

Annual Report 2021

We follow in a single VOICE



One voice. Yours. Ours.

We follow in a single VOICE

One voice. Yours. Ours.

With you we create a positive impact on everyone's life.

We make small gestures result in big initiatives.

We bring hope to those who need it most.

We discover the hero in each one of us.

We contribute towards a more sustainable planet.

We encourage healthy habits in new generations.

Your voice is our voice.

Together we are one and we reach further.

Reaching out to more people

Our mission

Sustainability initiatives

Partners and institutional support

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We reach more people



“

At Missão Continente, we are increasingly focused on being a Social Investor that generates a positive and significant social change in our communities. We work with purpose, combining financial support with accompaniment, skills training, mentoring, and access to our network of contacts, communication platforms, and partners to generate sustainable economic, social, and environmental value.

“ 2021 was another challenging year in which Missão Continente was able to respond to emergency situations quickly. We rethought and streamlined major initiatives and strengthened partnerships to create more social value and support the communities where we operate.

It was the year in which we moved forward with creating our Strategic Board and Reflection Groups to debate and define the priorities of our social intervention. We are increasingly focused on being a Social Investor that generates a positive and significant social change in our communities. We work with purpose, combining financial support with accompaniment, skills training, mentoring, and access to our network of contacts, communication platforms, and partners to generate sustainable economic, social, and environmental value. We want to go even further and accompany organisations and their social projects in the long term, empowering them for sustainability.

In 2021 we were close to those who needed it most. Through Missão Continente's largest-ever campaign, "Lights with presence", we addressed an increasingly pressing problem in our society: loneliness and social isolation. And with the solidarity of thousands of Portuguese and partners, it was possible to reach a record result of 1.2 million euros to support 11 national institutions working in this area.

We also gave a voice to our Heroes, aiming to create a national organic movement of good deeds. The project Missão Continente Heroes began with an internal challenge and is becoming a true wave of positive change and solidarity in Portugal.

The "Commitment to the Responsible Use of Plastics" and the Missão Continente School programme, which, in the last school year, saw its scope extended to other educational levels and is our first project in the field of impact measurement, are other examples of initiatives that reinforce our alignment with the Sustainable Development Goals of the United Nations, which we are very proud of.

Our sincere and heartfelt thanks to all our colleagues, suppliers, partners, and the Portuguese who continue to share the same values and goals with us year after year. We continue together in our ambition to generate and create a positive impact in communities, to be active and transformative agents towards an increasingly sustainable, happier and more inclusive future. **”**



A handwritten signature in black ink, appearing to read "José Fortunato".

José Fortunato
Chairman of Missão Continente

Our Mission



**Building a sustainable
future is our mission!
Our purpose.**

To reinforce our transforming role to impact communities positively.

Raise awareness and mobilise for better choices towards a more sustainable future.

To be close to those who need it most, providing immediate support even in times of calamity.

Building today a sustainable future for all

Determination is our path. Helping to positively transform the daily lives of communities. Raising awareness and mobilising to make the best choices. Pursuing the United Nations Sustainable Development Goals. Standing by those most in need in difficult times.

Respecting **#food**, **#people** and the **#planet**.

Missão Continente is all of us, every day.



Missão in numbers

In 2021 we continued to streamline major initiatives and think of new ways to help communities.

We have reached the most vulnerable



"Lights with presence"

€1,200,000

raised

to support 11 institutions fighting loneliness and social isolation



Covid-19 support

30,000

of food products, personal care and hygiene goods and meals donated to users and health professionals

50 tonnes

of food products donated to REA to support 450,000 people in vulnerable situations

We held collections of goods and voucher campaigns



Portuguese Red Cross

€501,778

raised in vouchers



Food Bank Against Hunger

€385,050

raised in vouchers

464 tonnes

of food products raised



Animalife - Animal Solidarity Bank

€253,696

raised in vouchers

209 tonnes

of food products raised

We continue to reach the youngest with the Missão Continente School Programme



We donated surplus food from our shops

€19.2 M

in surplus food donated

1,448

social institutions and animal welfare supported



We supported **284** local initiatives with over **€385,000**

We launched the **Missão Continente Heroes**, with **2,177** people registered and **13 missions** to discover.



Our Mission commitments



At Missão Continente, we remain committed to a more balanced society and a sustainable future.



Encourage a healthy diet and lifestyle, raising awareness for responsible consumption



Acting together with communities, helping them to grow, become more sustainable and respond to social and environmental challenges



Promote the circular economy and best environmental practices, reducing food waste and encouraging the responsible use of plastic



Invest in social impact projects that transform and improve the lives of the most vulnerable



SUSTAINABILITY INITIATIVES

Promoting healthy diet and lifestyle



Changing mentalities

We continue the path of promoting healthy eating and lifestyle, so we found alternatives to reach our schoolchildren, even when the pandemic kept them at home. And because we know how important it is to reduce sugars and salt in the diet, we are reducing the use of these ingredients in our own-brand products.

Missão Continente School Programme



The Missão Continente School Programme, created in 2016, aims to impact 1st cycle of Basic Education (CEB) students, teachers, parents, and the entire school community, raising awareness among young people about healthy diet and lifestyle and education for conscious and sustainable consumption. It provides content, educational activities, challenges (with prizes), educational play materials, and field visits throughout the school year.

The institutional partners of the Missão Continente School

are the Directorate-General of Health (DGS), the CEIDSS - Centre for Study and Research in Social Dynamics and Health, the São João University Hospital Centre (CHUSJ), the Abel Salazar Biomedical Sciences Institute of the University of Porto and the Portuguese Football Federation (FPF), as well as the institutional support of the Directorate-General of Education (DGE).

2020-2021 edition

A different teaching method

The model used by the Missão Continente School had to be adjusted due to the pandemic context. Therefore, a video of a **virtual visit to the Store** was developed, as well as a video of a **virtual visit to the School (class)**, since in-person visits could not take place. For schools with conditions to have a live class, sessions were carried out **by the Ambassadors via Teams**.



437

participating **schools** enrolled



40,619

participating **students**



2,756

teachers involved



141

volunteer **ambassadors**



170

classes via Teams



2021-2022 edition

Stopping Childhood Obesity

To measure the action of the Programme on the children that participate in it, the Missão Continente School will evaluate, for the first time, the impact of this educational programme for healthy eating, in 35 schools of the 1st CEB, for four consecutive years (2021-2025). It is the first study of a nutrition and community health programme of this size in Portugal.

The scientific impact measurement study will accompany children from the 1st cycle of Basic Education (CEB) enrolled in the programme. It will address the general theme "Mediterranean Diet - a healthy, sustainable and conscious choice", where a specific plan with integrated contents, adjusted to the age of the children, will be applied each year. All classes enrolled in the Programme will address four main themes over the four years of monitoring.

