



Continente Online

Leveraging knowledge



ENGAGING CUSTOMERS REQUIRES DEEP KNOWLEDGE

CONTINUOUS MARKET
AND CONSUMER RESEARCH



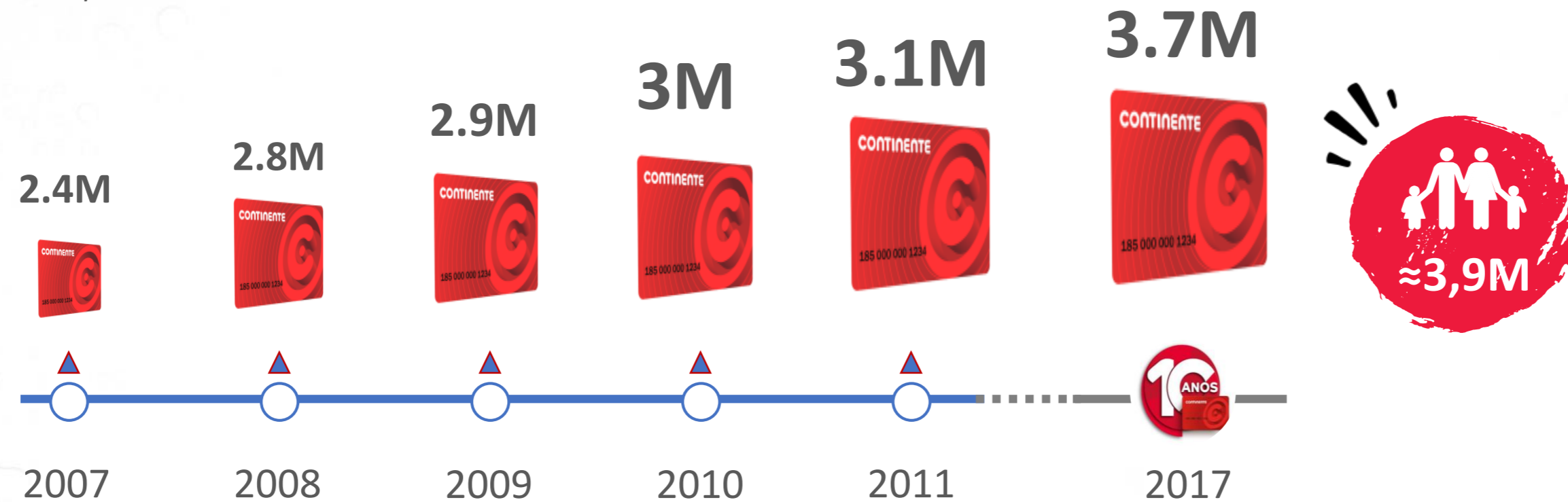
UNIQUE LOYALTY PROGRAM

With a customer database covering 80%+ of portuguese households



Cartão Continente

Active Loyal Accounts
with purchases in the last 12 months



REACH: 88% of sales performed using Continente Loyalty Card / app



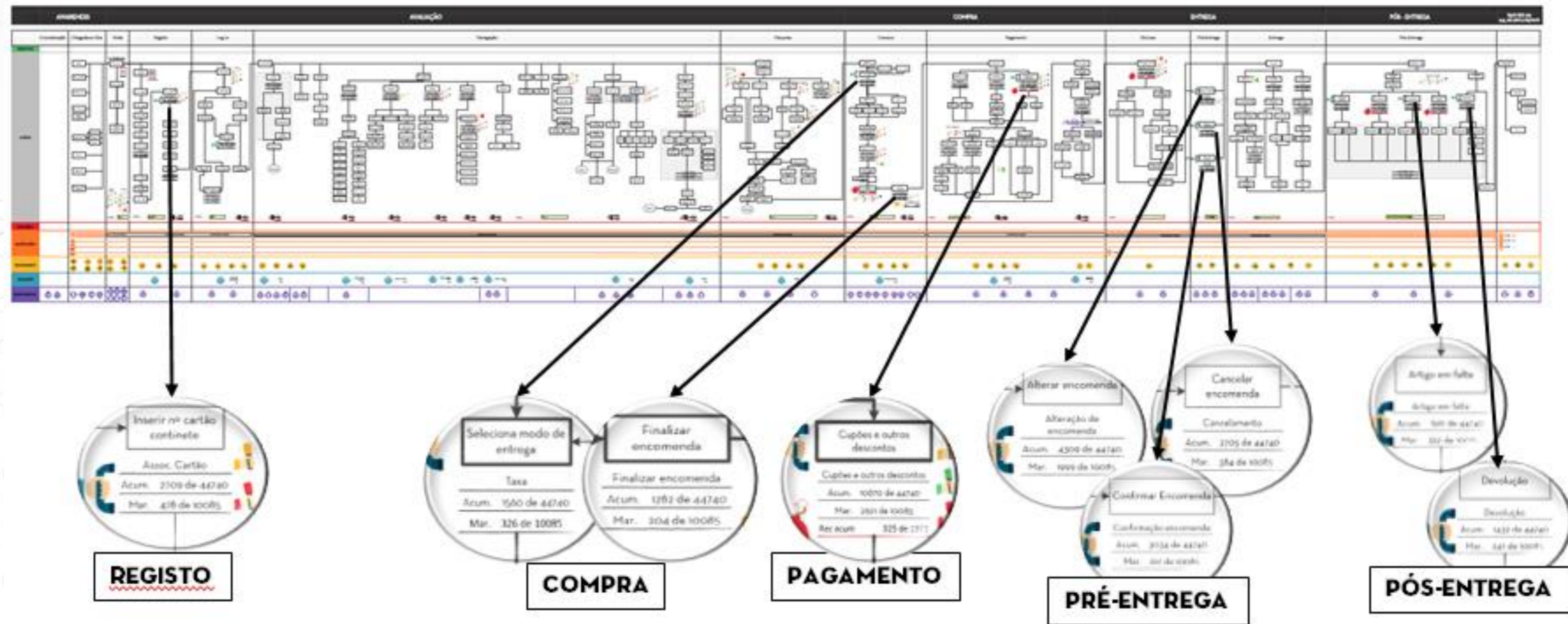
SIMPLICITY: euro as currency (not points)



ECOSYSTEM: selected partners brands (2k+ stores)



CUSTOMER JOURNEY MAPPING



WINNERS WILL BE THOSE WHO BEST ADAPT TO CHANGING CONSUMER PREFERENCES

Portuguese consumers increasingly focused on...



WHAT
they buy

FRESHER
HEALTHIER



WHERE
they buy

PROXIMITY
OMNICHANNEL



HOW
they buy

CONVENIENT
EXPERIENCE



HOW MUCH
they PAY

VALUE
CHOICES

SMART CONTINENTE



Personalization:
products and
promotions



Shopping lists and
voice assistants



GPS check-in



Self-scanning, checkout
and on+offline shopping
cart



Shared shopping
experiences



illustrative

CONVENIENCE AND EXPERIENCE



“HÁ DIAS QUE NÃO
APETECE SAIR DE CASA”

As suas **compras online**,
para ter mais tempo para si.

CONSIGO EM
TODO O LADO



LOJA



SITE



APP



ANYTIME, ANYWHERE, ANY DEVICE

“COMIGO A VIDA
É LEVEZINHA, LEVEZINHA”

As suas **compras online**,
em todo o lado.



CONSIGO EM
TODO O LADO



LOJA



SITE



APP

HOME DELIVERY, CLICK&COLLECT (STORE AND OTHER), DRIVE-IN

“COMBINAMOS ONDE?
À SUA PORTA
OU À MINHA? 🚗”

As suas **compras online**,
com recolha nos pontos
Click&GO.



