

CONSUMER CHOICE AND PRODUCT OF THE YEAR PRIZES NOS WINS THE PREFERENCE OF THE PORTUGUESE PEOPLE

Independent surveys continue to show the preference of Portuguese consumers for NOS services. UMA TV and NOS Indie have won the seal of Product of the Year 2018 for the innovative value that they bring to the market, while NOS 4 and NOS Cinemas are once again Consumer Choices 2018.

Innovation is written into NOS' DNA to such an extent that the operator has been recognised with the most important distinctions in Portugal for its products and services several years running, evidenced by the choices made by most demanding of reviewers: the consumer.

Product of the Year 2018: UMA wins the TV Solutions category while NOS Indie is the solution chosen in the Fixed Net, Mobile and Apps category.



UMA TV came to the market as the most complete, technologically and digitally advanced television experience. Its services and functionalities convinced Portuguese people to vote it at the top of innovation in the TV category of the Product of the Year 2018.

Incorporating the functionalities that are most valued by customers, UMA TV allows you to navigate on television in a simple and intuitive way and create profiles for each user in order to access more and more customized contents and always with the best image quality. Using voice activation, it also lets you change to the channel or programme that you want to see and have access to YouTube videos on the big screen. With the NOS TV app, your TV experience is made even better, being accessible via PC, tablet or Smartphone, whatever your location.

In turn, and aimed at the specific interests and requirements of the youth target market, NOS Indie has brought together consumer preferences in the 'Fixed Net, Mobile and Apps' category.

This new market approach was developed to respond to independent young people who value internet services (communications apps and social networks) and contents (films and series in any location). NOS' product includes 3GB of mobile data, fixed internet, free traffic for apps (e.g. Facebook, Instagram, Facebook Messenger, WhatsApp, Skype and Viber), access to NOS Play, TV with more than 110 channels without the need for a box, and free traffic on the NOS TV App. NOS Indie also includes 1,000 minutes of calls or sms, and the offer of a NOS card (2 cinema tickets for the price of one).

The customer can do a service update, complementing the advantages of UMA TV.

Consumer Choice 2018: The Portuguese choose NOS Cinemas and the NOS 4 package in the 'Quadruple Play' category

For the fourth year running, the NOS 4 package was voted Consumer Choice in the Quadruple Play category, in which convergent offers of TV, Internet, fixed phone and mobile are examined, standing out once again in the criteria "Service Quality", "Product Diversity" 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.

Also NOS Cinemas was once again distinguished in the Cinema Theatre category, strengthening its leadership position in cinema exhibition with 226 theatres in Portugal, among which are 3 IMAX and 2 4DX theatres.

About '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 '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 each sector and for 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 4.6 million mobile phone, 1.6 million television, 1.7 million fixed telephone and 1.3 million fixed broad band Internet customers. For more information, go to: <http://www.nos.pt/institucional>