“ This is one of the first studies involving a nutrition and community health programme with a national dimension that will include 40 classes from 35 1st CEB schools, representing the 18 Districts of mainland Portugal, including two from Madeira and the Azores. This study also aims to counter the likely impact of the pandemic by COVID-19 on the progress of childhood obesity in Portugal, where 1 in 3 children is overweight ”

Ana Rito, President of the Board of the Centre for Study and Research in Social Dynamics and Health (CEIDSS) and Researcher at the National Institute of Health Doutor Ricardo Jorge (INSA)

With the Mission to reach out to everyone

Starting this school year, the Missão Continente School extends its scope by integrating new generations - pre-school and the 2nd cycle of Basic Education. By 2025, it intends to expand its reach even further to other generations.

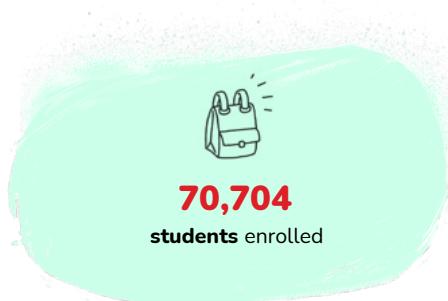
The Missão Continente School also has three national personalities who stand out in the areas of food, sports, and entertainment as official ambassadors: the presenter Francisco Garcia, as EMC ambassador of the pre-school programme; the presenter and food writer Filipa Gomes, as the ambassador of the 1st cycle of Basic Education, and the football player of the Women's National Team, Jéssica Silva, as the ambassador of the 2nd cycle of Basic Education.

“ This type of project is fundamental for the education of future generations. We strongly believe in the impact and results obtained, which will certainly allow decisions that improve the well-being and health of children and young people in our schools. **”**

José Carlos Sousa, Director of Educational Projects Services of the Directorate-General for Education

“ The Portuguese Football Federation (FPF) already has a relationship of several years with Continente, which is also the official sponsor of the men's, women's and under-21 football teams. This partnership is now strengthened with the FPF's involvement in developing initiatives with physical activity, a common theme between the two entities. Therefore, it is always with enthusiasm that we contribute to promoting active lifestyles in all generations **”**

Nuno Moura, Marketing and New Business Director of the FPF



Reduction of sugar and salt in own brand products



We cut 1,185 tonnes of sugar and salt in our products

Continente has been developing nutritional optimisation plans in over 350 own brand products, aiming to reduce sugar, salt, and fats, thus contributing to improve the health.

The reductions are focused on own brand products, especially yoghurts, cereals, biscuits, soft drinks, crisps, tomato pulp and take-away soups, thus contributing to improving the health and lifestyle of the Portuguese. Among other examples, the canned legumes guarantee low salt content, and the tomato pulp does not have any added salt. The brand has also eliminated palm oil from 80 of its products.

Annual reductions of sugar, salt, and fat in Continente brand products



-800 tonnes

reduction in sugars

-120 tonnes

reduction in salt

-385 tonnes

reduction of saturated fats

By the end of 2022, we estimate a reduction of salt in Continente soups of around 4 tonnes, a 12% reduction of salt content in crisps and snacks and a 10% reduction of sugar content in yoghurts and chocolate milk.

For Mayumi Delgado, head of Continente's Nutrition team, "these are important reductions that Continente makes in favour of the Portuguese people's health, helping to prevent obesity and associated diseases, such as cardiovascular diseases, type 2 diabetes, and many others. Unfortunately, two out of three Portuguese are overweight or obese, and the problem has worsened with the pandemic. In this sense, Continente's nutrition team has accelerated nutritional optimisation to help reverse this situation".

At the same time, Continente is investing in the Nutrition Traffic Light on the front of the packaging so that the consumer has access to simplified information about the products, mainly about the nutrients that, in excess, can be a severe problem for health. The traffic light shows the concentration of sugar, salt, fat, and saturated fat (green - low, yellow - moderate and red - high). An essential tip for balanced choices is to opt more often for green or yellow and less for 'red lights'.

“The reductions are gradual so as not to impact the taste of the products, which we ensure with sensory trials with consumers, who test and evaluate the new products. **”**

Mayumi Delgado, Head of Continente's Nutrition team

Raising awareness for conscious consumption



Less food waste

Every year, millions of tonnes of food are wasted globally, with profound social and environmental implications. Aware of the importance of reducing food waste, year after year, we have been developing mechanisms and concrete actions to promote conscious consumption, with clear gains for both consumers and our national producers.

Reducing food waste

United against waste

"Food loss" is the decrease in the quantity and quality of agricultural, forestry and fishery products intended for human consumption and ultimately not consumed by people. Food losses occur along the supply chain, from production to harvest and post-harvest handling, storage to processing, and transport.



Fonte: Food and Agriculture Organization of the United Nations.

- It is estimated that **1/3 of all food produced globally is lost or goes to waste...** approximately **1.6 billion tonnes per year**.
- This means **51 tonnes of food is wasted every second**.
- Around **870 million people around the world are undernourished**.
- It accounts for **8% of global greenhouse gas (GHG) emissions**.
- Annual food loss and waste are estimated to reach **2.1 billion tonnes worth US\$1.5 trillion**.

Mobilised against food waste and given the position we occupy in the value chain, we have been promoting partnerships in the supply chain that enable us to develop important innovation and circularity projects and combat the waste generated.

In terms of our operations, we have been developing a set of mechanisms that enable us to accelerate the disposal of products and a programme for donating surplus food to the Community and our Employees.



These initiatives have made it possible to avoid more than

€37 M

of waste by 2021



Zero% Waste of fruit and vegetable boxes

To prevent stock breaks, Continente developed 5 kg boxes with fruit and vegetables that are close to exceeding the optimal consumption point.

Pink Labels

A strategy implemented for over ten years in Continente stores, the pink labels are smart depreciation labels that communicate a price reduction on products approaching their expiration date. This system avoids waste and simultaneously offers economic benefits to the customer.



Donation of surplus food

The reuse and redistribution of food products are part of Continente store's daily routine:

- With social solidarity institutions and animal welfare associations;
- With employees in the stores and warehouses' social areas.

Promoting partnerships in the value chain

The Continente Alcobaça Apple Cider Vinegar is the result of an initiative of the Continente Producers' Club, the "Waste Fair". In fruit production, some by-products are generated, namely apples, which are not valued freshly because of their size and appearance. Therefore, the need arose to value this apple, considered a by-product, in a differentiating and circular economy product.



Continente Producers Club



The Continente Producers Club (CPC) is a support structure for Portuguese agricultural and livestock production, set up in 1998 to bring MC closer to national producers from the north to the south of the country, Azores and Madeira.

Its mission is to promote national products according to high quality and safety standards, supporting its producers in a consistent and structured way.

