PRESS RELEASE /

Maia, 5th January, 2015

Internationalisation strengthened through "capital light" strategy

SONAE ENTERS GEORGIA WITH ZIPPY STORE

Sonae increased its international activity by opening its first Zippy store in Georgia. This expansion is part of Sonae SR's development strategy, which brings together developed markets and countries with strong dynamic economies.

Miguel Osório, Sonae SR and Zippy manager, stated that "Sonae's internationalisation aims to capitalize on its brands' distinctive factors on a worldwide level, exploring their respective competitive advantages, based on the design and quality of their products. Entering in Georgia represents one more important step in this strategy, as it allows us to strengthen our activity in the Caucasus region and reach an increasing number of clients."

Zippy's new store is located in Tbilisi, the capital and biggest city in Georgia, occupying an area of over 200 square meters in the UTT Mall shopping centre. The store offers clothing, footwear and accessories for babies and children, all adapted to the local climate, as well as childcare items.

The opening of a new store in the country is expected for 2015, which has a high economic growth rate. According to data from the World Bank, between 2014 and 2016, Georgia should have a GDP growth equal or superior to 5%, becoming one of the most dynamic countries in Europe and Central Asia.

The expansion to Georgia integrates the franchising agreement made with the Fawaz Alhokair Group in 2012 for the Caucasus region, which already made Zippy's entrance possible in Azerbaijan and Armenia.

Zippy is currently present in 19 countries through its own stores and under a franchising framework, including wholesale models and store-in-store formats on an international level.

IMPROVING LIFE

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 2014, Sonae achieved a turnover of over 5 thousand million 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. Find out more at www.sonae.pt.

For more information, contact:
RITA BARROCAS
External Communication / Sonae
T. +351 22 010 4745 // E. rfbarrocas@sonae.pt
DIOGO SIMÃO
Director / BAN Corporate & Media Relations
M. +351 93 652 86 39 // E. ds@ban.pt