COMUNICADO /

Maia, 15 May, 2014

Sonae's first quarter results show greater selection available for Portuguese families

CONTINENTE REDUCES PRICES BY 2%

Sonae reinforced its value proposition for Portuguese families during the first quarter of 2014 by reducing the prices of its food products and continuing its promotional activities.

The prices charged by Continente on its food products showed an average decrease of 1.9%, helping Portuguese families to manage their budgets, and bringing them increasingly closer to Continente, which offers the best products at the best prices.

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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