A partnership work, supported by technical and scientific knowledge, in which everyone wins.

Producers win

It is a guaranteed way for producers to sell their products. It also promotes the national agricultural and livestock sector, creating jobs, fostering regional development, and promoting ambitious, innovative projects of unquestionable economic and social added value for the country.

Customers win

It guarantees the supply of excellent national products that respect the best production practices and are aligned with consumption trends. Furthermore, supporting local production and small-scale producers also allows Continente stores to offer "Regional Products".

The Producers' Club in numbers



256
members

producer organisations,
individual farmers, and small
family businesses

+ 200,000

hectares of national
productive area

€423 M

purchases made from
national production

11,000

indirect jobs

= 234,000 tonnes

of national product

Continente Producers Club in action



CPC Academy

The CPC Academy is a training programme that has been developed specifically to share knowledge with the Club's producers to make them more knowledgeable about MC and the various areas of the supply chain.

We invite each participant to present an innovation project with the support of MC's Innovation Department throughout the programme. This initiative was launched in 2017, and we are now in the 5th edition of the Continente Producers Club Academy.

In four editions of the CPC Academy, around 56 producers have been trained - 56 national companies in the agri-food sector.

The last edition presented 13 innovation projects - 13 trained producers, 11 of whom were women aged between 24 and 55!

Declaration for Sustainability - Continente Producers Club

To promote sustainable production and consumption and a food system that respects the environment, the Continente Producers Club has established, together with its member producers, a Declaration for Sustainability based on 11 principles and various initiatives. These initiatives cover all areas of the agri-food sector and the good practices in production, packaging, nutrition, etc., that must be achieved.

This Declaration for Sustainability, presented to the Club's 251 members, is in line with the 12th UN goal (Sustainable Consumption and Production), the European Farm to Fork Strategy (A fair, healthy and environmentally friendly food system) and the Ministry of the Environment and Energy Transition's Roadmap to Carbon Neutrality 2050 (RNC2050).

The initiatives set out in this declaration will be implemented over three years. In a work of partnership, implementation and verification, the Continente Producers Club will be supporting national producers, helping, and preparing them to meet the targets set by the European Commission.

In the future, compliance with this Sustainability Agreement may be a criterion in purchasing decisions.



Project "Wheat Cereals with Biodiversity - Let's save the Montagu's Harrier Eagle"

The Montagu's harrier eagle is one of the birds in the most significant decline of the national terrestrial fauna. This is due to the replacement of wheat and oat cereal crops by permanent grasslands, whose cutting is done earlier, coinciding with the nesting period of this species, which can cause the loss of eggs, chicks, and sometimes adults well.

In order to promote the conservation of this species, the Continente Producers Club, the National Association of Protein, Oilseed and Cereal Producers (ANPOC) and the Research Centre for Biodiversity and Genetic Resources (CIBIO/BIOPOLIS) of the University of Porto, with the collaboration of the Institute for Nature Conservation and Forests (ICNF), have joined forces in a project that aims to value the contribution of national wheat fields to promote bird biodiversity, including endangered species such as the Montagu's Harrier Eagle.

Farmers and landowners are actively helping identify colonies of these birds, sending information to CIBIO/BIOPOLIS and ICNF about eagle sightings, the number of

animals and, whenever possible, their sex. In addition, they are voluntarily implementing measures to protect nests and chicks (by delimiting the space where they are located so that there is no activity by agricultural machinery and installing anti-predator guards, for example). So far, 13 harvests of 26 domestic producers have been monitored to implement these measures.

Through this initiative, about 7 tonnes of flour used daily in the bakeries of Continente shops already come from wheat fields in the Alentejo region that are monitored to protect biodiversity and conserve endangered birds.

The Continente Producers Club is committed to protecting the fauna and flora of our country, biodiversity, and environmental sustainability, believing that this project can have a very significant impact on the survival and recovery of this species currently in the process of disappearing from the Alentejo plains.





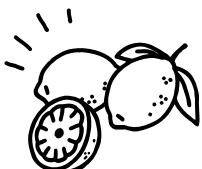
Zero Residue - Portuguese Fruits and Vegetables without Pesticide Residues

The Zero Residue Project results from the partnership between the Continente Producers Club and Zerya (Spanish consultancy) and aims to develop customised agricultural production systems, focusing on good farming practices and residue-free products with a view to the certification of producers.

In these systems, horticultural products free of pesticide residues are guaranteed, safeguarding the principles of efficient use of resources, lower energy consumption, lower emissions, and greater control over microbiological aspects. This is a key issue regarding food safety and integration with the environment, ensuring the sustainability of the entire agricultural system. A system that is not limited to a set of prohibitions but rather to an in-depth knowledge of production and rational use of resources, namely phytopharmaceuticals.

The project's objective is to guarantee National Horticultural Products with Zero Residue in Continente stores. This project involves 29 fruit and vegetable producers' members of the Continente Producers Club. They will apply management and production models developed by Zerya and then have their production and products certified as Zero Residue. At this moment, about 1,000 hectares will be affected to the Continente Producers Club project.

The Producers Club thus commits to plant production without residues, ensuring good practices at the source and healthier Continente fruit and vegetables. This commitment has been materialised through the support and coverage of training costs and the certification of the producers.



Supporting the Community



Together for those who need it most

We are one, we are all. We are those who come to us every day, the institutions we help, and the animals we save. We are the helping hand that embraces in a moment of loneliness, that shines a light of hope when everything seems less bright.

We increasingly want to be a social investor, to have an innovative, pioneering, and intervening role in the business world.

Therefore, every year we develop countless initiatives to support the community, where we apply the best practices and count on partners and thousands of Portuguese people at national and local levels.

To all of them, our sincere gratitude.

We are a social investor



Throughout its history, Missão Continente has acted in an innovative and pioneering way, evolving its strategy to build a sustainable future.

We are focused on maximising our role in supporting emergency food supplies and responding swiftly to social emergencies that affect people and the planet, such as the scourge of fires or health situations such as pandemics. The Portuguese know that they can count on us!

And Missão Continente does not and cannot stop there. We challenge ourselves to go further and accompany organisations and social projects in the long term, contributing to their scalability and sustainability to maximise their positive social impact as much as possible.

