Bright Pixel

A COMPANY BUILDING STUDIO COMES TO LIFE IN PORTUGAL

LISBON, 20 April 2016 - Bright Pixel (BRPX), promoted by Celso Martinho and Sonae Investment Management (Sonae IM), comes to life in Portugal introducing itself as the most recent and differentiating Company Building Studio in the country.

Bright Pixel is focused on investing in ideas and entrepreneurs, for which it relies on a unique infrastructure that includes specialists in IT development, creative designers with over 10 years of experience in Web and mobile technology, cybersecurity, big data, as well as in critical large-scale applications for media and technology.

The goal of Bright Pixel is to attract talent, promote an agile development and test innovative solutions, in a sharing environment that fosters creativity. For that purpose, the company aspires to bring together talent, the academic world, entrepreneurs, start-ups and companies.

THE BRIGHT PIXEL (BRPX) APPROACH

BRPX will work in three phases: **Ideation**, a self-funded phase where ideas are welcomed, upon which there is a decision of investing or not in order to explore each opportunity; **Incubation**, a pre-seed investment phase, during which BRPX will invest up to 250 thousand euros to incubate ideas and convert them in a prototype and business opportunity for the next stage; and, finally, the **New Venture** phase, that is, the seed investment phase, of creating a company, looking for talent and establishing a launching strategy, which includes opening to new investors that may help accelerate the expansion plans.

BRPX will likewise develop a Labs methodology with companies, such as NOS and Sonae, that need constant experimentation to be able to innovate and find new ideas for their products and services.

BRPX is located in Chiado, on Rua da Emenda, an easy-access location where the surrounding area is favourable to the development of its activity. The goal is for it to become a unique place, divided into several spaces, creating a sharing environment where ideas and experiences can be exchanged.

WHY IS SONAE IM INVESTING IN BRPX

Sonae IM is the business unit in the Sonae Group dedicated to creating and managing a portfolio of tech companies, through an intense activity of mergers and acquisitions, in areas related with its core activity, whether in telecommunications or retail.

Sonae IM comprises a group of companies that are already leaders in their markets, including WeDo Technologies, Saphety, Movvo or S21Sec.

For Cláudia Azevedo, CEO of Sonae IM, 'Up until now, we were focused on coming in at a more developed stage of the companies. However, as part of our activity, we felt the need to participate in the early steps of the development of ideas that then grow into companies and businesses. In that sense, eventually an opportunity came along to do something different from anything that has ever been done in Portugal in the chapter of entrepreneurship. Bright Pixel emerges from this particular aspiration of Sonae IM and from the talent of a fantastic team led by Celso Martinho.'

For Celso Martinho, CEO and Founder of Bright Pixel, 'This is the fulfilment of a long-standing wish. We were fortunate to have partnered up with Sonae IM, the best ally we could have found, along with a wide network of partnerships, thus guaranteeing the optimal conditions to develop this ambitious project. We are in the heart of Lisbon and BRPX will definitely be contributing for it to continue even stronger.'

For more information, visit the website http://brpx.io/.

ABOUT SONAE IM

Sonae IM is a multinational tech company, with a clear objective to build and manage a portfolio of innovating companies. Sonae IM invests in tech-based companies that are focused on telecommunications and retail. Currently present in 12 countries, Sonae IM is already leader in some relevant markets, having companies under its wing that are already worldwide references.

For more information, visit the website http://www.sonaeim.com/.

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