CONSIGO EM
TODO O LADO



LOJA

SITE

APP

“E ESTA NOITE, O QUE
TE APETECE JANTAR? 🍕👁️”

As suas **compras online**,
entregues no próprio dia.



CONSIGO EM
TODO O LADO



LOJA

SITE

APP

EXTRA CONVENIENCE



“ISSO DO PAGAMENTO
FALAMOS QUANDO
CHEGARMOS”

As suas **compras online**,
pagas no momento da entrega.

CONSIGO EM
TODO O LADO

LOJA SITE APP



“NÃO SE PREOCUPE.
VAMOS AÍ QUANTAS
VEZES FOR PRECISO”

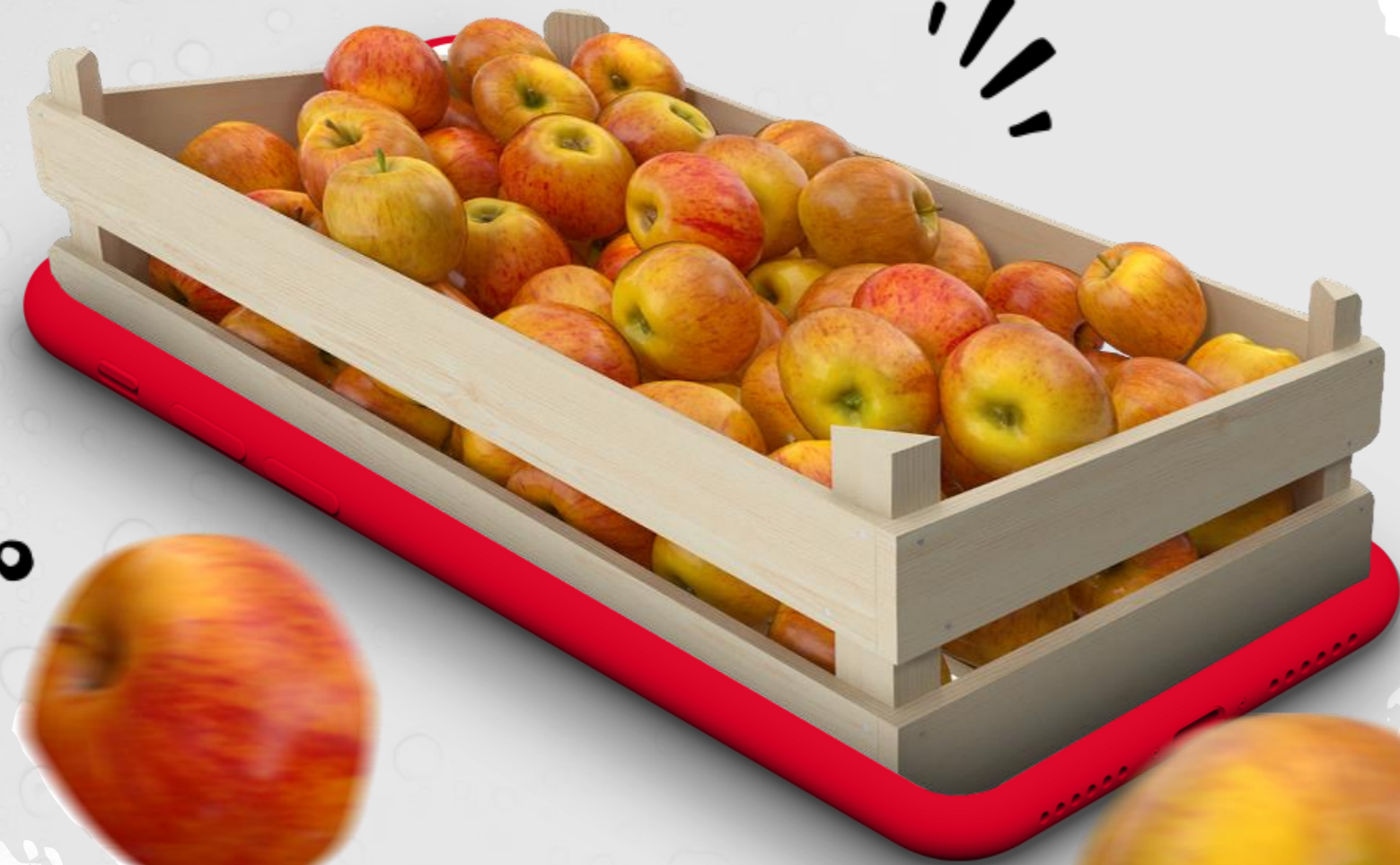
As suas **compras online**,
sem pagar mais pelas entregas.

