PRESS RELEASE /

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Sonae reinforces is commitment to Portuguese families

Sonae allows savings of 433 million euros in card and ticket discounts

Through its retail brands, Sonae supplied Portuguese families with effective savings of 433 million euros in 2013, simplifying the management of family budgets in a very challenging economic juncture. The card and ticket discounts granted went up by 2% in the entire year, mirroring Sonae's commitment to supporting its customers every step of the way, but especially in the most difficult moments.

Luís Moutinho, Sonae MC's CEO, states that "Sonae has become recognized for standing by Portuguese families with the best products and prices, as well as for supplying a vast offer of references, allowing families to buy whatever's best suited to their wallets and preferences. This position in favour of customer interests paved the way for Portuguese families' preference for Sonae brands and was favourable to the continuous reinforcement of leadership positions in various retail businesses in 2013".

The low prices policy and promotional activities by Sonae's brands have generated a high level of customer loyalty and made the available cards successful. In 2013, the number of families with the Continente Card reached 3.4 million, earning the preference of about 150 thousand new families attracted by the benefits offered. The SportZone Card improved its penetration and customer engagement as well, currently having about 1 million families partial to sports and outdoor activities on board, contributing to SportZone's leadership in Portuguese sport retail.

Families with cards by Sonae brands already have a vast number of benefits beyond store discounts, obtaining exclusive benefits and discounts across a partner network including renowned brands in the fuel, apparel, gyms, health or insurance areas, as well as culture or sports.

Sonae is a Retail company with two major partnerships in the fields of Shopping Centers (Sonae Sierra) and Software & Information Systems, Media and Telecommunications (Sonaecom). By the end of 2012, Sonae's turnover was around 4.7 billion Euros. The company's strategic goals are: The internationalisation and diversification of investment style and the leveraging and strengthening of core assets and competencies. Find out more at www.sonae.pt.

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