in the sector to win the three most relevant prizes of the year: Consumer Choice, Product of the Year and now Brand of Confidence. NOS won the most important prizes for customer perception of reliability and satisfaction, therefore increasing the confidence that consumers have in its products and services. Its ambition to achieve market leadership has thus been strengthened, enabling it to clearly stand out from other players in the market.



In the survey carried out by the Reader’s Digest Selection, which, in 65 different categories, evaluates the confidence placed by Portuguese people in brands that are sold in Portugal, NOS achieved a prominent position by winning 58% of the votes in the category “Telecommunications and Multimedia Operators”.

The survey covered the 13,200 subscribers of the magazine in Portugal, who answered a range of open questions spontaneously, without any prompting as to the “correct” answer.

### About “Brand of Confidence”

The “Brands of Confidence” survey, now in its 16<sup>th</sup> year, annually distinguishes those brands which the Portuguese people most trust. The prizes awarded are based on the direct votes of consumers, who are readers of the Reader’s Digest Selection.

The “Brands of Confidence” is one of the most broad ranging market surveys in Europe, currently carried out in Portugal, Germany, Austria, Slovenia, Finland, France, Poland, Romania, Russia and Switzerland.

### 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.