As a social investor, Missão Continente reinforces its transformational role to generate positive and measurable social impact in the projects it funds. It is an active promoter of broad and lasting change in the communities where it operates to create sustainable economic, social and environmental value, working closely with partners such as

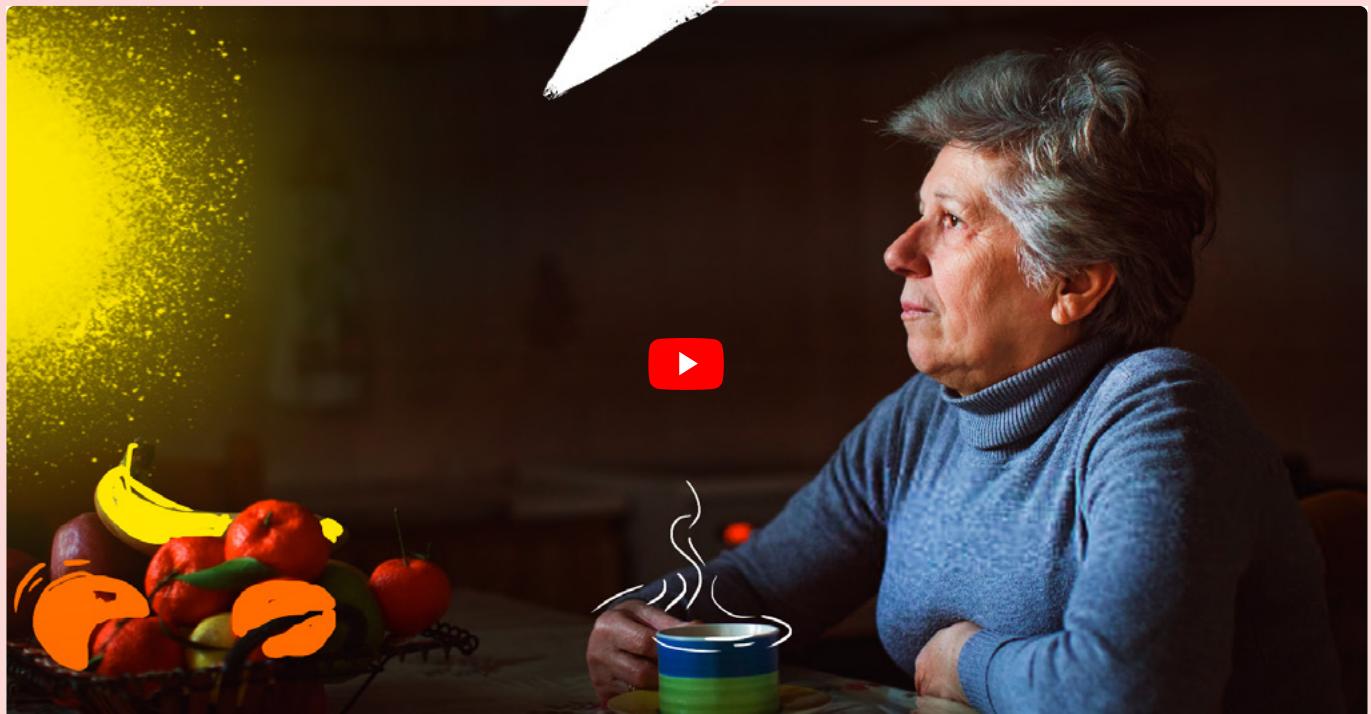
Portugal Inovação Social, Casa do Impacto, EVPA and Sair da Casca.

In 2021, we were social investors in the following projects:

- **PÊLOS DOIS | DTC SOCIAL** - Rehabilitation activities for inmates with animals and reintegration of animals into families.
- **SER MULHER | MUNDO A SORRIR** - To contribute to the physical and psychological improvement of 50 women victims of domestic violence through psychosocial support and oral rehabilitation.
- **MUM_ON_CV | VIDA NORTE** - Project to train and promote the professional integration of pregnant women and new mothers through the promotion of skills and the implementation of Inclusion and Gender Equality values.

Luzes com presença ("Lights with presence")

Together we lit up this cause



At Christmas 2021, we wanted to inspire small gestures in favour of **fighting loneliness and social isolation.**

Missão Continente's largest-ever campaign, "Luzes com Presença" ("Lights with presence"), ended with a total of **1 million 200 thousand euros raised**. The amount reverted to fund **11 institutions operating nationally and locally**, with projects to fight loneliness and concrete actions such as specialized emotional support by phone, support for digital inclusion, complementary health care, plastic and musical expression sessions, pets, home visits and support in carrying out daily tasks, among other activities and forms of specialized help to those most in need.

“ We knew it was an ambitious goal because it is a less visible and still unknown topic for many. But we challenged ourselves, always believing in the generosity of the Portuguese people and in the trust, they have in Missão Continente's ability to develop initiatives and support projects that have a very relevant social and local impact. We thank all those who contributed to this solidarity campaign, which allowed us to support the projects with 1.2 million euros ”

Nádia Reis, Continente's Communication and Social Responsibility Director

In addition to the amount raised through in-store vouchers, a further €68,586 were donated by Missão Continente, plus the contribution of €10,000 from Santander and the Portuguese Football Federation, as well as €52,952 donated through calls with added value and bank transfers. The donation will be distributed among the institutions according to their scope and effort.

After the funds' distribution, Missão Continente will continue to closely monitor the institutions in implementing and evaluating the projects and continuously measuring their social impact.

This monitoring involves establishing the management and evaluation tools with each institution, sharing the action plan and the changes achieved, how they will be measured

and evaluated, and incorporating learning throughout the process, which regular contact will enable.

In addition, Missão Continente will also assess the provision of experts in subjects such as financial management and marketing for those organisations that consider it necessary.

Missão Continente will provide this support for a more extended period (2 years) to ensure greater sustainability of the organisations in the medium and long term.

The “Luzes com Presença” campaign was supported by the GNR, PSP, Escola Nacional de Saúde Pública and, as partners, TVI, the Portuguese Football Federation, Entrajuda and Santander bank.



Supported institutions:

- ACASO - Associação Cultural e Apoio Social de Olhão | Olhão
- Aldeias Humanitar | Sernancelhe
- Associação Coração Amarelo | Porto de Mós
- Associação Mais Proximidade | Lisboa
- Centro Social Nossa Sr.^a do Extremo | Vila Pouca de Aguiar
- CRESAÇOR | Açores, São Miguel
- Cruz Vermelha Portuguesa – Teleassistência | Nacional
- DTC Social | Região Norte
- Espaço T - Associação para o apoio à integração social e comunitária - Arte ao Domicílio | Porto
- SOS Voz Amiga | Nacional
- Viver de Afetos - Associação de Desenvolvimento Comunitário Câmara de Lobos Viva | Madeira



A very special thank you!



Missão Continente Heroes



Heroes are everywhere. They are ordinary citizens engaged and active in the local community. In 2021, we went looking for them. Those who, with small actions, make an impact on everyone's daily lives.

We found them right away within our organisation. We know that this was only the first step toward a movement that will show the Heroes that live in every home, in every neighbourhood, in every community in Portugal.

We want to make the small, big



What is the Missão Continente Heroes?

An organic movement

The Missão Continente Heroes initiative aims to mobilise people to adopt better habits, act in their communities and generate more participation, creating a natural and organic movement of good deeds.

where we all become heroes

Missão Continente Heroes are ordinary people who manage to generate a positive impact on their lives, on others and on the planet through small gestures and good deeds.

