



PRESS RELEASE

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NOS LAUNCHES 'N PLAY' AND GIVES CUSTOMERS UNLIMITED ACCESS TO MULTI-PLATFORM FILMS

Next Monday, NOS will be launching its new on demand film and TV series service, which, for a fixed monthly charge, gives unlimited access to contents available on all screen types. N Play includes thousands of titles to suit all tastes from films, TV series to children's contents, all in HD. To mark this launch, NOS will be offering the N Play service to current and new Iris customers for 3 months, as from the 7th of September.

NOS has been at the forefront of the launch of innovative services and solutions, anticipating market trends and revolutionising the way the Portuguese people watch television. The Launch of N Play is yet another example of the pioneering DNA of the operator.



N Play, new to the Portuguese market, takes on the role of the best monthly television subscription contents service in Portugal (SVOD). For a monthly invoiced payment of € 7.50, NOS customers have access to a package that has thousands of films, entire TV series and cartoons, always in HD, and which cater for the tastes

and interests of the whole family.

The films and series available on the N Play service are refreshed every month and are available when and where customers want them, in the Video-club area, and can be watched directly from television, PC, tablet or smartphone.



To mark this launch, NOS will be offering the N Play service to its current and new Iris customers free of charge for 3 months as from the 7th of September.

The main highlight of the N Play offer in this launch month is exclusive viewing of the 6 films of the epic **saga Star Wars**.



As well as these blockbusters, contents to be offered over the next few months will include, among many others:

- **TV Series:** Game of Thrones, The Big Bang Theory, The Knick, Boardwalk Empire, True Detective, Fargo, Vikings, Crossbones, Greek, Masters of Sex, Grey's Anatomy, Silicon Valley;
- **Films:** Dallas Buyers Club, Elite Squad, The Vow, The Hobbit – The Desolation of Smaug, The Twilight Saga - The Eclipse, 7 Rural Sins, The Impossible, 21 Jump Street, Mandela: Long Walk to Freedom, Man on a Ledge;
- **For Children:** Ruca, Pokémon, Noddy, Winx, Spy Kids, Sammy

Subscribing to N Play can be done quickly and simply by using the smartbox Account Management function or via the online customer area.

As part of the launch of the new on demand package, the operator will be offering a demo service on channel 19 of the channel listing, on which trailers and tutorial contents will be broadcast that will allow customers to become better acquainted with the service.

Following the launch of Automatic Recording and the NOS Iris, NOS is responding once again to the global trend of TV consumption in a non linear manner: 78% of Portuguese consumers are already watching contents via streaming, several times per week (source: Ericsson Consumer Lab TV & Media Survey 2014).

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 2.5 thousand million Euros, and has more than 3.7 million mobile phone, 1.5 million television, 1.5 million fixed telephone and 1,067 thousand fixed broad band Internet customers.