PRESS RELEASE

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Registration for Contacto Programme runs until 19th April and includes a competition that gets young people to imagine the future of Sonae

Sonae companies select young talent through avatar games and an innovation challenge

The Contacto Programme, an initiative of the Sonae companies to recruit high-potential youth is open to entries until 19th April. This year's programme begins with the Sonae Future Quest 2015 challenge, an innovation contest developed through the Contacto Network (Rede Contacto), Sonae's social network, and that will get the candidates to imagine the future of Sonae. Intending to make use of the potential, and not only the academic achievements of the candidates, the selection will be based on an analysis of talent avatars and on their imagination. The best will be invited to intern at Sonae companies, having the opportunity to work directly with their leaders and work on a strategic mission for the Group.

The Sonae companies are launching the Sonae Future Quest 2015 (sonaefuturequest2015.com). This initiative, which is part of the Contacto Programme, intends to select young people with high potential for the Sonae companies and makes it possible to assess candidates based on their potential and ability to imagine and create, going beyond their academic results.

Isabel Barros, Head of Talent Management at Sonae, says: "By bringing innovation and disruptive tools such as avatars and social networks into the selection process, Sonae favours talented youngsters who, in addition to the knowledge they have acquired, stand out for their creativity, team spirit and capacity to work and learn."



Until 19th April, the bachelor's and master's degree final-year students and recent graduates, must register on the Contacto Network (contactosonae.com), by filling out their profile and CV. After registration, and fulfilling the criteria for participation, they will receive an email invitation to access Sonae's MighTworld (sonaefuturequest.mightworld.com). There they can find and

Sonae is a retail company with two large partnerships in the areas of Shopping Centres (Sonae Sierra) and Software and Information Systems, Media and Telecommunications (Sonaecom). At the end of 2014 Sonae posted turnover of around 5 billion euros. The company's strategic objectives are: internationalisation, diversification of investments and leveraging and boosting assets and skills bases.
Find out more at www.sonae.pt

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showcase their avatar, a 3D figure designed exclusively by artist Diogo Machado, which embodies the candidate's as seen by the people who know them best (family, friends, colleagues and mentors, etc.). Alongside this, as part of the innovation challenge to assess the candidates' potential, they have to put forward a futuristic idea for one of the Sonae companies and can choose formats such as video, photos, games or any other type of material, so long as it is in digital format.

The best will be invited to the Assessment Day. This event, held on 29th April, will feature several challenges and teamwork that will be the final test for candidates. The selected candidates will participate in the Contacto Day, scheduled for 26th May, where they will can meet and talk to Sonae managers and will be to an internship at one of their companies.

The Contacto Programme has already received over 4,500 young people on the Contact Day

Sonae launched the Contacto Programme in 1986 to create a significant opportunity for communication with the university community and to enable recruitment of young people. The Contacto Programme provides an opportunity to find out about Sonae's strategies and development plans, from the inside through direct contact with its main leaders. It is also a gateway for young talent to the Group's Companies.

In total, more than 4,500 young people have taken part in the ''Contacto Day'' and a few hundred of these eventually worked with the teams at Sonae companies.

Features of the avatar in the image:
(head) PASSIONATE - Filled with love
(body) INNOVATOR - I just thought of something new!
(arms) COLLABORATION - Let's make it together