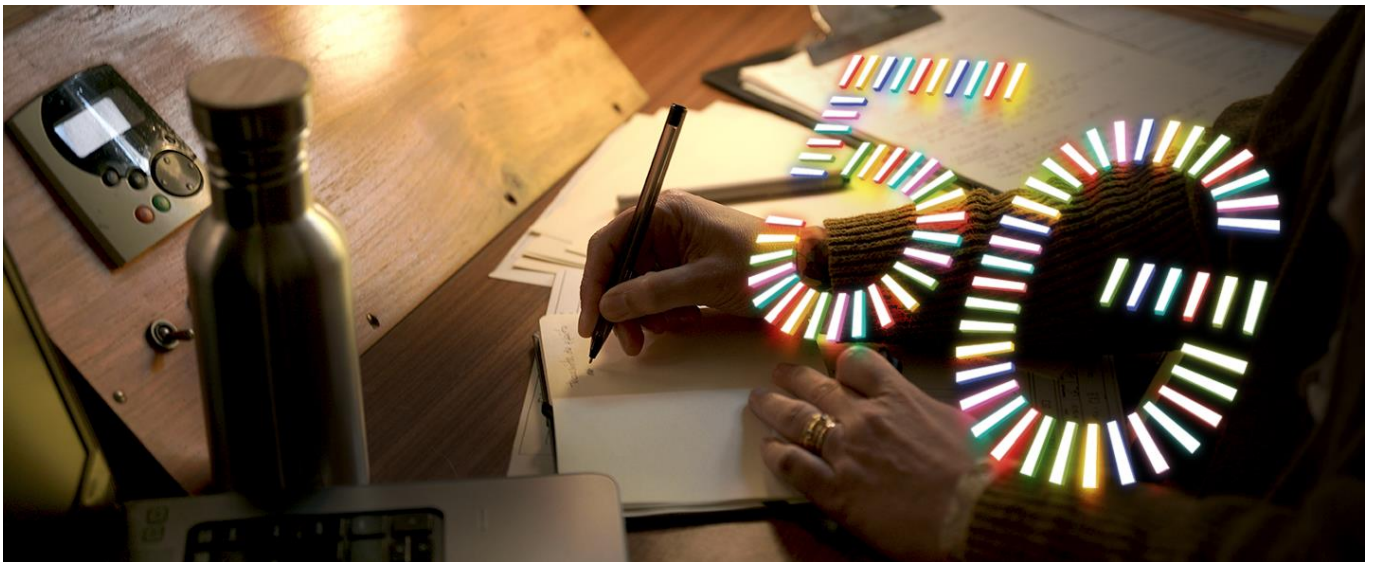


PRESS RELEASE

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NOS LOOKS TO THE FUTURE AND CHALLENGES TO DO WHAT NO ONE HAS DONE BEFORE



"What is coming is a blank page. It is the beginning of everything". So begins the new story of NOS, which is being written at the time of the arrival of the most disruptive technology of the century and with the infinite possibilities that the future holds.

Today NOS launches a campaign that is a challenge to embrace the future and to do everything that no one has done before for the first time. For NOS, the future is a blank page, ready to be filled in. It is an exciting journey on which we take with us the best that we have achieved as a society - science, courage, art, resourcefulness, human ingenuity.

The last year has brought unimagined challenges. Communications have shown themselves to be absolutely essential to ensure that we all stay connected. NOS has an optimistic vision about the future and the technology around which everything can be reinvented -5G.

"Today there is a strong desire to move on, a desire for the future. The desire for a better society, more agile, more intelligent, more connected, more sustainable. That future asks for a technology that will make this possible", says Rita Torres Baptista, Brand and Communications Manager at NOS.

With the campaign, NOS wants to inspire and mobilize everyone for the conquest of new possibilities. A mosaic made up of real people, who come from the most diverse areas of society, shows us that between the dream and the realization, between the butterflies in the stomach and the adrenalin shot

of taking that first step, is the courage and the willingness to do something for the first time. And everything begins with a blank page.

NOS presents its manifesto, which is made up of 180 plans full of symbolism, and which involves the participation of the scientist Elvira Fortunato, the astrophysicist André Moitinho, the virologist Pedro Simas, the doctor Gustavo Carona, the architect Álvaro Siza Vieira, the musicians Dino d'Santiago and Branko, the actress Alba Batista, the poet Matilde Campilho, as well as many other people who stand for courage, innovation and passion.

"These people represent the best that each one of us can be, and show that, despite the uncertainty of tomorrow, there is a willingness to advance and do for the first time that which no one has done before", adds NOS' communications manager.

NOS presents: "Our Tomorrow"

The NOS 'Our Tomorrow' campaign was conceived by Havas Different, produced by the Ministry of Films, and directed by Marco Martins.

Filmed in Porto and Lisbon, the 180 plans of the campaign refer to a latent state of conceptualization and exploration of knowledge and creativity. The environments are transformed by the liberation of the personalities involved in the moment of creation, and the entire conceptual world of the film reacts to this change.

To give a face to the campaign, NOS invited more than twenty people, representing talent from Portugal from various areas and different generations. What they have in common is a huge appetite for the future, to create, move forward and leave their mark.

- Science - Elvira Fortunato (scientist), André Moitinho (astrophysicist), Pedro Simas (virologist)
- Medicine - Gustavo Carona
- Architecture - Álvaro Siza Vieira, Diogo Aguiar
- Textile design - Constança Entrudo
- Fashion design - Joana Duarte
- Environmentally friendly footwear - Adriana Mano (Zouri Shoes)
- Music - Filipe Raposo, Dino d'Santiago, Branko, Primeira Dama and Sua Banda
- Literature - Afonso Cruz, Matilde Campilho
- Visual Arts - Adriana Progranó (painter), Regg Salgado (muralist) e Vitor Agostinho/Samuel dos Reis (Cerne Mutante glass project)
- Cooking - Hugo Brito
- Cinema - Alba Batista

And because this appetite for the future is timeless and the confidence of people today has been given to us by the great geniuses of the past, the film includes personalities and images from the past that have made their mark on us and still inspire us today, such as Einstein, Marie Curie or the first journey into space.

All these people, together with excerpts from the past and the present, are what give life to the **Manifesto**, and which aim to inspire each and every one of us in everything that we do, today and always.

...

*What is coming
Is a blank page
It is the beginning of everything
To start again
To begin to make sense of
What is coming
Is a blank page.
It is everything that we want.
Even when those butterflies in
the stomach and
that lump in throat come,
We have a desire for the future
To dream again,
To have a twinkle in the eye.*

*The idea of tomorrow makes
us tremble
But also makes us desire.
And so we embrace this
journey,
This fulsome possibility
And we go forward without
ties,
Without looking back,
With open mind.
We have a desire for the future
A desire to change the world
And whenever we need to,
We can go deep inside
And remind ourselves: What
are we made of?
Of courage, liberty and soul
We take with us*

*All the intelligence,
All the science,
All the emotion.
Of discovery, of conquest
Of navigating without land in
sight
What is coming
Is a blank page
And we are going to write on it
With all our strength, skill and
ingenuity
Today, more than ever,
We have a desire for the future
To turn the page
To do for the first time
Everything that no one has
ever done before*

NOS. Doing what no one has done before.