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2012's Report & Accounts receives two awards in national Design award

SONAE REPORT HONOURED AT *PRÉMIOS DESIGN M&P*



Sonae's "2012's Report & Accounts" was honoured in two sub-categories of the *Prémios Design M&P*. From the 329 applications, Sonae was awarded in the sub-categories "Report and Accounts/Brochures" and "Covers (Books, CD/DVD/Vinyl)", catching the jury's attention with the document's quality and attractiveness, as well as for its cover design.

The "Report & Accounts" now being honoured was developed by Sonae, with Ivity Brand Corp. as a design partner, and was based on Sonae's corporate image, whose dynamism allowed for the creation of innovative, distinctive solutions in terms of design.

Catarina Oliveira Fernandes, Sonae's Head of Communication, Brand and Corporate Responsibility, says: "This award reflects Sonae's commitment to the development of an effective communication marked by quality across its various media. With this edition of Report & Accounts we aimed to inform about the company's activities and results in a dynamic, visually attractive and distinctive piece. This award is yet another public recognition of all the work developed in the creation of a company with a determined, enthusiastic, responsible brand able to reinforce our values of innovation and creativity. For that reason, Sonae is honoured to be distinguished by an award that's become a national reference."



Sonae is a Retail company with two major partnerships in the areas of shopping centres (Sonae Sierra) and Software and Information, Media and Telecommunications Systems (Sonaecom). At the end of 2012, Sonae achieved a turnover of 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.

For more information, contact:
RITA BARROCAS
External Communication / Sonae
T. +351 22 010 4745 // E. rfbarrocas@sonae.pt
DIOGO SIMÃO
Director / BAN Corporate & Media Relations
M. +351 93 652 86 39 // E. ds@ban.pt

The two awards in the *Prémios Design M&P* enrich the list of awards received by Sonae in the branding and communication areas. Among these, internationally we should highlight the *Golden Lion* won at the Cannes International Creativity Festival and the *Red Dot Award*: *Communication Design 2011*, both of which have highlighted Sonae's corporate identity, presented in February 2010. To those can be added a *Graphis Gold Award* for the design of Sonae's corporate identity and two *Graphis Silver Awards* for the design of their "Report & Accounts" and "Sustainability Report" associated with 2010's results. These two publications were also awarded at the Festival de Criatividade do Clube de Criativos de Portugal 2012.