SONAE.COM, S.G.P.S., S.A.

Sociedade Aberta

Registered Office: Lugar do Espido, Via Norte, Maia

Tax number 502 028 351

Maia Commercial Registration Office

Share Capital 366 246 868

Sonaecom hereby informs, following a request of the Portuguese Securities Commission, with reference to the persons discharging managerial responsibilities’ transaction announcement disclosed on the 9th September, and repeating the information already disclosed by Sonae - SGPS, S.A., in the announcements of 15th February and 27th August 2013, that the acquisition made by Sonae – SGPS, S.A., of 73,249,374 (seventy-three million, two hundred and forty-nine thousand, three hundred and seventy-four) shares, representing 20% (twenty percent) of Sonaecom’s share capital, was executed for a global price of €113,536,529.70 (one hundred and thirteen million, five hundred thirty-six thousand, five hundred and twenty-nine euros and seventy cents), corresponding to a unitary price of €1.55 (one euro and fifty-five cents), of which will be paid €104,746,604.82 - one hundred and four million, seven hundred and forty-six thousand, six hundred and four euros and eighty-two cents – after deducting from the global price the amount of dividends paid to the previous equityholder by Sonaecom in the course of the present financial year.

Maia, 11 September 2013,

The Market Relations Representative.