

OUR STRATEGIC PILLARS



We have a clear vision of the strategic pillars that will sustain our pathways to growth and leadership in the markets we operate to create sustainable value for all our stakeholders.

We remain focused on being a first-rate food retail operator, with a competitive and distinctive value proposition, driven by our competitive price positioning, by the transformation in our fresh food product offering, private-label goods, and healthy nutrition, rooted in an operation that is increasingly more efficient, agile, and digital.

We want to be ever closer to Portuguese consumers, growing our business by expanding our proximity stores and enhancing our omnichannel presence. We remain committed to ensuring growth by developing digital opportunities and leveraging our Health, Wellness & Beauty Business.

Our goals are achievable thanks to our excellent team and our permanent commitment to active talent management and continuous leadership development.

OUR VALUES



PILLARS OF ACTION AND STRATEGIC PRIORITIES