With this initiative, we want to encourage members of each community to contribute by taking responsibility and local action.

taking on missions that are close to our hearts

Anyone can participate. Just access the Mission Continente website, register, and select one of the available missions, as simple as cooking a healthy meal, sorting waste at home or helping a more vulnerable neighbour.

for a better future

The aim is to share experiences to inspire others to join this great national movement and thus form a more caring, concerned, and sustainable society.



2021: Heroes in numbers

2,177

participating heroes

13

missions launched

Meet our Heroes

Discover Eugenia, Luís, Helena, Rita, Ana Claudia and Cristina's stories.



Stores surplus food donation



In 2021, Missão Continente reused the equivalent of 21.4 million euros of food products by redistributing store surpluses. Around 19.2 million euros in food surpluses were donated to a set of 1,448 institutions all over the country. Donations from Continente stores, which occur during the year all over the country, increased by 39.1% and reached 370 more institutions than in 2020.

€17.4 M

allocated to **1,078 charitable institutions**

€1.7 M

delivered to **370 animal welfare associations**

Donated items are considered surplus when they lose their commercial character but preserve all the necessary conditions for safe consumption, avoiding food waste in a circular economy logic. These include fresh products such as fruit, groceries and bakery items, among other food items.

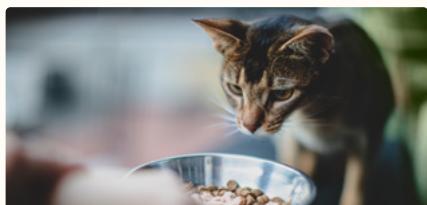
Goods collection and voucher campaigns



Missão Continente supports charitable institutions and animal welfare associations in local and national campaigns to collect goods.

We are committed to supporting campaigns to collect essential items carried out by charitable institutions locally and nationally. And we never forget that the generosity of our customers has been fundamental in improving the lives of many. We believe that together we will go further.

How do we support this cause? By making available the physical space in our shops and contributing with logistic and communication support, thus amplifying the success of the institutions' results.



Animalife - Animal Solidarity Bank

€253,696

raised in vouchers

209 tonnes

of food for animals raised



Food Bank Against Hunger

€385,050

raised in vouchers

464 tonnes

of food products raised



Portuguese Red Cross

€501,778

raised in vouchers

Covid-19 support

In 2021, Missão Continente was at the side of the Portuguese people, providing an immediate response to the most vulnerable and those on the frontline in the fight against the pandemic. It counted on an extraordinary mobilisation around great solidarity campaigns to help thousands of people and families who saw their situation worsened by the pandemic.



Unidade Hospital Casa dos Atletas FPF

25,000

food units donated for users and work teams

SUCH - Serviço de Utilização Comum dos Hospitais

200 kg

+ 50 blankets
donated to health professionals,
security forces and patients

Ordem dos Enfermeiros

8,000

food and personal care and hygiene units

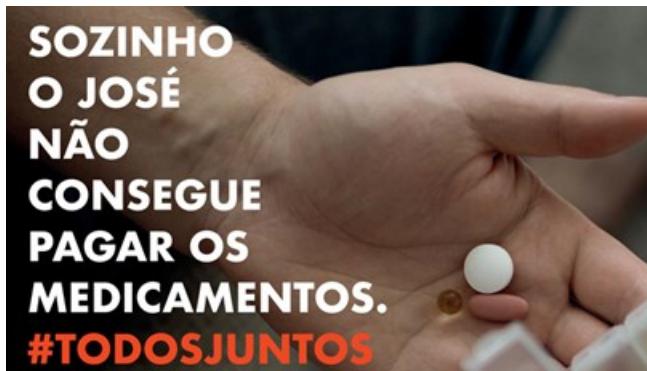


"Food Trucks Are Safe" by Chef Chakall

Food donation for the preparation and distribution of 8,000 meals to health professionals in nine hospitals.

"Safe families - Caring for the ones who care"

- Funding of 2,700 tests, equivalent to 40 families;
- Partnership Science Testing Centre (CT Ciências), Faculty of Sciences of the Univ. of Lisbon (Sciences ULisboa), National Association of Informal Carers (ANCI);
- Epidemiological surveillance programme, regular and free of charge for Informal Carers, Cared People and family members living together directly.



#TODOSJUNTOS (#ALLTOGETHER)

- 50 tonnes of food donated by Missão Continente through the Food Emergency Network;
- 450 thousand people in vulnerable situations supported.

Several supports

- 400 kg of food products donated to the "Turn the Page" of the Rotary Club Braga Norte
- More than 10,000 baskets of food products donated to Re-food and Farense Futebol Club;
- More than 1,700 food and personal hygiene products donated to Cama Solidária;
- Donation of LED televisions to Cantanhede Hospital.



Solidarity bags

Missão Continente developed a solidarity shopping bag to help animal welfare and/or social institutions.

Numbers achieved since the start of the initiative (August 2020)

€90,000

total donated amount



3

institutions: Portuguese Association of Voluntary Firefighters, Animalife and Portuguese Red Cross

Portuguese Red Cross
"This bag is full of hope"

Missão Continente handed a cheque for the 30,000 euros raised with the sale of the solidarity shopping bag to the Portuguese Red Cross. The amount reverted to strengthening the management team responsible for the institution's support daily requests, allowing it to increase its response capacity.

“

When we thought that the most critical period of the Pandemic had ended in 2020 according to the high number of requests for help, we realised that those daily requests have not diminished. Over time the Pandemic has taken hold, and families that until now have been managing, albeit tenuously, their income begins to decline and enter situations of great vulnerability. This tells us that the consequences of this Pandemic are still to last and that our capacity to respond continues to be a daily challenge. The partnership with Missão Continente always translates into strengthening our capacities, and this campaign, particularly involving society in a common cause of supporting others, motivates us to continue a work that tends to be time consuming and difficult. ”

Susana Marques, Secretary-General of the Portuguese Red Cross



Animalife

"This bag carries joy"

And helped support ANIMALIFE to vaccinate thousands of dogs and cats across the country.

Missão Continente delivered to Animalife the 30,000 euros raised, which allowed the vaccination of 9,490 dogs and cats from associations across the country.

For almost a decade, Animalife has been fighting animal abandonment in Portugal, acting directly on its causes, and providing support to people in need with pets and individual protectors, groups, and associations.

“ This support is fundamental, especially when so many associations and families we support face serious difficulties in ensuring the welfare of the animals in their care. It is initiatives like this that allow us to continue, and, for this, we can only thank Missão Continente. ”

Rodrigo Livreiro, Chairman of the Board of Animalife



Solidarity Christmas balls

The nationwide campaign developed by Missão Continente to support the SOS Children's Villages consisted of the sale of solidarity Christmas balls with messages inspired by "Love" and "Family".