ENTREGA **ZERØ**
Entregas sem custos adicionais e acesso a campanhas exclusivas.

CONSIGO EM
TODO O LADO

LOJA SITE APP

○ FRESH(EST): OUTSTANDING VALUE PROPOSITION



“NÃO SOU UM PEIXE QUALQUER.
SÓ VIAJO EM PRIMEIRA CLASSE.”

As suas **compras online**,
com frescos sempre frescos.

CONSIGO EM
TODO O LADO



LOJA



SITE



APP

TRADITIONAL LOGISTICS

Ambient



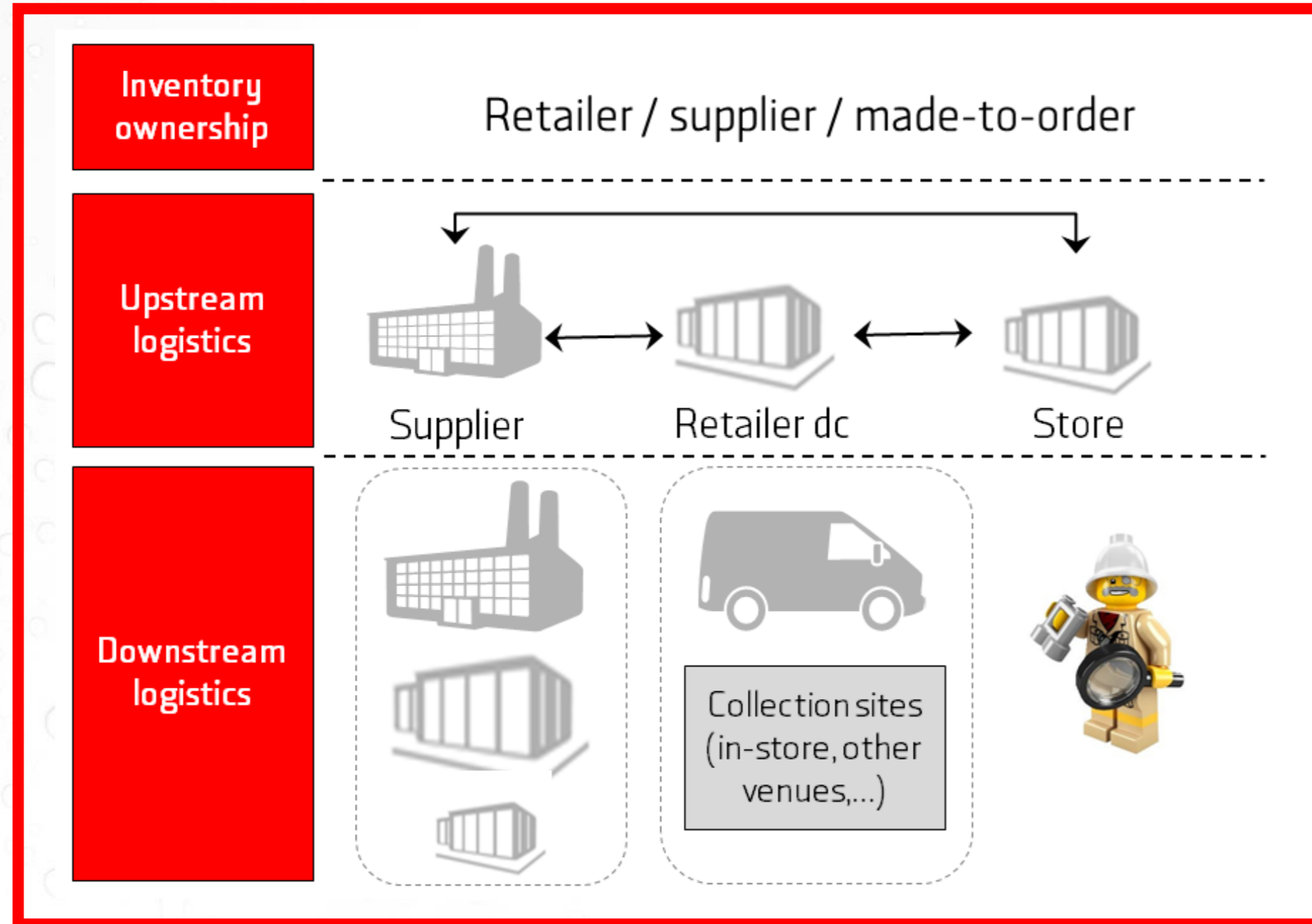
Chilled/frozen



B2C SOLUTIONS ON TOP



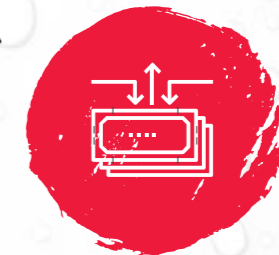
BLURRED WORLD: ORCHESTRATION



