Press Release

Maia, Portugal, April 8th 2013

A Sonae Sierra and Alzheimer Portugal Association initiative

CAFÉ MEMÓRIA celebrates its first year of activity

- CAFÉ MEMÓRIA is a meeting place for people with memory issues or dementia, their families and caretakers.
- The initiative has mobilized nearly 400 participations and about 700 hours of volunteer work
- This project's success creates basis for an increased number of venues and partners

Sonae Sierra and Alzheimer Portugal Association are celebrating the first year of activity of CAFÉ MEMÓRIA, an initiative launched in April of last year aimed at people with memory or dementia issues, as well as their relatives and caretakers. The goal is to share experiences and offer mutual support, with the presence of health professionals and social workers.

Since its launch, has held 24 sessions, in the first and third Saturdays of every month, at the Portugália restaurants in Centro Colombo and CascaiShopping, respectively. More recently, through its partnership with Santa Casa da Misericórdia de Lisboa, two new CAFÉ MEMÓRIA were created, with sessions each second and fourth saturdays of the month, which take place at the cafeteria of the S. Roque Museum and Espaço Santa Casa, in Lisbon.

The CAFÉ MEMÓRIA sessions have been sought for the sharing of experiences and the support of people that experience everyday the effects of isolation and social prejudice towards these issues.
In its first year of activity, the project mobilized about 400 participations, mostly from caretakers and relatives of people with dementia, and was coordinated by a team comprised of two professional with the support of 30 volunteers that dedicated nearly 700 hours to the project. It also had 50 guests, specialists and people interested in the area of dementia.

The launch of CAFÉ MEMÓRIA in Portgual 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.

The creation of CAFÉ MEMÓRIA is part of a larger project - CUIDAR MELHOR, for the support for caretakers of people with dementia, also launched by the Alzheimer Portugal Association and the aforementioned institutional partners. Besides them, CUIDAR MELHOR also has the support of Sonae Sierra and the Cascais, Oeiras and Sintra municipalities, where the support offices operate, open to the community.

Elsa Monteiro, Sonae Sierra's Sustainability Director, states that "the participation level reached in this first year is an important stimulus to the continuity of the project and the broadening of this initiative's scope." For this director, "it's a subject that affects the community and requires raising awareness more actively, with a systematic support." Elsa Monteiro goes on the reinstate her confidence that "this year, we may announce new partnerships to take the project to other regions of the country."

According to **João António Carneiro da Silva, President of the Alzheimer Portugal Association,** "One year after the launch of Café Memória in Portugal, we have no doubt that this is a very important initiative, both for caretakers and people with dementia. Local answers, close to people, are increasingly fundamental, and the positive feedback we received from participants shows us that it's worth taking our efforts to other regions of the country besides Lisbon and Cascais, so they can also have their Café Memória. For Alzheimer Portugal, this is another important achievement for our cause, which wouldn't be possible without the support of all partners involved".

About Café Memória

The launch of "Café Memória" in Portgual is an initiative of Sonae Sierra and the Alzheimer Portugal Association, and has, since its launch, the support of several institutional partners: Calouste Calouste Gulbenkian Foundation; Montepio Foundation and the Health and Science Institute of Universidade Católica Portuguesa. It's also supported by a network of partners like Santa Casa da Misericórdia, Portugália restaurants, Optimus, Delta Cafés, Sumol+Compal, Celeiro, CPP and Imago Llorente y Cuenca.

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 Sonae Sierra and 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 €5.6 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 85 Shopping Centres with a total Gross Lettable Area of 2.3 million m^2 and about 8,300 tenants. In 2013, the Company welcomed more than 406 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 wiht 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.