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Sonae buys 154 million from National producers

SONAE REINFORCES ITS PURCHASES FROM NATIONAL PRODUCERS IN THE PERISHABLE GOODS AREA

Sonae reinforced its commitment to national production in the first quarter of 2014, with the total volume of purchases from domestic producers in the perishable goods area increasing more than 2% to 154 million Euros. This value reflects a strengthening of Sonae's relationship with domestic producers.

Luís Moutinho, CEO of Sonae MC, asserted that "Sonae and Continente continue to work closely with national producers and, day by day, to consolidate the long term relationships established, with this being a distinctive attitude that has allowed many agrifood companies and small producers to develop their business with confidence. We believe that cooperation between production and distribution is fundamental for the development of a competitive agrifood industry and generates profit for all parties, so that we will continue working to stimulate national production, and seek to promote efficiency and innovation in the sector".

In the first three months of the year, the Continente Producers Club reinforced its mission of supporting national producers in the agrifood sector, aiding the development of their business and innovation processes, expanding its number of associates by 8% to 267 members, including individual producers, producer associations and cooperatives. In the light of this evolution, the Continente Producers Club was responsible for sales of about 57 million euros.

The Producers Club was created in 1998 with the goal of getting Sonae and Continente closer to national producers. Its mission is the promotion of national products according to high standards in terms of quality and safety, supporting its associates in a consistent and structured fashion. Therefore, producers have a guaranteed avenue for their production and Sonae can be sure its clients are supplied with national products of proven origin and quality.

SONAE

Sonae is a Retail company with two major partnerships in the areas of Shopping Centres (Sonae Sierra) and Software & Information Systems, Media and Telecommunications (Sonaecom). By the end of 2013, Sonae achieved a turnover of around 4.8 billion Euros. The company defined as its strategic objectives: The internationalisation and diversification of investment style and the leveraging and strengthening of core assets and competencies. For more information see www.sonae.pt.

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