PRESS RELEASE /

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Contacto Programme becomes internationally relevant and recruits young talents, assuring diverse and heterogenous profiles

SONAE RECRUITS 50 EXTRAORDINARY YOUNG TALENTS THROUGH THE 2015 CONTACTO PROGRAMME

Sonae Enterprises put on yet another edition of Contacto Day, an event whose objective is to welcome 50 young talents (Contacto Trainees) that will join its various businesses.

Over the course of the day, which took place in the Casa das Artes in Porto, the Contacto trainees had the opportunity to present themselves to the management team, including the co-CEOs Paulo Azevedo and Ângelo Paupério, to get to know their mentors, and to strengthen the contact with their mentors and their understanding of Sonae's various businesses. Contacto Day represented the moment to celebrate and recognise the investment and efforts put in by the young recruits throughout the Sonae Future Quest (www.sonaefuturequest2015.com), a challenge launched this year which allowed the evaluation of the young recruits based on their potential and their ability to imagine, create and work in a collaborative way, as well as their academic results.

The Contacto Programme received over 1000 applications from national and international final year undergraduates and recent-graduates. This edition of the Contacto Programme has attracted the biggest number of nationalities, with selected people coming from Portugal, Spain, Brazil, Poland, Italy, Ukraine and Vietnam. Another important aspect to highlight is the heterogeneity of the recruits' academic profiles and backgrounds, with people coming from degrees in Fashion Design, Management, Finance, Marketing, Maths, Biochemistry, Engineering, Communication Sciences, Information Technology, Human Resources, Biology, among others.

Isabel Barros, Sonae's Talent Management and Development Director, stated: "The Contacto Programme has played a fundamental role in identifying and recruiting young talents for Sonae Enterprises. The rising number of applications, many of which are international, shows that Sonae Enterprises are effectively desirable for young people to start their careers and have good opportunities for their personal and professional development".

The young people selected through the Contacto Programme will join one of Sonae's businesses, carrying out a specific role based on their profile and motivations. In addition, they will have a transversal challenge whose main objective is to encourage their rapid development and promote the active involvement of these young people in the future of Sonae Enterprises.

The Contacto Programme was launched in 1986 with the aim of creating an important moment in communication among university students and in order to allow the recruitment of young people. Hundreds of young people have joined Sonae Enterprise teams through this programme, and today are recognised leaders within them.

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

The selection of candidates for the 2015 edition of “Contacto Day” was done through the Contacto Network (www.contactosonae.com), a platform which now has 33,000 users and is a pioneer in establishing a continuous relationship between the business group and university students.