The participation in this campaign reinforces the trust and credibility of the Portuguese in the cause defended by the organisation, thus enabling the continuation of its mission: to provide children and young people with the care they need and the opportunities they so much deserve.



About SOS Children's Villages: The mission of SOS Children's Villages is to care for unprotected children as a family, helping them shape their future by developing and integrating positively into the community.

The organization provides long-term care to children who cannot be with their biological families and strengthens the families of children at risk by giving them specialized support. Through an integrated and collaborative intervention, it promotes parental care skills. In addition, it enhances protection dynamics that support families in their mission to ensure the well-being of their children and youth and prevent the removal of children from their family environment of origin.

Disney Solidarity Tales

Missão Continente and LeYa launched a collection of classic Disney children's stories to help a cause.

The purchase of the "Solidarity Tales" is a simple and solitary way to help and, simultaneously, a chance to get to know some of the most beautiful Disney stories. Through these tales, the favourites of most children, the intention was to create an atmosphere of comfort and inspiration, contributing to more smiles in Portuguese pediatric services during the visits of the Clown Doctors, temporarily away since 2020 due to Covid-19, but present through the ONV TV channel.

This initiative generated a **total donated amount of 217,411,50 euros** from November 2019 to December 2021.



Caring for the Internal Community



For our People

We know that our strength is with the People who contribute every day to the success of our operations. Therefore, every year we develop a set of actions aimed at improving their quality of life and seeking to raise their personal and professional well-being.

We are a strong community



The focus is on our People and the search for progression, appreciation, and professional integration opportunities.

We want to create conditions for improving our employees' quality of life and personal and professional satisfaction. We believe that promoting their satisfaction, sense of unity, and well-being is the key factor in our success.

With this premise, actions are thought out and developed that aim to meet the needs of our internal community.

Here are some examples of projects that we have developed with our teams in mind.

Benefits for social areas

In the fight against food waste, the social areas in the stores and warehouses made surplus food products available to their employees every day. These products can be consumed during working hours, allowing savings in food costs, and avoiding the waste of food in good consumption conditions.

€2.2 M

in surplus food products
made available to
employees

Donated items are considered surplus when they lose their commercial character but preserve all the necessary conditions for safe consumption, avoiding food waste in a circular economy logic. These include fresh products such as fruit, groceries, and bakery items, among other food items.

"We are Sonae" Programme

The "We are Sonae" Programme focuses on supporting the recovery from economic and/or social difficulty in areas such as the management of the family economy, financial and legal support, health, and education. In addition, this initiative helps restructure and empower employees' autonomy in more vulnerable situations.

In 2021, the We are Sonae internal support line peaked in periods of higher vulnerability associated with Covid-19.

205

supported employees

496

total people supported (employees
and family members)

App Better Together

Development of an integrated digital platform that allows all employees of Missão Continente to access tools and essential content for their daily lives, such as training, internal communication, holiday scheduling, pay slips and many other features.

The advertisement features a yellow background with a central smartphone displaying the app's interface. The phone screen shows a dashboard with a calendar, a megaphone icon, and various icons related to work and personal life. Above the phone, the text "JÁ TENS O TEU CAFÉ QUENTINHO?" is written in large red letters, followed by "ENTÃO E A NOSSA APP?" in brown letters. To the left of the phone, there is a red button with the text "BETTER together". On the right side of the phone, there is a small logo for "SONAE MC". At the bottom left, there is a QR code with the text "Instala AQUI".

JÁ TENS O TEU
CAFÉ QUENTINHO?
ENTÃO
E A NOSSA APP?

BETTER together

SONAE MC

Olá Maria,

BETTER

Instala
AQUI

Não fiques de fora!

QR code

#PrecisamosFalar (#WeNeedToTalk) Programme

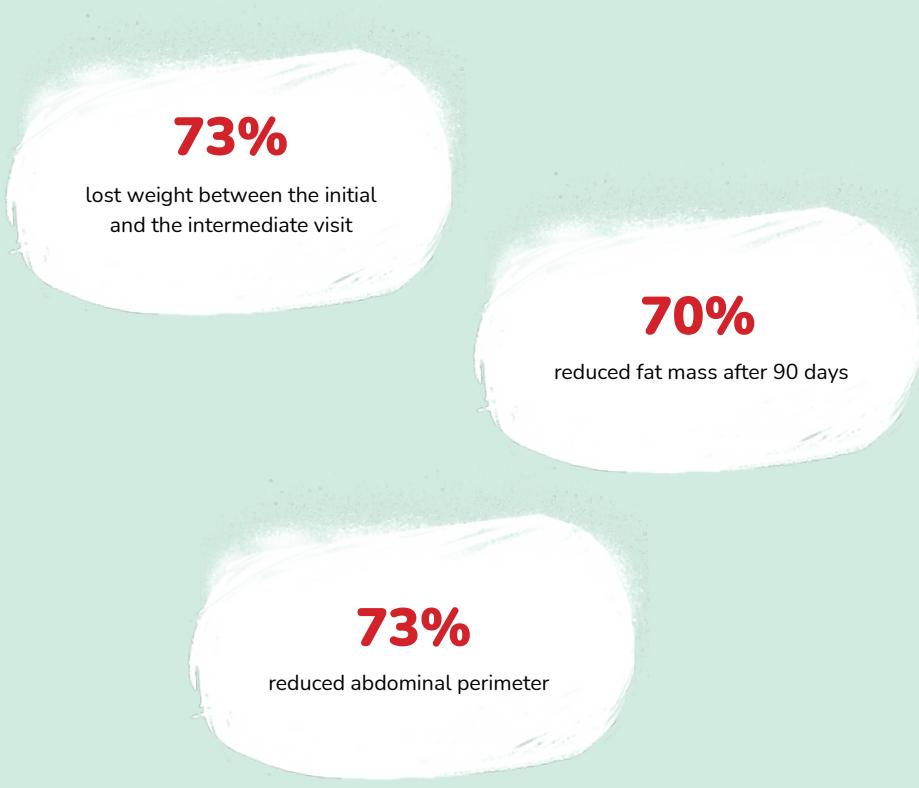
The #PrecisamosFalar programme aims to raise awareness throughout the organisation on the topic of well-being in its various aspects (financial, social, physical and psychological) and provide employees with tools that enable them to take care of themselves and others.

The action included a range of initiatives, from the production of four podcasts, the development of the Holi wellbeing app, several training sessions and webinars, and a unique feature in the “Better You” newsletter.



Fighting overweight

This programme acts on awareness and intervention with a personalised follow-up plan for overweight employees for six months.



Diversity and inclusion

We strive to create a work environment based on the richness of profiles, focusing on uniqueness and as a catalyst for personal and professional development. We believe that only in this way can we respond to current and future challenges.

