Press Release

Maia, Portugal – July 10th 2014

A partnership with the Coração Delta Association and Santa Casa de Campo Maior

Café Memória expands its activity to Campo Maior

- CAFÉ MEMÓRIA in Campo Maior starts in September
- There are now five CAFÉ MEMÓRIA
- 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 protocol with the Coração Delta Association and Santa Casa da Misericórdia de Campo Maior for the first expansion of CAFÉ MEMÓRIA outside the Greater Lisbon area. With this agreement, this project with a little more than a year now has five meeting places: three in Lisbon, one in Cascais and now also in Campo Maior.

The Campo Maior CAFÉ MEMÓRIA is a project led by the Coração Delta Association, which will be responsible for its implementation in the region and the involvement of its volunteers, and has the indispensable technical support of the Santa Casa da Misericórdia de Campo Maior, which will make available health professionals to coordinate the sessions. The first session is scheduled for September.

The CAFÉ MEMÓRIA project was created in April 2013, with sessions in Sonae Sierra Shopping Centres, Centro Colombo and CascaiShopping. In February, through its partnership with Santa Casa da Misericórdia de Lisboa, two new CAFÉ MEMÓRIA were created, with sessions taking place at the cafeteria of the S. Roque Museum and Espaço Santa Casa, in Lisbon.

These initiatives aim at offering meeting places for the sharing of experiences and supporting people with memory problems or dementia, their families and caretakers. The CAFÉ MEMÓRIA project thus aims at contributing to an improved quality of life and less social isolation these people often battle.

Since its launch, 38 sessions were held and the project mobilized about more than 650 participations, mostly from caretakers and relatives of people with dementia, with the support of 60 volunteers that dedicated more than 1,150 hours to the project.

Elsa Monteiro, Sonae Sierra's Sustainability Director, highlights that "the success of this initiative, launched a little over one year ago, enabled us to take the project to other parts of the country, reaching our objective sooner than expected. This partnership is the first expansion of CAFÉ MEMÓRIA outside of Lisbon and strengthens its relevance for people with memory issues and dementia, as well as for their families and caretakers".

"It further motivates us to stay determined to make this initiative reach more people", states Elsa Monteiro.

For **João António Carneiro da Silva, President of the Alzheimer Portugal Association,** "Café Memória is, undoubtedly, a very valuable project for Alzheimer Portugal. These proximity and close contact initiatives for caretakers and people with dementia help us strengthen our idea that we need a society that fully integrates people with dementia and acknowledges their rights, thus eliminating the stigma and social isolation. We're now taking the first step to carry Café Memória farther, to more people affected by the problem of dementia that live outside of large cities. We hope this is only the first of many Café Memória spread throughout the country."

Commander Rui Nabeiro, President of the Coração Delta Association, states that "this partnership is a tremendously positive initiative, since it raises the quality of life of many people that suffer from memory issues or dementia, their families, and caretakers living in Campo Maior and its neighbouring municipalities.

Coração Delta is a part of this project because we're aware of the harsh reality of many families in Alentejo. I believe we all play a key role in society - there's always something to be done, and no matter how insignificant our contribution may seem, we must always consider it a question of compromise, participation, and shared responsibility for life in society.

The implementation of Café Memória in Campo Maior will activate and help those affected, eliminating the harsh social stigma and isolation they suffer with.

The goal of this partnership is perfectly in tune with the values and mission upheld by the Coração Delta Association. We hope this initiative becomes an example and wills more entities to join us in the defense of this cause throughout the country. The promotion of the well-being of people that suffer these pathologies must be a national concern, since it's a relevant public health problem in Portugal", he added.

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 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 €5.6 billion euros, and is present in 4 continents and 13 countries: Portugal, Algeria, Azerbaijan, Brazil, China, Colombia, Germany, Greece, Italy, Morocco, Romania, Spain and Turkey. Sonae Sierra manages and/or lets 82 Shopping Centres with a total Gross Lettable Area of 2.6 million m2 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 3 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.

About Coração Delta Association

Coração Delta - is a welfare Association that's a part of the Nabeiro Group, created in 2005 with the purpose of developing community projects, namely volunteer and social support programs. The Nabeiro Group companies and their employees are its members.
Currently, the Coração Delta Association has several assets and services for community development, such as the Alice Nabeiro Education Centre, early intervention, support services for children and young people, the "Tempo para Dar" project for the elderly, volunteering, environmental and citizenship projects.

About Santa Casa da Misericórdia de Campo Maior

SANTA CASA DA MISERICÓRDIA DE CAMPO MAIOR is a Private Welfare Institution with a deeply humane history and cultural matrix. Its activity is a parte of the Portuguese solidarity and social protection newtwork, and the dynamics of its initiatives reveal a social awareness in the exercise of citizenship to benefit the most vulnerable, in a situation of marginality or exclusion. Well aware of the new challenges of modern society, it has recently created the Alzheimer.M@ior office, to improve the quality of life of people with dementia and their caretakers. Visit the Misericórdia website at www.scmcm.org.