

NEW ENERGY LABEL

RETAIL IMPLEMENTATION STRATEGY

25th JUNE 2020

FILIPE ESTRELINHA
WORTEN BUSINESS UNIT DIRECTOR

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RETAIL IMPLEMENTATION STRATEGY

1. *WORTEN ENERGY EFFICIENCY ALIGNMENT*
2. *OPPORTUNITIES AND CHALLENGES*
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25th JUNE 2020

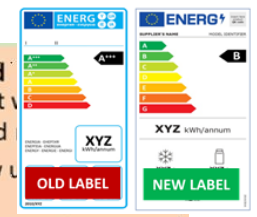
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1. WORTEN ENERGY EFFICIENCY ALIGNMENT



4 months transition period

- Suppliers to re-register in EPREL a product with the rescaled label on the basis of the reviewed regulation
- Suppliers to provide the 2 labels with new information in the products packaging
- Suppliers, on request by dealers, to provide the new labels for products in dealers' stock and the printed version of the product information sheet.

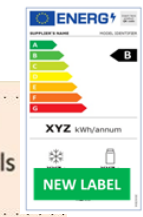


Provision of product data rescaled label and product information sheet

- Suppliers to register the product only on the basis of the reviewed regulation in EPREL
- Suppliers to provide the rescaled label and related product information sheet to dealers
- Retailers cannot show the products with the new label

Label replacement in stores and online shops

- Old labels to be replaced by the rescaled labels within 14 working days.
- In case of internet or distance selling see additional requirements reported below the figure
- For displays see additional requirements reported below the figure



New product with rescaled label in stores and online shops

- Retailers must show the products with the new label
- In case of internet or distance selling see additional requirements reported below the figure
- For displays see additional requirements reported below the figure

From 1.3.2021 to 30.11.2021

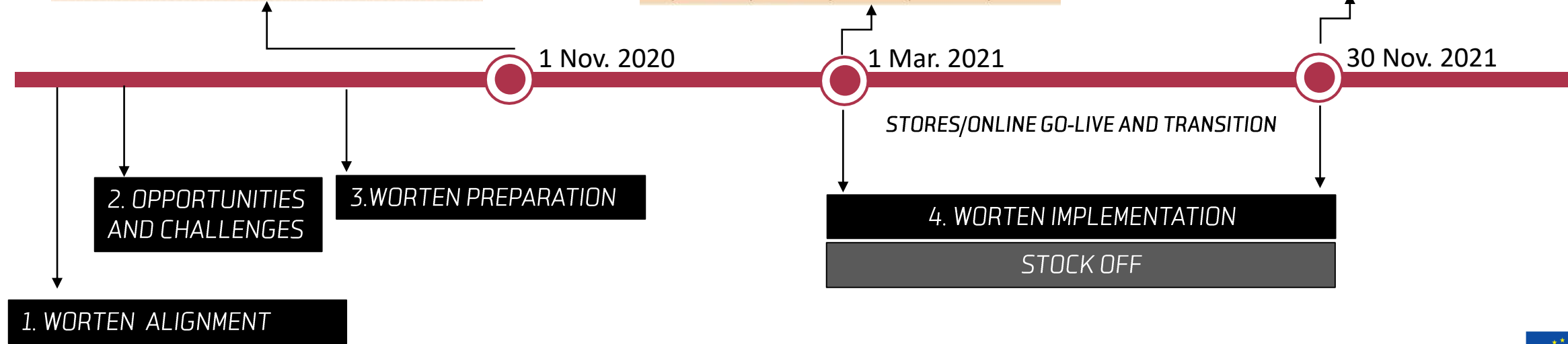
Phase-out of products in stores & online shops

- No new information to be provided by suppliers.
- Products may still be sold by dealers with the old label during a 9 months transition period.

as of 1.12.2021

Removal of products with old label

- Products with the old label must not be sold anymore.



