



PRESS RELEASE

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NOS IS THE BRAND AWARDED MOST PRIZES BY THE PORTUGUESE

Year after year, NOS features at the top of the major surveys carried out and prizes awarded, based on the confidence of consumers and their satisfaction in telecommunications and entertainment. This year, the operator has already been recognised in the “Product of the Year” survey and now has been distinguished as “Consumer Choice” and “Brand of Confidence” – an outstanding and unusual result in this category.

After having been voted “Brand of Confidence” in 2016, the operator has won this title again this year in the “Telecommunications and Multimedia” category. And for the third year running, NOS has been voted “Consumer Choice” for its mobile Telecommunications, 4P offer and its cinemas.



NOS is the “brand of confidence” of the Portuguese people

NOS stood out by winning the preference of 55% of the votes cast in the “Telecommunications and Multimedia Operators” category in the independent survey “Brands of Confidence”.

The survey evaluates the confidence of the Portuguese people in brands, based on quality indicators, value for money, and understanding of customer needs, in 60 different categories. The survey is made up of open ended questions, and was carried out among the 15,000 subscribers of the Readers’ Digest Selection magazine in Portugal.



NOS mobile telecommunications, quadruple play (4P) and cinemas were the consumer’s choice

The leading operator in telecommunications and entertainment in Portugal was once again a winner of the “Consumer Choice” prizes as the preferred choice of the Portuguese people in the Mobile Telecommunications, Quadruple Play (4P) and Cinemas categories. The Portuguese have now chosen NOS in 2015, 2016 and 2017 in the annual “Consumer Choice” survey, carried out by Consumer Choice – Consumer Satisfaction Evaluation Centre.



In the Quadruple Play category, in which package offers of TV, Internet, fixed and mobile phone are scrutinised, the NOS 4 offer was distinguished for “Service Quality”, “Product Range” and “Customer Service”.

The NOS4 packages are available for fibre and satellite customers, allowing customers to choose different services and number of mobile Sims cards, associated with the package. At the same time, customers can manage the mobile data of the various Sims cards of the package in the way that is the most convenient for them.

In the Mobile Telecommunications category, NOS was also distinguished for its “Service Quality”, “Product Range” and “Customer Service”. The “Tudo” tariff was a huge factor explaining the fact that the operator won the preference of consumers in this category for the third year running. This tariff gives customers carefree and waste free use of the mobile telecommunications service, since unused allowances from one month can be carried forward to future ones. “Tudo” provides a complete offer of voice, messaging and internet with three options aimed at different consumption profiles (500 minutes or messages for all mobile or fixed networks, and internet traffic options – from 200MB to 3GB).

To be noted is the fact that NOS finished the year 2016 with 680 thousand convergent customers and 4.4 million customers in the mobile segment – a number that highlights the extraordinary growth of the company in this segment and puts it in 2nd place in the mobile operator market since August 2016.

NOS Cinemas were also recognised by “Consumer Choice” in the “Cinemas” category as best exhibitor. In this category, conditions, such as visibility, acoustics, cinema comfort, cleanliness, price, films on offer and timetables, location, ease of purchase, discounts and bar service, are analysed.

About “Brands of Confidence”

The “Brands of Confidence” survey, now in its 17th 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 “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.

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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 broadband 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) and has more than 4.4 million mobile phone, 1.6 million television, 1.7 million fixed telephone and 1.2 million fixed broad band Internet customers.

<http://www.nos.pt/institucional>

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