

PressRelease

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SonaeImobiliária launches SonaeShopping.Net

Sonae Imobiliária (SI) launches today the Services Site www.sonaeshopping.net, a worldwide innovative initiative, which makes available an online business and communication support infrastructure, exclusively dedicated to its Shopping Centre Shopkeepers. The SonaeShopping project represents an €800.000 investment, and is SI's first step in the use of the virtual market place to benefit its Shopping Centres.

SI thus begins the development of the third generation Shopping Centres, which not only agglomerates shops (1st generation) and make available common infrastructures (2nd generation), but also allows Shopkeepers to benefit from more advantageous conditions than the ones available on the market, thus allowing them to reduce their operational costs.

With the collaboration of Novis Empresas and WeDo Consulting, SonaeShopping.Net will work as a platform for the requisition of previously negotiated services, offering Shopkeepers from over 3500 shops operating out of Portugal, Spain and Brazil the services of several companies, in extremely advantageous economic conditions.

SonaeShopping.Net will simultaneously work as a privileged instrument for the internal communication between Shopkeepers and the Administrations of, initially, 30 Shopping Centres and Commercial Galleries, digitalizing the communication process, with the inherent gains in speed, economy and cost reductions in telecommunications and paper.

A wider range of services and solutions

The goal of Sonae Shopping.Net is to provide its Shopkeepers with the best offers in hiring and services necessary to their daily operations, creating the conditions for a frequent and useful use of the site. The flexible and scalable way in which the site has been developed allows the future inclusion of new services quickly and easily.

In this initial stage, Shopkeepers will be able to access, in the Private Area of the site (for certified users only), a list of offers from Service Providing partners distributed in four categories: Shop Services, Connectivity Services, Shopping Centre Services and E-Shop Services.

In **Shop Services**, Shopkeepers will find a group of companies and essential services to their activity, namely Surveillance, Temporary Employment, Outsourcing, Recruitment, Insurance, Money and Values Transportation, Cleaning, Qualification Courses, Maintenance, Gardening and Plants, Sanitary, Hygiene and Disinfections, Electronic Security Systems and Legal and Tax Consultancy.

The best solutions in mobile and fixed telecommunications will be available in the **Connectivity Services** category. Furthermore, Sonae Shopping.Net will allow the creation of personalized web mail accounts needed by the shops and their collaborators, relating them to the different Shopping Centres.

Through the **Shopping Centre Services**, Shopkeepers will easily access, 24 hours a day, all the information published by the Shopping Centre, request services and authorizations to the Shopping Centre Administration and access a digital archive of all communications, thus simplifying the whole process. It will also be possible to access the Daily Sales, Operational and Problem reports available in the Digital Archive as well as visualizing the latest Management, number of Visitors and Sector Sales reports prepared by the Centre.

One of the most interactive components of Sonae Shopping.Net is the **E-Shop Services** area, a virtual area which opens the Shopkeeper the possibility to increase the dynamics of his Shop promotion through the Shopping Centre Sites on the Internet. In this area, the Shopkeeper will have available to him several technological tools which will help him to explore the wider range of possibilities derived from the use of this other channel, benefiting from the fact that he is connected to his Shopping Centre Site.