Press Release

Maia, Portugal – February 19th 2014

Opening of two new "Cafés Memória" in Lisbon

Sonae Sierra and the Alzheimer Portugal Association announce a partnership with Santa Casa da Misericórdia de Lisboa

- New partnership increases the number of "Cafés Memória" to four
- The Santa Casa "Cafés Memória" will operate in Campo de Santa Clara and Chiado
- "Café Memória" is a meeting place for people with memory issues or dementia, their families and caretakers.

Sonae Sierra and the Alzheimer Portugal Association have just signed a partnership agreement with Santa Casa da Misericórdia de Lisboa for the creation of two more "Cafés Memória", expanding the project that will rely on the organization of four monthly sessions - three in Lisbon and one in Cascais.

Santa Casa's "Cafés Memória" will operate in the cafeteria of the S. Roque Museum (Lg. Trindade Coelho, near Chiado) and in Espaço Santa Casa (Campo de Santa Clara), every second and fourth Saturday of each month, respectively. The first session is scheduled for March 8. The coordination of the initiative will be assured by Santa Casa Neuroscience Awards' division that is also responsible for the scholarship Mantero Belard that promotes research of neurodegenerative diseases.

The "Café Memória" project was created in April 2013, with sessions in Sonae Sierra Shopping Centres, Centro Colombo and CascaiShopping, with the purpose of offering meeting places for the sharing of experiences and support to people with memory problems, dementia, their families and caretakers. This initiative thus aims at contributing to an improved quality of life and less social isolation these people often battle.

Since its launch, 22 sessions took place, twice a month, in the first and third Saturdays of every month, at the Portugália restaurants in Centro Colombo and CascaiShopping, respectively. In the first nine months, about 120 people participated in these sessions. 70 of them were caretakers and/or relatives of people with dementia.

Elsa Monteiro, Sonae Sierra's Sustainability Director, explains that "the success of this initiative led new companies and institutions to become aware of this issue and want to be a part of this project, and it's with great satisfaction that we sign this partnership with Santa Casa, because we know it's also its mission to address a social and public health problem increasingly relevant in Portugal such as dementia.
We're confident that, this year, we'll announce new partnerships to take the project to other regions of the country", says Elsa Monteiro.

According to **João António Carneiro da Silva, President of the Alzheimer Portugal Association**, "the creation of places for sharing and information is a growing imperative in Portugal. There are an estimated 153 thousand people with dementia and more than 90 thousand with Alzheimer's disease, and this sort of initiative can make a difference in the support of patients and their caretakers, as well as in the awareness of the general population. The partnership with Santa Casa is particularly important, since it expands the intervention scope of "Café Memória", thanks to the prestigious work this institution has developed for 515 years in the vast universe of elderly people in its care network", he adds.

Rita Paiva Chaves, Director of the Santa Casa Neuroscience Awards, adds that "at Santa Casa, we're aware of the dementia problems we face today. The increased life expectancy and low birth rate are variables that translate into a complicated future scenario. The general public's awareness of the theme and, consequently, early diagnosis, destigmatization of dementia, support and monitoring of caretakers, relatives or professionals are imperative actions that can't be ignored by society. This initiative, as well as the group of partners that support it in various ways, is representative of the conscious responsibility of all in the preparation of a sustainable future.
This partnership's objective is entirely representative of Santa Casa's mission and activity. We hope this step leads to many others in promoting the well-being of people that, in some way, know this problem well", she adds.

About Café Memória

The launch of "Café Memória" in Portugal is an initiative of Sonae Sierra and the Alzheimer Portugal Association, and has, since its launch, the support of several institutional partners: Calouste Gulbenkian Foundation; Montepio Foundation and the Health and Science Institute of Universidade Católica Portuguesa. Santa Casa da Misericórdia de Lisboa now joins this network of partners that also relies on the support of Portugália restaurants, Optimus, Delta Cafés, Sumol+Compal, Celeiro and CPP.
The creation of "Café Memória" is part of a larger project - CUIDAR MELHOR, Support for Caretakers of People with Dementia - also launched by the Alzheimer Portugal Association and the aforementioned institutional partners, which also has the support of the municipalities of Cascais, Oeiras and Sintra.

The launch of the project in Portugal is part of the social pillar of Sonae Sierra's Sustainability Policy, which includes the implementation of social projects that contribute to the improvement of the well-being and quality of life of Community members and visitors of its Shopping Centres. More information about the project at www.cafememoria.pt and www.facebook.com/cafememoriapt

About Sonae Sierra

Sonae Sierra, www.sonaesierra.com, is the international Shopping Centre specialist, with a passion for creating innovative shopping experiences. The Company owns 47 shopping centres with a market value of more than €5.8 billion euros and is present in 12 countries: Portugal, Spain, Italy, Greece, Germany, Romania, Turkey, Azerbaijan, Morocco, Algeria, Colombia and Brazil. Sonae Sierra manages and/or lets 86 Shopping Centres with a total Gross Lettable Area of 2.3 million m2 and about 8,500 tenants. In 2013, the Company welcomed more than 400 million visits in the shopping centres it manages. Currently, Sonae Sierra has 6 projects under development, including 4 for clients, and 4 new projects in pipeline.

About ALZHEIMER PORTUGAL

ALZHEIMER PORTUGAL is a national voluntary organization created 25 years ago to improve the quality of life of people with Alzheimer's disease and other forms of dementia, as well as of their family members and caretakers.

As a member of Alzheimer Europe, ALZHEIMER PORTUGAL actively takes part in the global and European movement on dementia, seeking to assemble and disseminate the most recent knowledge on Alzheimer's disease, promoting its study, investigation of its causes, effects and treatment.

Currently, Alzheimer Portugal has more than 9,000 members. Visit the association's website at www.alzheimerportugal.org.

About Santa Casa da Misericórdia de Lisboa

The mission of Santa Casa da Misericórdia de Lisboa (SCML) is the improvement of people's well-being as whole, especially the underprivileged and unprotected, since it was founded, in 1498. In the 21st century, it still carries out its original mission, but its action has grown and expanded, seeking new social answers: it develops today important work in Social Action, Health, Research, Teaching and Education, Culture, Innovation and Social Economy, managing a vast Patrimony, as well as Social Gambling in Portugal.

In 2013, it launched the **Santa Casa Neuroscience Awards**, one of them to promote excellent research in the area of neurodegenerative diseases associated with aging, namely Alzheimer's.