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Sonae Imobiliária and DuPont Safety Resources partners to implement a Health, Safety and Social Responsibility program

Sonae Imobiliária, a leading shopping centres investor, developer and manager, and DuPont Safety Resources, a consulting business of DuPont providing global solutions to protect people, property and operations, just signed an agreement to implement a 4 years program on Health, Safety and Social Responsibility.

With 382 Million visitors in 2003, more than 5,300 tenants and the strong integration of Shopping Centres within the local communities, Sonae Imobiliária is fully committed with a Sustainable Development Business Model and feels it is its duty to be a responsible and active member of the society in which it operates.

Sonae Imobiliária commenced some years ago a serious program targeting excellent Environmental Management.

The program called PERSONÆ, aims at accelerating the development of Sonae Imobiliária as the shopping centres company with the highest standards and practices on Health, Safety and Social Responsibility in Europe and Brazil.

To achieve that goal, the PERSONÆ program will leverage DuPont world-class management systems, 200-year owner-operator experience and record as one of the safest and most socially responsible companies in the world. The approach developed by DuPont Safety Resources combined the implementation of best practices for Health, Safety and Social Responsibility management with the development of Sonae Imobiliária internal capabilities through education and knowledge transfer.

A key component of Personae program and of DuPont methodology is to embed responsible attitudes and behaviours into the company culture. Social responsibility start with taking care of the people around oneself, hence protecting them from any harm: a culture of anticipation will drive the prevention of “accidents” that can cause harm to oneself or others. Personae will foster that culture of anticipation and integrate it in the attitude of each one, which will improve social responsibility and business performance.

Álvaro Portela, President Sonae Imobiliária, James A. Forsman, Global President DuPont Safety Resources and Juan-Jose Salamanca, President DuPont Safety Resources for Europe Middle-East and Africa signed the agreement for this partnership on April 22nd. A joint Sonae-DuPont team will rollout the program across all Sonae Imobiliária shopping centres in Europe and Brazil.

Sonae Imobiliária is an international company specialising in the shopping and leisure centre sector. It has a strategy of sustained growth and focus, backed by an integrated approach to investment, property development and mana Sonae Imobiliária owns or co-owns 29 Shopping centers and 1 Retail Park in Portugal, Spain and Brazil, with a total GLA of more than 1,2 million m2.

Sonae Imobiliária has more than 1,5 million m2 of GLA under management in Portugal, Spain, Italy and Brazil with more than 5.300 tenants providing the best environment for visitor and retailer alike.

In 2003 Sonae Imobiliária Shopping Centers in Portugal, Spain and Brazil had more than 382 million visits.

At the present time Sonae Imobiliária has 14 major projects under development in Portugal, Spain, Italy, Germany, Greece and Brazil with a total GLA of 484.000 m2.

DuPont Safety Resources is the authority on safe workplaces, providing more than 30 years of consulting and training experience in areas such as workplace safety, contractor safety, ergonomics and operational excellence. Formed to leverage the DuPont 200-year history of operational excellence in safety, DuPont Safety Resources helps leading-edge companies gain sustainable improvement in operational discipline, productivity, product quality, social responsibility, public image and employee morale.

DuPont Safety Resources is part of DuPont Safety & Protection, the DuPont business segment that provides solutions to protect people, property and operations.

DuPont is a science company. Founded in 1802, DuPont puts science to work by solving problems and creating solutions that make people's lives better, safer and easier. Operating in more than 70 countries, the company offers a wide range of products and services to markets including agriculture, nutrition, electronics, communications, safety and protection, home and construction, transportation and apparel.