PRESS RELEASE

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Sonae's sports retail chain reinforces international presence by opening in Amiens

SPORT ZONE ARRIVES IN FRANCE

The multinational Sonae has reinforced its internationalization by opening in France the first store of its sports goods retail chain Sport Zone. This opening serves Sonae's growth strategy, which is set on the rising expansion of its brands by exploring competitive advantages and alternative growing paths based on formats such as partnerships, franchising or exports.

Miguel Mota Freitas, CEO at Sonae SR, says, 'Sonae has developed retail formats and brands that are conquering the interest of both customers and partners around the globe. Our sports area is already selling its innovative products in more than 20 countries and will now spread its network of stores to a new country, opening its first unit in France. French families, as in other countries where we are already present, will have access to innovative sports products at the best prices, while also benefitting from a specialized and distinctive service.'

The first Sport Zone store in France will be in Amiens, in the north of France, at the Carrefour Shopping Centre, and will be ran as a franchising by a local operator. The Sport Zone store inaugurated today occupies an area of about 1,000 square metres, providing customers with a wide offer of the world's main sports brands, while also introducing in the market new and innovative products of its exclusive and represented brands.

Among the brands available in France are Berg Outdoor (outdoor wear and equipment), Berg Cycles (cycling), Deeply (casual wear and water sports), Outpace (running) and Doone (fitness and bodybuilding).

Sport Zone is the sports retail specialized brand of Sonae, since long a leader in the Portuguese market. Created in 1997, it offers a broad variety of sports products and equipment of several brands, with more than a hundred stores worldwide, namely in Europe and Asia, including countries like Portugal, Spain and India. Furthermore, Sport Zone markets its exclusive brands and innovations around the world, already reaching 22 countries through its wholesale operation.

Sonae is a Retail company with two major partnerships in the areas of Shopping Centers (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 internationalization and diversification of its investment style and the leveraging and strengthening of core assets and competencies. Find out more at www.sonae.pt.

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As per its mission, Sport Zone projects a strong motivational spirit and the promotion of sports practice by developing multiple initiatives, ranging from the organization of sports events to the sponsoring of athletes, clubs and sports associations.