PRESS RELEASE /

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Registration for the Contacto Programme is open until 19th of April and includes innovation challenge

SONAE COMPANIES SELECT 50 YOUNG TALENTS IN THE 2015 EDITION OF THE CONTACTO PROGRAMME

Sonae companies will give 50 final year undergraduates and recent graduates an opportunity to work directly with the leaders of the various businesses and to cooperate in a strategic mission for Sonae, in Sonae Industry or Sonae Capital, through the Contacto Programme. Those interested should participate in the Sonae Future Quest 2015 challenge, which will be taking place until the 19th of April.

The Contacto Programme, Sonae Companies' initiative for recruitment of young people with high potential, has an innovative format this year, integrating the Sonae Future Quest 2015 (sonaefuturequest2015.com). This challenge allows an evaluation of the candidates based on their potential and capacity to imagine and create, going beyond their academic results. Those interested should fill out their profile in the Contacto Network (contactosonae.com) and, if eligible for the programme, will be put to the test to find out their potential, through a gamified system in which an "avatar swap" materializes the potential recognized by people who know them best (relatives, friends, teachers, colleagues, among others). As well as this, the applicants are pushed to "imagine and create", presenting their future vision of one of the Sonae businesses by the 19th April.

By introducing innovation and disruptive tools in the selection process, Sonae favours young talents who stand out not only for the knowledge they have acquired, but also for their creativity, team spirit and ability to work and to learn.

Candidates who stand out for their competencies and abilities will be invited to take part in the Assessment Day, during which there will be various challenges and dynamics to help the selection of the 50 young recruits that will have the opportunity to take part in the Contacto Day as Contacto Trainees 2015. The internships will commence in September and the participants will have the opportunity to keep working in networks and projects that are relevant for Sonae's businesses and products, whilst at the same time keeping up with the responsibilities attributed to their internship.

Isabel Barros, Sonae's Head of Talent Management, stated that: "Sonae supports the training and development of young people throughout their training in a decisive way, developing many initiatives which aim to prepare them for the job market. The Contacto Programme is one of these initiatives, catered towards national and international final year undergraduates and recent graduates. This year, through the Sonae Future Quest, the programme aims to challenge young people who have the ability to imagine and create a future, who are capable of learning and working in a collaborative way."

The **Contacto Programme has already received over 4500 young people on Contacto Day**

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.

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Sonae launched the Contacto Programme in 1986 with the aim of creating an important moment in communication amongst university students and in order to allow the recruitment of young people. The Contacto Programme gives students an opportunity to get to know Sonae's strategies and development plans from inside, having direct contact with its main leaders. It is also a gateway for young talent to enter the group's businesses.

In total, over 4500 young people have participated in "Contacto Day", with several hundred of these having come to work for Sonae Enterprises.