

A graphic of several green trees of varying heights and densities, arranged in a slightly curved line from the top left towards the center of the page.

PRESS RELEASE

18/04/2022

From 18 to 22 April, 1 purchase = 1 tree

NOS PLANTS A TREE FOR EVERY PURCHASE OF PRODUCTS AND SERVICES

- Initiative offsets emissions generated by customer device usage
- Trees to be planted in areas affected by forest fires
- With the campaign “Quem Faz, Faz a Diferença” (Take action, make a difference) NOS reinforces its commitment to environmental sustainability

Starting today and until 22 April – World Earth Day – products and services bought in NOS stores will be used to plant trees. Under the claim ‘*Quem Faz, Faz a Diferença (Take action, make a difference)*’, NOS reinforces its action to protect the planet and responds to the increasingly more widespread consumer and business concerns around environmental protection.

The **1 purchase = 1 tree** programme will offset Greenhouse Gas Emissions (GHG) generated by use of its main telecommunications products, such as smartphones, TVs, boxes and routers, for a year.

According to average calculations made for NOS’ GHG inventory for 2021, in the case of a private customer a mobile phone consumes 268 kWh per year and generates emissions equal to 68kg of CO₂ per year. A TV, a set top box and router combined consume 186 kWh of electricity per year and generate 47 kg of CO₂.

Over the five days of the campaign, NOS will display an approximate count of the trees to be planted, real time, on its digital channels. The trees will then be planted at a time of year when conditions are more favourable for growth - typically between October and March - in areas devastated by forest fires, and where NOS is already participating in a reforestation project, in the municipalities of Fundão, Mangualde, Meda and Pampilhosa da Serra.



This climate protection initiative, aimed at both consumer and business customers, is present in all NOS shops and at the online store, and includes the following products and services:

- NOS Guaranteed| Reconditioned equipment
- NOS device trade-ins
- New bundle subscriptions
- New mobile subscriptions and offers
- Devices – Smartphones, TVs, Smartwatches and accessories
- Insurance
- NOS alarm

New subscriptions to bundles through other sales channels are also included in this campaign and will contribute to the number of trees to be planted.

With the ambition to reduce its environmental footprint, NOS is working to become increasingly more efficient and sustainable, not only in relation to its own operation and procedures, but also to its products and services and to how it engages with all stakeholders in the value chain.



Efforts to introduce more sustainable products and services include the latest UMA TV remote control upgrade to version 5.0, which is now made from 100% recycled plastic and whose packaging is plastic-free; auto-install kits for a wide range of products, giving customers the freedom to install their own equipment, thus avoiding the need for a visit from a technician; launch of the Wi-fi 6 Giga Router made from 100% recycled plastic and with a Target Wake-Time function that can reduce energy consumption by as much as seven times. And these are just a few examples of efforts being made to reduce the environmental impact of products and services sold.

The campaign **1 purchase = 1 tree** reinforces NOS' contribution towards the United Nations Sustainable Objective nº 15 – “Life on land”, as well as principle nº 8 of the UN Global Compact - [“Undertake initiatives to encourage greater environmental responsibility”](#).

For more information, please go to: www.nos.pt/arvore