PRESS RELEASE/

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Sonae's parapharmacies are market leaders and will be available for partnerships

SONAE MAKES WELL'S AVAILABLE FOR FRANCHISING

Sonae will give businessmen and entrepreneurs the opportunity to develop business in the parapharmacy and optician's area through Well's *franchising*. Sonae's brand, specialist in the health area, well-being and opticians, is the leader in the Portuguese market and already owns 150 stores in the whole country. The new Well's stores in *franchising* may be new spaces to open for this purpose or the result of the remodelling of the already existing stores (parapharmacies and/or opticians), which will benefit from all of the advantages of Well's, in terms of the brand's strength, the range of products, prices, the concept of the store and a unique promotional offer, based on the Continente card.

Luís Moutinho, Sonae MC's CEO, said: "Sonae has been trying to support businessmen and entrepreneurs in the revitalization or creation of new businesses in several areas of the activity. The opening of Well's to *franchising* will, once again, make the knowledge and competency of Sonae in the retail and health sector available for the interested partners in this sector, of which we are the leaders in Portugal".

Well's franchised stores will have the same identity as Sonae's stores and may be centred in the parapharmacy or optician's business, or combine both activities. Additionally, Well's stores can also count on the already existing unique services, as for example, Beauty Centres.

Well's offers a wide range of products, that include non-prescription medicines, dermocosmetics, first aids, food supplements or baby food and also oral hygiene, prescription eyeglasses, sunglasses or contact lenses. To reinforce the brand's value proposition in the health area, Well's has expanded its offer with new services, always partnering with the best experts of each area.

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 over 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. Learn more at www.sonae.pt.

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Besides offering the most recognized brands at the best prices and investing on professional and specialized counselling, Well's offers their partners the opportunity of being associated with the Continente card, which today has a basis of over 3.4 million families in the whole country.

Well's invests in the partner's follow-up

Sonae's franchised in Well's will benefit from the support and follow-up of a dedicated team, namely with a permanent *back office* , of specific training for the store's opening and for new collaborators, in addition to the support in the development of the work's project, including the *layout*, the image and the merchandising. Well´s also makes qualified pharmacists and optometrists available, assuring a specialized and unique service that characterizes the brand.

Well's stores in *franchising* benefit from information systems that are integrated within Sonae, which facilitates the management and business logistics for the partner and allows the businessmen and their teams to focus their attention on the service for the client.

About Well's

Well's is a brand from Sonae, specialist in the health area, well-being and opticians. With 150 stores in Portugal predominantly located nearby the Continente hypermarkets, Well's is today the market's leader within the channel in which it operates.

Well's has a vast range of non-description medicines, the most recognized brands of dermocosmetics, weight loss products , food supplements, everything for the mother's and baby's health, orthopaedics, oral hygiene and opticians.

In addition to offering the best products and the best prices, Well's invests in the professional and specialized follow-up. Therefore, to reinforce the brand's value proposition within the health area, Well's has expanded its offer with new services, always partnering with the best experts.

Nowadays the brand counts on Beauty Centres (in partnership with Sorisa, the most experienced and prestigious aesthetics company in Portugal), MALO CLINIC dental clinics (worldwide leader in Implantology and Dental Aesthetic), Hearing Screenings within the Well's Opticians stores(in partnership with Medical Acoustic, Portugal's leader in the diagnosis and treatment of hearing loss) and a new program to Stop Smoking (in partnership with Facilitas, European leader in this area with a success rate of 90%).
Feel good, feel Well's.