2. OPPORTUNITIES AND CHALLENGES

OPPORTUNITY DIAGNOSIS

ENERGY EFFICIENCY

**ONE OF THE MOST
IMPORTANT
PURCHASE DRIVER
FOR HOME
APPLIANCES INDUSTRY**

**INTRODUCE
NEW ENERGY
EFFICIENCY LABEL**

**HUGE RETAIL
OPPORTUNITY**

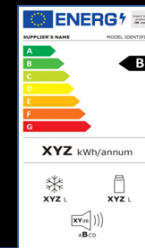
**NEW CYCLE OF VALUE
IS COMING**

**ONLINE AS AN
OPPORTUNITY
CHANNEL TO FOCUS**



OPPORTUNITY

**DRIVE SALES TO VALUE
BUT HOW?**



1. THINK HOW YOU CAN DISPLAY PRODUCTS AND INFORMATION, THINK IN YOUR STORE ENVIRONMENT

2. BUILD PARTNERSHIPS AND OFFER VALUE ADDED

3. FOCUS ON REAL BENEFITS AND SAVINGS, NOT IN PRICE

4. INVEST IN TECHNICAL KNOWLEDGE AND SALES TEAM EXPERTISE

CHALLENGES

MOBILIZING
DIFFERENT INTERNAL
TEAMS TO ALIGN THE
TRANSITION AND
IMPLEMENTATION

WORTEN
OWN BRANDS
PORTFOLIO
36 MDA SKUS
9 SUPPLIERS
72 TESTS

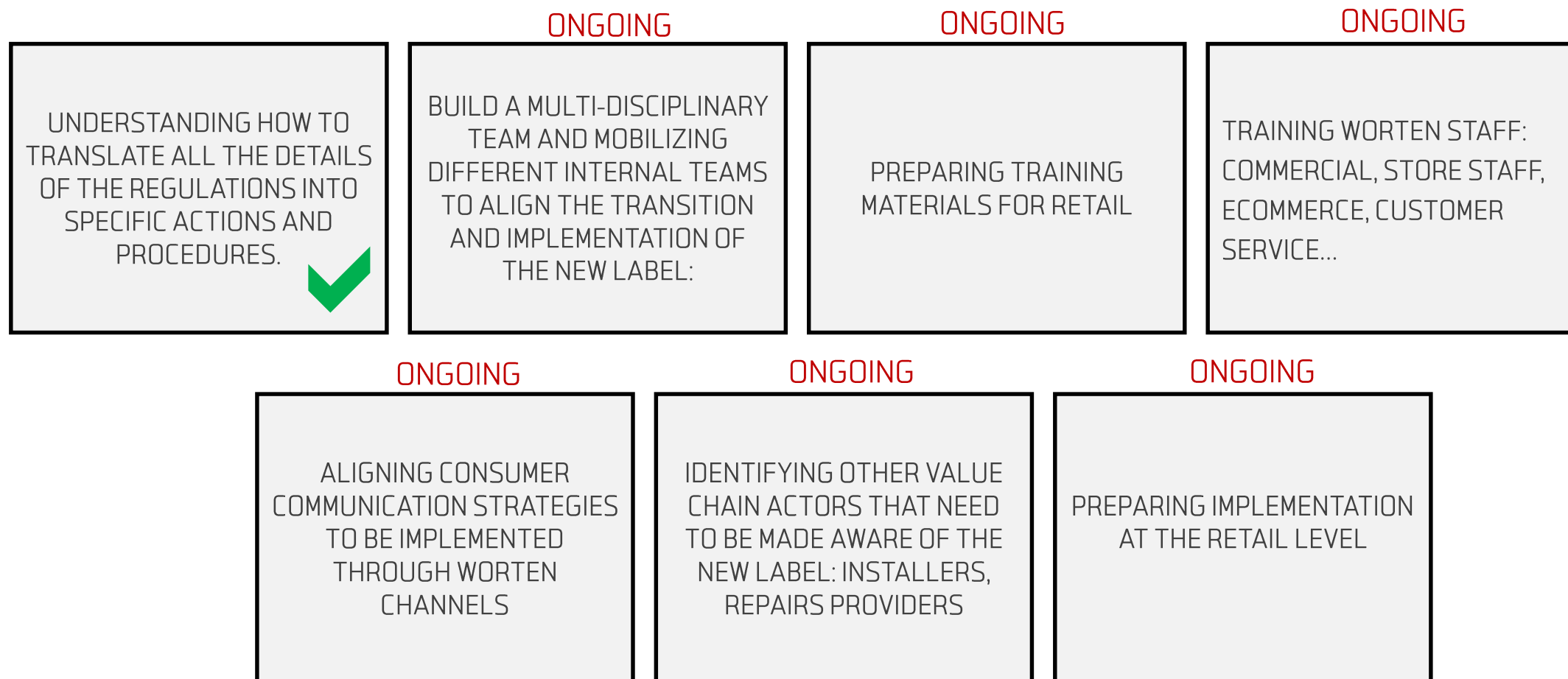
CONTROL PRODUCT
IMPLEMENTACION,
STOCK OFF TIMING
AND SUPPLYER NEW
LABELS RECEPTION.

TRAINING
HUNDREDS OF
PEOPLE.
MAKE SURE IF WE ARE
100% PREPARED TO
CLARIFY CUSTOMERS

CONSUMER
INFORMATION

3. PREPARATION

UNDERSTAND – TRAIN – IMPLEMENT – COMMUNICATE



4. IMPLEMENTATION



1 Spt. 2020

100% PREPARED TO CLARIFY CUSTOMERS

SUPPLIERS PROVIDE 2 LABELS FOR NEW PRODUCTS

from 1.11.2020 to 28.2.2021

EASY INFORMATION TO CLARIFY CONSUMERS

TBD

DISPLAY SKUS WITH THE NEW LABEL

from 1.3.2021 to 18.3.2021

STRATEGY TO PROMOTE ENERGY EFFICIENT

TBD

REMOVE PRODUCTS WITH OLD LABEL

as of 1.12. 2021



6. SONAE / WORTEN COMMITMENTS

Corporate Responsibility is a core value to the SONAE Group, the holding company that owns Worten

“We are committed to developing our activities based on the principles of sustainable development, by contributing to society beyond the economic value generated by our business activities. In particular, we aim to improve the communities within which we operate by working together to tackle the most fundamental environmental and social challenges of our times.”

Protecting and restoring nature

- To reforest the areas most affected by the fires in the Iberian Peninsula in 2017, Worten agreed to plant a tree for every customer who bought an A++ or A+++ household appliance, as well as for any end-of-life equipment for recycling, delivered in store (or collected from homes). This initiative – known as the *Troca Eficiente* campaign – will lead to the planting of about 16,000 trees in Portugal and Spain.

20,600 trees were donated by Sonae and its portfolio of companies in 2019.

We also implement several initiatives to promote/reward the adoption of more efficient appliances by consumers

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THANK YOU
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