Mix&match models to increase service and efficiency



Stores, DCs and suppliers deliver to the customer



Other venues as collection points to increase reach and convenience



Partnerships: 3PLs, Food service, ...



UNLOCKING VALUE



SONAEMC

OFF only

ON only

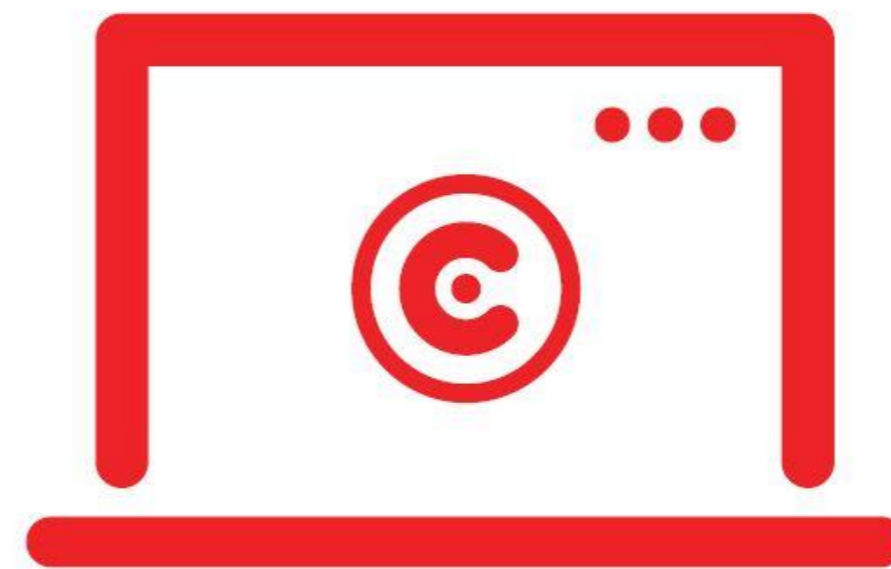
OMNI

OMNI-CHANNEL

CONSIGO EM TODO O LADO



LOJA



SITE



APP

KEEPING IN MIND...



**BUSINESS AS
UNUSUAL**



**DATA &
INTELLIGENCE**



SPEED



**ECOSYSTEMS &
PARTNERSHIPS**



**ALWAYS
THE
CUSTOMER**

**CONTINUE
LEADING...**



**... CUSTOMER
EXPERIENCE**