PRESS RELEASE /

SONAE E.VENTURES
ECOMMERCE RETAIL ENERGIZER

Maia, 6 December 2013

Sonae E.Ventures plans initial investment of up to 500 thousand euros per project
plus support with skills and know-how

SONAE LAUNCHES VENTURE CAPITAL INITIATIVE TO INVEST IN E-COMMERCE COMPANIES

Sonae has just launched **Sonae E.Ventures**, a venture capital initiative which aims to invest in e-commerce businesses in the retail area. **Sonae E.Ventures** opens the doors for entrepreneurs to rely on a reputable partner such as Sonae and obtain the necessary funds to develop their businesses.

Eduardo Piedade, director of the project investment team, confirms that "Sonae E. Ventures plans to invest in e-commerce businesses in the retail area that are in the initial phase of growth. In addition to financial support, we are making our skills and know-how available in order to explore new frontiers and develop value-generating businesses. As a result, **Sonae E.Ventures** will contribute to the development of innovative projects and the support of entrepreneurism."

Sonae E.Ventures plans to make investments of up to 500 thousand euros per project - though higher amounts may be equated, depending on the respective merits - while looking for partnerships in which the entrepreneur leads the company and maintains most of the capital in their business, taking advantage of the key skills and strategic assets of Sonae, as well as its network of relations.

Sonae E.Ventures plans to support ambitious entrepreneurs and invest in e-commerce businesses with disruptive capacity and internationalization potential within a wide range of sectors, such as food, household articles, sports articles, home improvement, computers and electronics, decoration, fashion, accessories and footwear, health and beauty, other specialized retail goods, etc. Additionally, investments may be made in ancillary e-commerce businesses, capable of adding value to online companies in areas such as digital marketing, content, social networking, etc.

Entrepreneurs interested in benefitting from the advantages provided by **Sonae E.Ventures** must apply as candidates via the website www.sonaeeventures.com. The selection process takes place in seven phases, and the first is completed within a space of just 3 to 4 weeks. In the end and after a more detailed process of analysis, a partnership agreement is signed, creating value for all the parties involved.

Investment analysis takes into account the phase of the company, the attractiveness of the sector, international profile, business model, management team, investment amount and potential return.