

Maia, Portugal, April 2nd 2013

A successful international initiative

Sonae Sierra and Alzheimer Association launch "MEMORY CAFÉ" in Portugal

- MEMORY CAFÉ is a meeting place for people with memory issues or dementia, their families and caretakers.
- The 'MEMORY CAFÉ' concept is a success in several countries
- The first session will take place on April 6th at Centro Colombo at "Portugália" restaurant

Sonae Sierra and the Alzheimer Portugal Association will adapt and implement in Portugal the 'Memory Café' concept, an innovative initiative for people with memory issues or dementia, as well as their family members and caretakers, to share experiences and support each other, supervised by health or social action professionals.

The goal of the MEMORY CAFÉ project is to provide a meeting place where structured, non-clinical sessions are organized in an informal and safe environment, thus contributing to an improved quality of life and reduced social isolation. It also has the purpose of promoting interaction between people with similar experiences and the participation of users in leisurely and stimulating activities, in a private and safe environment where emotional support and useful information are provided, as well as raising awareness in the Community of the dementia subject, and getting involved through volunteer work.

A successful concept in several countries, MEMORY CAFÉ now arrives in Portugal in the shape of a pilot project, which will start with a monthly session in two Sonae Sierra Shopping Centres: Centro Colombo and CascaiShopping, in the first and third Saturdays of each month, respectively.

The first sessions are scheduled for April 6th at Centro Colombo and 20th at CascaiShopping, both to be held at the "Portugália" restaurants, which will host this initiative from 9 to 11 a.m.

The launch of MEMORY CAFÉ in Portugal is an initiative of Sonae Sierra and the Alzheimer Portugal Association, and has the support of several institutional partners: Calouste Gulbenkian Foundation; Montepio Foundation and the Health and Science Institute of Universidade Católica Portuguesa. The pilot project also relies on a wide network of corporate partners: Portugália Restauração, Optimus, Delta Cafés, Sumol+Compal, Celeiro, CPP and Bial.

The creation of MEMORY CAFÉ is part of a larger project - CUIDAR MELHOR, Support for Caretakers of People with Dementia - also launched by the Alzheimer Portugal Association and the aforementioned institutional partners, which also has the support of the municipalities of Cascais, Oeiras and Sintra.

Elsa Monteiro, Sonae Sierra's Director of Sustainability, explains that "with the implementation of this concept adjusted to the Portuguese reality, Sonae Sierra intends to contribute to answering a social and public health problem increasingly relevant in Portugal as is dementia, as part of the social initiatives of the Company and its Shopping Centres."

According to **João António Carneiro da Silva, President of the Alzheimer Portugal Association**, "the creation of spaces for sharing and information is a growing imperative in Portugal, since there are an estimated 153 thousand people with dementia and more than 90 thousand with Alzheimer's disease." He adds: "furthermore, about 80% of the care provided to these people in our country comes from their families, which are scarcely supported by society."

The launch of MEMORY CAFÉ in Portugal is part of the social pillar of Sonae Sierra's Sustainability Policy, which includes the implementation of social projects that contribute to the improvement of the well-being and quality of life of the Community members and visitors of its Shopping Centres.

More information about the project at www.cafememoria.pt

About Sonae Sierra

Sonae Sierra, www.sonaesierra.com, is the international Shopping Centre specialist, with a passion for creating innovative shopping experiences.

The Company owns 47 shopping centres and is present in 11 countries: Portugal, Spain, Italy, Germany, Greece, Romania, Croatia, Morocco, Algeria, Colombia and Brazil.

Sonae Sierra manages more than 70 Shopping Centres with a market value of more than €5.8 billion euros, and a total Gross Lettable Area of about 2.3 million m² with about 8,500 tenants.

In 2012, the Company welcomed more than 426 million visits in the Shopping Centres it manages.

Currently, Sonae Sierra has 7 projects under development, including 4 for clients, and 7 new projects in pipeline.

About ALZHEIMER PORTUGAL

ALZHEIMER PORTUGAL is a national voluntary organization created 25 years ago to improve the quality of life of people with Alzheimer's disease and other forms of dementia, as well as of their family members and caretakers.

As a member of Alzheimer Europe, ALZHEIMER PORTUGAL actively takes part in the global and European movement on dementia, seeking to assemble and disseminate the most recent knowledge on Alzheimer's disease, promoting its study, investigation of its causes, effects and treatment.

Currently, Alzheimer Portugal has more than 9,000 members. Visit the association's website at www.alzheimerportugal.org