

# OUR RESPONSE TO COVID-19

In a year punctuated by the health and economic crisis resulting from the COVID-19 pandemic, Sonae MC sought to act in an assertive and timely manner, striving to safeguard the health and safety of its Employees and Customers, whilst securing the necessary service levels across its operations and entire supply chain, all the while supporting its stakeholders and local Communities.

## BUSINESS CONTINUITY



### RISK MANAGEMENT MODEL



**+ 14** HANDBOOKS ON PREVENTATIVE MEASURES

A Committee was constituted to focus on COVID-19 risk management and define contingency and mitigation plans to respond to the various scenarios.

### BOOST TO E-COMMERCE BUSINESS

Developed measures to increase Continente Online service capacity, such as increasing order preparation areas and establishing partnerships to secure speedy delivery.



**80%** GROWTH IN ANNUAL ONLINE SALES

### STABILISING REPLENISHMENT

Adjustments to operations and the supply chain, plus increases in stocks and product ranges (namely for essential items), in tandem with Suppliers.



**+ 5** TOOLS TO SUPPORT COVID-19 CRISIS MANAGEMENT

### RISK MANAGEMENT TOOLS

Developed management supporting tools such as Trace COVID, a predictability analytics model of COVID-19 disease incidence in Portugal and Sonae MC.

**3x** DAILY CAPACITY FOR ONLINE ORDERS PREPARATION



## EMPLOYEES

### SAFETY MEASURES TO PROTECT OUR EMPLOYEES

Implemented safety measures to protect our Employees by providing them with Personal Protective Equipment (PPE) and disinfectant solutions and temperature control procedures, to name a few.



**> 3,8** MILLION FACE MASKS WERE DISTRIBUTED



**EXTRA BONUSES** AWARDED TO STORES AND WAREHOUSE EMPLOYEES

### TEAMS' EFFORT APPRECIATION

Additional cash bonuses were awarded to store and warehouse Employees in recognition of their efforts on the front line, among other recognition measures.

### VOLUNTEER TALENT POOL



We set-up a centralised volunteer talent pool to provide assistance to the immediate requirements in the field (e.g. stores, warehouses), during the peak of demand increase in the beginning of the pandemic crisis.

**> 290** VOLUNTEER EMPLOYEES

### CHANNELS FOR DIALOGUE AND INTERACTION

Developed channels dedicated to communicating recurrent themes within the scope of the pandemic and set up an internal helpline for all Employees.

**> 240** THOUSAND MADE AND RECEIVED CALLS



CUSTOMERS 

SECURITY MEASURES IN STORE

Implemented several safety and security measures in stores: we limited the number of customers at any one time, rolled out in-store signage to ensure social distancing, installed plexiglass barriers and hand sanitiser was made available.



> 3 THOUSAND PLEXIGLASS BARRIERS



1<sup>ST</sup> FOOD RETAILER TO BE CERTIFIED IN PORTUGAL

COVID SAFE CERTIFICATE

Awarded the COVID SAFE certificate by APCER (Portuguese Association of Certification). Continente was the first food retail brand in Portugal to be awarded this seal of approval.

+20 NEW PRODUCTS



NEW ANTIBACTERIAL RANGES

Launched the "Continente Protect" range focused on personal hygiene and household cleaning products with antibacterial properties and affordable prices.

ESSENTIAL FOOD HAMPERS

Launched a range of items called "Essential Continente Online" and pre-defined food hampers guaranteed to be delivered within 48 hours.

DELIVERY 48H DURING COUNTRY-WIDE STATE OF EMERGENCY

EXCLUSIVO ONLINE

**Essenciais CONTINENTE ONLINE**

Os produtos que não podem faltar em casa, entregues à sua porta, em apenas dois dias úteis.

Escolha um Cabaz de Bens Essenciais:

- Mercearia 30 artigos
- Infantil 12 artigos
- Higiene e limpeza 17 artigos

 COMMUNITY

THOUSANDS



SUPPORT GIVEN TO HEALTH AND SOCIAL WELFARE INSTITUTIONS

Donated cooked meals and essential items such as food, hygiene and cleaning products and individual protection equipment to hospitals, regional authorities and social solidarity.

CAMPAIGN "NUNCA DESISTIR" (NEVER GIVE UP)

Launched one of the largest nationwide donation campaigns in Portugal to provide food aid to families in need.



+640K € COLLECTED

NATIONAL PRODUCTION SUPPORT PROGRAMME

By increasing purchases made to the *Clube de Produtores Continente* (Continente Producers Club – CPC), we helped local producers sell their home-grown products. Also, 40 new members were added to the Club, and financial support was given to small producers.



365 M€ IN PURCHASES TO PRODUCERS FROM THE CPC

500 THOUSAND PEOPLE RECEIVED AID



CAMPAIGN "TODOS POR TODOS" (ALL FOR ALL)

Organisation of the largest collection of food items to support families struggling financially owed to the pandemic, in collaboration with the Portuguese Red Cross (CVP), the Food Emergency Network And the *União Audiovisual* (Audiovisual Union).