- Sharing information and experiences
- Promotion of collaboration between people and teams
- Bringing leadership closer and humanising it
- Recognising and valuing our people

Improving Our Life Movement

Thousands of employees have already benefited from this movement

Celebrating the 1st of May

Held in all our stores and warehouses, with this initiative, we created team spirit and a sense of belonging - fostering #bettertogether.

It was also created the Sonae MC anthem, with lyrics by Vasco Palmeirim, which was performed by all stores and warehouses, including a flashmob.



Christmas Campaign 2021 #umnatalcomtodos (#achristmasforall)

We delivered Christmas baskets, including codfish and a Christmas cake, to more than **38 thousand employees**.

Future Leaders @ Retail

Future Leaders@Retail is the preparation programme for future leaders in the retail of Missão Continente. The 6th edition had as its motto "The challenge of leadership in a culture of diversity" and contributed to the development and valorisation of 29 participants.

- 16 women | 13 men
- Average age: 29 years
- Average seniority: 4 years

Good Environmental Practices



Committed to the future

Every gesture counts towards achieving a more promising future, and at Missão Continente, we are always looking for new ways to protect the environment.

Whether by replacing plastic packaging, encouraging recycling, or offering our customers conditions to make their daily lives more sustainable.

Commitment to Sustainable Plastic



Circularity is a transversal aspect of our action, reflected in how we think about and develop packaging and products and how we manage our operation and organisation.

To this end, over the last few years, we have been transforming our packaging significantly, taking **eco-design principles** as our starting point. Eliminating the unnecessary use of resources, incorporating recycled elements, and designing the packaging to ensure its recyclability are dimensions worked on daily by our teams, in close partnership with the industry.

In 2019, MC became the 1st Portuguese retailer to join the New Plastics Economy Global Commitment, joining a set of entities from different sectors which share a common vision for a circular plastics economy. Since then, MC reports annually on its progress towards the ambitious targets for its plastic packaging. We are deeply committed to ensuring that **by 2025 its own-brand packaging is recyclable, reusable or compostable**.

This is a journey made up of many, small and large, changes that together currently translate into a **74.7% recyclability rate of our plastic packaging**.

Kasa new packaging

We have completely eliminated plastic from the new Kasa bed linen and textiles packaging, switching to paper/cardboard.



New Continente Coffee packaging

100% recyclable

By 2021, the coffee from Continente's exclusive system has a new, more compact and **100% recyclable cardboard** packaging, allowing for **26 tonnes saving in plastic per year**.

We replaced around 3.5 million coffee packages from Continente's exclusive system, which went from a non-recyclable multi-material bag (plastic and aluminium) to a 100% recyclable cardboard packaging from responsibly managed forests.

In addition to this material change, the packages are more compact, reducing the amount of raw material needed and the carbon footprint in transportation since we can transport more capsules per trip.



Continente Water Bottles with Recycled Plastic



Own brand water bottles are now produced with **25% recycled plastic**.

Continente has changed the composition of its own-brand water bottles, from 0.33l to 6l bottles, incorporating 25% recycled plastic in each one, which will result in the **elimination of 400 tonnes of virgin plastic per year**.

This is yet another initiative of the Strategy for the Responsible Use of Plastics. The brand proposes, among other commitments, to increase the incorporation of secondary (recycled) raw materials in new products and thus avoid producing more plastic.

In addition to reducing the consumption of virgin raw materials, it contributes to a genuinely circular economy. The brand incorporates this plastic in a new bottle for each recycled bottle of Continente water at the end of its life.

Responsible Plastic: Out of the Box

'Fora da Caixa' ('Out of the Box') is the initiative's name on Continente's Responsible Plastic website that challenges the Portuguese to suggest improvements to the packaging of Continente's own-brand products.

This initiative, launched with the support and participation of Sociedade Ponto Verde, was created to raise awareness and generate engagement with Continente's customers.

By 2025, all our own-brand packaging will be **100% reusable, recyclable or compostable**. But we want to go further: all ideas that can somehow improve Continente's packaging or the way we display a product in the store are welcome, and that's 'Fora da Caixa' and can be shared on the Responsible Plastic platform.

Packaging deposit systems

The planet wins!

In 2021, we participated in five pilot projects of incentive systems for the deposit of beverage packaging, implementing this service in 25 Continente stores, from north to south of the country, and collaborating with various entities - such as APED, APIAM-Probeb, and the municipalities of Cascais and Vila Real.

The performance in our stores was quite relevant, showing an above-average activity in all initiatives, with the deposit of over 5 million packages, mostly PET plastic, but also metal and glass, in the 25 Reverse Vending Machines installed in our stores.

These pilots allowed us to understand the mechanisms of a packaging deposit system and strengthen our knowledge to prepare a future efficient deposit system in over 300 Continente stores.

+ 5 M

of packaging collected in 25 equipments

+ 12.4 M

of packaging collected in two years of pilot projects



Plug&Charge

We are even more electric!

In 2020, Continente inaugurated the first Plug&Charge hubs in the country.

This simple and innovative service allows customers to charge electric vehicles with up to 200 km of autonomy in 1 hour while shopping in the store.

This project aims to improve consumption efficiency and environmental sustainability and reduce the carbon footprint, a commitment made when signing the Paris Agreement.

