PRESS RELEASE /

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Continente brand food products in the Export market

SONAE IS INTERNATIONALIZING THE CONTINENTE BRAND FOR THAILAND

Sonae has started exporting Continente brand products to Thailand, continuing its internationalization strategy in the food area. The agreement extends the presence of Continent brand products into a new market.

Luis Moutinho, Sonae MC's CEO, said: "Sonae MC's export focus is part of its internationalization strategy, which aims to utilize the exceptional asset base and innovation capacity that the company holds in Portugal. Sonae and Continente are accumulating a vast range of knowledge in the creation, development and marketing of products. As a result, the company has become the market leader in Portugal and is now seeing new routes open up for international expansion through *capital light* models".

Sonae MC's wholesale activity focuses on its range of own and exclusive brands as well as the brands of Portuguese producers - as a result of partnerships with a wide range of national producers. The range of products supplied is quite competitive for the export market and has attracted the interest of retailers worldwide.

Sonae MC's Internationalization strategy therefore contributes to the development of a host of Portuguese companies, as the majority of Continente's own brand products are produced in Portugal.

"Our prospects in the international wholesale business are continued growth, given the popularity that our brands and products have won. We are looking at opportunities in several markets, including Asia, Europe, Africa and South America, leveraging business contacts and our presence in international food fairs, where participants have had the opportunity to get to know Continente brand products and see the related innovation and quality", concludes Louis Moutinho.

Sonae is a Retail company with two major partnerships in the areas of Telecommunications, Software & Information Systems & Media (Sonaecom) and Shopping Centres (Sonae Sierra). By the end of 2012, Sonae's turnover was around 4.7 billion Euros. The company's strategic objectives are: internationalization; diversification of its investment style; leveraging and strengthening its asset and skills base. For more information see www.sonae.pt.

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