



PRESS RELEASE

17/ 02/ 2021

Microsoft and NOS accelerate society's digital transformation

Microsoft and NOS have signed an innovative partnership agreement for the Portuguese market, which will improve the way people live and work, as well as accelerating the digital transformation of businesses and stimulating innovation in the telecommunications sector through technologies such as 5G, Cloud and IoT.

The agreement signed today between the two companies focuses on three major strategic areas for action, all based on the use of Microsoft technology: **Co-creation and Shared Innovation**, with a big focus on exploring opportunities for 5G; development of a **Cloud First Strategy**; and the development of **Integrated Solutions for the B2B Market**.

According to Paula Panarra, Managing Director of Microsoft Portugal, "this is a strategic partnership that will significantly improve the services and solutions available on the Portuguese telecommunications market. By focusing on innovative services and technology, we want to together improve the way we live and work, today and in the future, contributing towards increasing digital empowerment and the inclusion of Portuguese Society".

Miguel Almeida, Chairman of NOS' Executive Committee, adds: "NOS has committed to actively contributing towards the digitalization of Portugal and to successfully implement the digital economy. Using our technology and knowledge, key factors in the transformation process, we want to make a difference in the lives of people, businesses and the country as a whole. The partnership signed today with Microsoft is another decisive step in this direction".

The three major strategic areas set out in the agreement are briefly as follows:

- The first area, **Co-creation and Shared Innovation**, will enable the two companies to achieve their joint ambition of contributing towards the digital transformation of society. One of the priorities will be to seek opportunities to take advantage of 5G, as well as developing practical solutions, mainly in sectors such as Health, Industry, Retail, Logistics and Public Administration.
- The second area concerns the development of a **Cloud First Strategy**. Adopting Cloud based solutions massively drives the fall in time to market for companies and allows efficiency gains in operating models. At the same time, it contributes towards reducing the environmental footprint of businesses and their compliance with environmental commitments and metrics. In order to respond to this challenge, NOS has set up a Cloud



center of excellence, which will support the required infrastructure and modernization of applications, leveraging systems of artificial intelligence as well as modern collaborative solutions.

- Lastly, the third area is focused on the joint development of **Integrated Solutions for the B2B market**, the goal of which is to accelerate the digital maturity of the Portuguese business community, as well as supporting it in strategies to adopt and take advantage of the Cloud. The joint approach of the two companies involves offering innovative productivity solutions, providing Azure services and implementing modern Edge Computing services. It also involves helping Portuguese companies to put themselves in a position to get the most out of the new offers.

The agreement will result in a range of initiatives being developed by Microsoft and NOS over time, among which will be the launch of new offers on the market and developing successful cases of innovation among customers of the two companies.

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 cinema film distribution and exhibition and has the greatest number of cinema complexes and cinema theatres in Portugal.

NOS has 4.9 million mobile phone, 1.6 million television, 1.8 million fixed telephone and 1.4 million fixed broad band Internet customers.

About Microsoft

Founded in 1975, Microsoft (NASDAQ "MSFT") is world leader in software, services, devices and solutions to help people and businesses reach their full potential.