Continente Plug&Charge Network

110

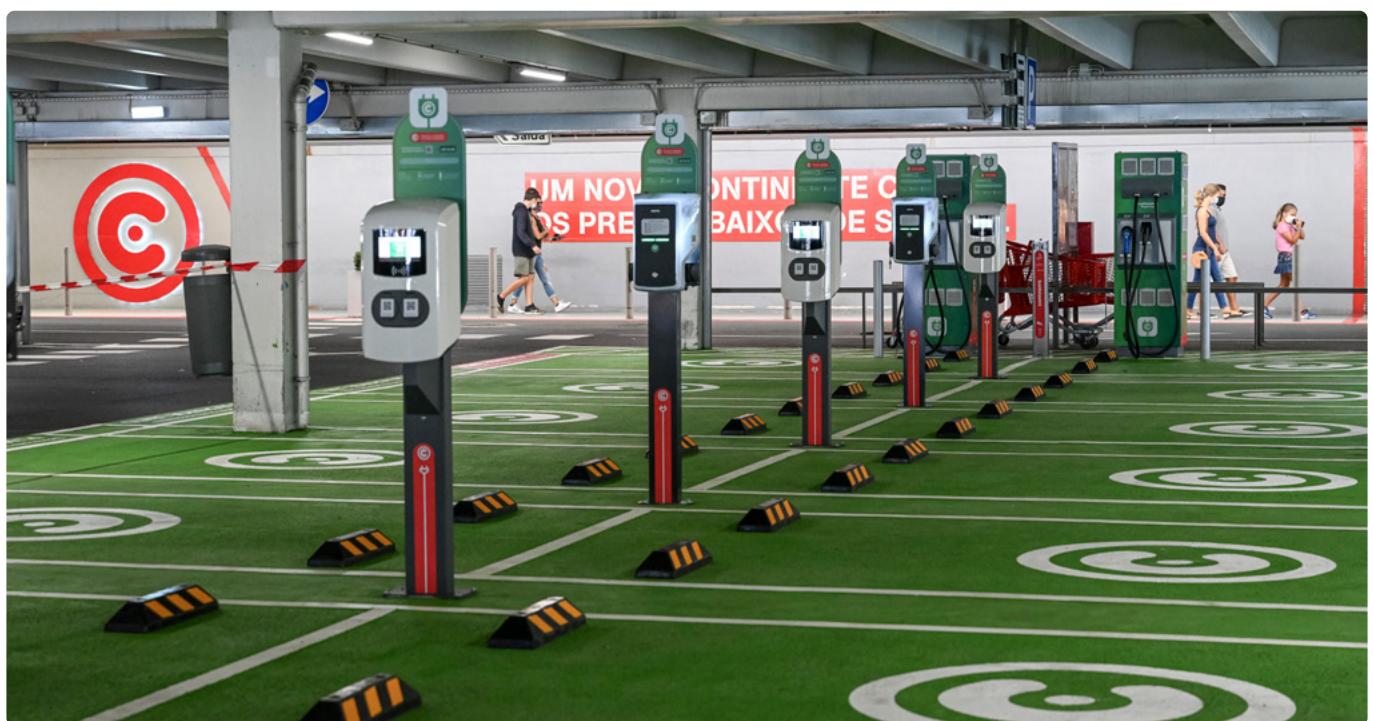
charging stations nationwide

3,5 M

km provided by the network

2,200

trips from Oporto to Paris



Collection of cork stoppers



Since 2008, the partnership between Missão Continente, Quercus and Corticeira Amorim has given cork a second life through the Green Cork project.

Separating cork stoppers at home allows this material to be recycled and reused in other applications, thus reducing the amount of waste and guaranteeing the storage of carbon dioxide in cork for a more extended time.

With collection points in all of the country's stores, Continente is the biggest partner in gathering cork stoppers, with over **91% of the total collected annually**.

Thus, the destination of the cork stoppers is no longer undifferentiated waste and is now a Continente store.

This way, Missão Continente wants to be part of building a better world for everyone, promoting sustainable development and environmental preservation.

The collection of cork stoppers in Continente stores reverts to planting native trees.

There is also an involvement of schools and IPSS in collecting cork stoppers during the school year, promoting sustainable development and environmental preservation among children. The most committed to delivering the highest number of cork stoppers to a Continente store receive prizes!

1,200,000

indigenous trees planted
since the beginning of the
partnership

Our environmental performance

We remain determined to protect the environment, minimise the negative environmental impacts of our activities, promote good practices both internally and in the community, and improve our environmental performance.



70 environmental certifications

according to ISO 14001 (stores, warehouses, and processing centre)

Production and consumption of electricity

from renewable sources: 24 GWh = 105% increase

6,800 tonnes of CO2 emissions avoided

Increase to 83.6%

waste recovery rate

Sustainability certifications

increase in own-brand items with sustainability certifications

Waste collection for recycling

The planet is our common home, and it's up to all of us to do our part to preserve it. At Continente stores, we not only promote the recycling of thousands of tonnes of waste every year, but we also involve customers in this process, encouraging responsible behaviours. In this way, we remain firm in our environmental performance of excellence.



In 2021, the following were collected for recycling:

Waste delivered by customers

- **121 tonnes** of used cooking oil
- **21 tonnes** of old car batteries
- **576 tonnes** of used clothes
- **18 tonnes** of used batteries
- **25.5 tonnes** of cork stoppers

Own waste from stores

- **39,885 tonnes** of cardboard
- **2,640 tonnes** of plastic
- **7 tonnes** of light bulbs
- **7.4 tonnes** of hangers
- **15 tonnes** of employees' uniforms



PARTNERS AND INSTITUTIONAL SUPPORT

Partners and institutional support



A different look, the same purpose

Missão Continente brought together, for the first time in 2021, the new Strategic Council to discuss proposals for social intervention. Under the motto "Priorities for social intervention in Portugal: How to build the future?", the plenary session took place in Lisbon and brought together representatives from key areas of Portuguese society.

Composed of 18 personalities who are experts and influential in various sectors, the new Missão Continente Strategic Council aims to monitor and foster debate on issues related to its area of action. Thus, allowing consistency in the annual work between Missão Continente and the social partners.

“ Considering the challenging social context, we are going through, we rethought Missão Continente's strategic model, which now has the contribution of the highest representatives of entities with relevance in Portuguese society, to assess and outline strategies and develop initiatives that respond to the most pressing social challenges.

The new Strategic model allows all the representative entities of the community to be involved, understanding the most significant issues, challenges, and problems of the current and future social context. We remain committed to creating social value in the communities where we operate, with the purpose and ambition of generating and helping to positively impact society, for the sake of an increasingly better future. **”**

José Fortunato, Chairman of Missão Continente



Strategic Council

- Agência 42 Lisboa
- Agência Nacional para a Qualificação e o Ensino Profissional
- Agência para a Competitividade e Inovação
- Associação Portuguesa de Empresas de Distribuição
- Associação Portuguesa de Nutrição
- Comissão para a Cidadania e Igualdade de Género
- Cruz Vermelha Portuguesa
- Direção-Geral da Educação
- Escola Nacional de Saúde Pública
- Federação Portuguesa de Futebol
- Federação Portuguesa dos Bancos Alimentares Contra a Fome
- Instituto de Ciências Sociais
- Instituto Superior de Agronomia da Universidade de Lisboa
- Portugal Inovação Social
- Quercus
- Refood
- RUTIS – Rede de Universidades Seniores
- Sociedade Portuguesa de Pediatria

Institutional partners

- Casa do Impacto
- Centro de Estudos e Investigação em Dinâmicas Sociais e Saúde
- Centro Materno Infantil do Norte
- Confederação Nacional das Instituições de Solidariedade
- Direção Geral de Alimentação e Veterinária
- Direção Geral da Saúde
- Entrajuda
- European Venture Philanthropy Association
- Federação das Indústrias Portuguesas Agroalimentares
- GRACE - Empresas Responsáveis
- Hospital de São João do Porto
- Instituto Ciências Biomédicas Abel Salazar
- Ordem dos Enfermeiros
- Programa Nacional para a Promoção da Alimentação Saudável
- União das Misericórdias Portuguesas
- Unidades de Saúde Familiar – Associação Nacional

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We follow in a single VOICE



One voice. Yours. Ours.