PRESS RELEASE /

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Brand concentrates Sonae's social responsibility initiatives in Arts and Culture

SONAE EXPANDS THE SONAE ART BRAND INTERNATIONALLY

The Sonae Art brand, responsible for concentrating all Arts and Culture related initiatives within the Group, promoted a concert in Madrid by the *Orquestra Sinfónica do Porto - Casa da Música*. This initiative introduced Portuguese symphonic music to the Spanish audience, providing the musicians with an opportunity to perform at one of the most prestigious stages of the Spanish capital, all made possible by the exclusive support of Sonae and Worten, as Patrons of the Resident Groups' Tours of Casa da Música.

Sonae and **Worten** support, for the second consecutive year, the internationalization of the *Orquestra Sinfónica do Porto Casa da Música*, thus reinforcing the presence of the **Sonae Art** brand abroad**,** the pillar of Sonae's corporate responsibility policies, responsible for all actions supporting, promoting and fostering Arts and Culture. Every year, Sonae invests about 10 million euros in corporate responsibility actions, from environmental awareness, culture and entrepreneurship to education, health and sports, science, innovation and, of course, social solidarity.

Catarina Oliveira Fernandes, director of Communication, Brand and Corporate Responsibility at Sonae, tells us, 'Culture is at the core of our corporate responsibility policies, for we believe the Arts stimulate creativity and innovation, values that are deeply rooted in Sonae's identity. We are a company run by people to serve people, with strong ties to the communities where we operate, actively contributing towards their development while fulfilling our mission to bring the benefits of progress and innovation to as many as possible. This initiative in Madrid strengthens the internationalization of the **Sonae Art** brand**,** responsible for concentrating all actions supporting, promoting and fostering Arts and Culture.'

The **Sonae Art** brand is currently associated with projects such as *Casa da Música*, the Serralves Museum and the National Museum of Contemporary Art – *Museu do Chiado*, among others, while also organizing its initiatives on their own or in partnership, like the Sonae Media Art Award or the Sonae Serralves artists' residencies.

Furthermore, **Sonae Art** is also Patron of the Resident Groups' Tours of Casa da Música, among which is

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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Orquestra Sinfónica do Porto - Casa da Música whose performance in Madrid was exclusively supported by Sonae and Worten. Led by the principal conductor **Baldur Brönnimann**, the Casa da Música Group performed at one of the most renowned concert halls of the Spanish capital, taking to the stage mostly pieces by Portuguese composers, like Joly Braga Santos and Pedro Amaral, including also the work of Chostakovitch.

As a result of Sonae's support, the Orchestra has been performing abroad more and more often. Recent seasons have included performances at some of the most prestigious concert halls of Vienna, Strasbourg, Luxembourg, Antwerp, Rotterdam, Valladolid, Madrid and Brazil, besides being a regular guest in Santiago de Compostela and at the Gulbenkian Auditorium.