PRESS RELEASE /

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Sonae strengthens global expansion of its brand of outdoor sports goods

# SONAE EXPANDS BERG TO FRANCE AND DENMARK AND ENTERS AMAZON UK

Sonae has strengthened its global activity by taking Berg into new markets. Sonae's outdoor sports goods brand is now available in France and Denmark through local distributors as well as at European level via the Amazon online platform in the United Kingdom.

Susana Barros, director general of Berg said: "Sonae has demonstrated an enormous capacity to develop brands that are able to compete and succeed in the international market, as is the case of Berg. Our products bring together quality, innovation, technicality, design and an attractive price, responding to the needs of the most demanding of customers. The global expansion process is not easy, but strong international brand acceptance makes us confident in the development of new growth avenues for Berg, exploring alternative expansion formats."

Entry into the French and Danish markets through distributors makes Berg available in sports shops in these countries as well as on specialised platforms and through shopping clubs.

As part of its process of investment in new channels, Berg has partnered with Amazon to provide over twenty exclusive products on the UK platform, in the clothing, footwear and outdoor equipment areas. Amazon UK serves the entire European market and is an important fashion and sports brands showcase.

In the first quarter of 2015, Sonae SR, Sonae's specialised retail area that includes the Berg brand, posted sales of 299 million euros, with international business growing 5.7% as a result of new store formats and a focus on a capital light strategy, which includes partnerships, franchising and exports.



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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