PRESS RELEASE /

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Innovative project represents upgrade to the Continente Loyalty Card
and adds the advantages of a universally accepted MasterCard with no annual fees

SONAE LAUNCHES UNIVERSO CARD

- **Sonae merges its stores' and partners' loyalty and payment cards into one single card**
- **Launching campaign offers 3% on purchases paid with the Universo Card at Continente**
- **Card offers 1% in purchases made at any commercial establishment that takes MasterCard, as well as up to 16 cents per litre at the participating Galp stations, all with no annual fees**
- **Card allows to choose payment methods and due dates for each purchase, one of the several innovative features this Card will be introducing in Portugal**

Today Sonae is launching the **Universo Card**, a unique and innovative product in the Portuguese market that gathers the several loyalty and payments cards from Sonae insignias into one, while also adding the advantages of a universally accepted MasterCard card with no annual fees.

Every card into one

The new Card is an upgrade to the Continente Loyalty Card and is set to be a discount platform for Portuguese families, integrating Sonae stores as well as the growing network of partners within the Continente program. Additionally, this card will be maintaining the payment advantages offered at Worten, Sport Zone and remaining Sonae stores, as, for example, the access to special payment methods with no interests whenever available at the stores.

The Universo Card has come to integrate the loyalty programs from Sonae insignias, which means it will merge into one single card the Continente Loyalty Card, the Worten *Resolve* Card and the Sport Zone Loyalty Card. By activating the Universo Card, clients will automatically become members of all these programs and enjoy all their advantages, at Sonae stores and at Galp.

When paying with the Universo Card, clients benefit from 1% discount on all purchases made at any commercial establishment part of the MasterCard network in Portugal or abroad.* In fuel, the partnership with Galp offers discounts up to 16 cents per litre.

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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Furthermore, clients can benefit from additional discounts during specific periods, depending on the Universo Card promotional campaigns. This is the case of the launching campaign in which the discount offered in purchases paid with the Universo Card at Continente stores will go as high as 3% (an added discount to everything Continente already offers).

Clients can activate the Universo Card at any Continente, Worten o Sport Zone store. Clients that already have a payment card from Worten, Continente or Sport Zone will receive the new Universo Card at home, with the necessary instructions for the migration.

The creation of the Universo Card is part of Sonae's innovation policy that looks to anticipate and satisfy customers' needs, while also fulfilling Sonae's mission of bringing the benefits of progress and innovation to a growing number of Portuguese families.

The Universo Card is based on a state-of-the-art technological platform, developed together with the MasterCard and BNP Paribas P.F. partners, with the necessary robustness and scalability to introduce innovative and distinctive solutions in Portugal, which will come to benefit consumers. Among the innovations brought upon by the Universo Card is the possibility of several payment methods (including special ones defined at any given moment by the participating stores) from which customers can choose for each purchase with total comfort and confidentiality at the point of sale.

For more information, visit www.universo.pt

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