COMUNICADO/

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SONAE INVITES 155 EMPLOYEES TO WEB SUMMIT

Shop operators, architects, project managers or salespeople are some of Sonae companies' professionals at Web Summit. The initiative helps with personal and professional development of employees and is part of the Group's cross-sectional digitalisation movement.

Sonae invested in the attendance of more than 150 employees at Web Summit, in 2021, hailing from all levels of the organisation and various businesses and occupations. This initiative seeks to foster our employees' personal and professional development, reinforcing knowledge and skills in areas that are essential for innovation and business transformation.

João Günther Amaral, Member of Sonae's Executive Board, stresses: 'We believe that attending events at such scale does make a difference for our people, both personally and professionally. They are a stimulus for knowledge, a networking opportunity that also allows them to learn from the best in the world. Besides the richness of the experience, the focus on technology, innovation and digitalisation couldn't be more aligned with Sonae and its businesses' strategy'.

Among the employees attending the event, half of them being women, we can find professionals of the various business units, namely retail (food, fashion and electronics), financial services, management investment or the corporate sector. Functional levels and professions are very different as well, including shop operators, architects, project managers, salespeople, analysts, ecommerce experts, product development, among others.

Web Summit is one of the world's biggest events in technology, entrepreneurship and innovation. It happens from the 1st to the 4th November, in Lisbon. This year, the estimate is that 40,000 people from all over the world will be there to learn and discuss different subjects with over 700 speakers. Although it is better known for technology and entrepreneurship, the event will also address themes such as marketing and the media, society and present days, trade, sustainability and business development.

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With the 155 Sonae employees who are joining this year's Web Summit edition, the total number of Group attendees in different editions goes up to 785, a figure that proves Sonae's effort in adding value to its people.