



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

ANNOUNCEMENT

As required by Article 248–B of the Portuguese Securities Code and Article 14 of the Regulation nº 05/2008 of the Portuguese Securities Commission (CMVM), Sonaecom, SGPS, S.A. hereby informs, on its behalf and on behalf of its Directors, that, on 10 March 2011, Sonaecom shares were attributed over the counter, to the Directors identified below, as foreseen under the terms of Sonaecom's Medium Term Incentive Plan. The shares were valued at the closing price of 10 March 2011, i.e., 1.475 euros per share.

As a result of these transactions, the identified Directors now hold the following number of Sonaecom, SGPS, S.A. shares:

| Directors | Transaction | | | Number of shares after transaction | | | | % voting rights | |
|---|-------------|------------------|---------------|------------------------------------|--------|-------------------|--------------------|-----------------|--------------------|
| | Date | Number of shares | Unitary price | Directly | Spouse | Through Companies | Total attributable | with own shares | without own shares |
| Ángelo Gabriel Ribeirinho Santos Paupério | 10-03-2011 | 67,086 | 0.00 | 292,086 | 0 | 0 | 292,086 | 0.08% | 0.08% |
| Maria Cláudia Teixeira de Azevedo | 10-03-2011 | 21,369 | 0.00 | 21,369 | 170 | 49,862 | 71,401 | 0.02% | 0.02% |
| Miguel Nuno Santos Almeida | 10-03-2011 | 31,009 | 0.00 | 70,718 | 90 | 0 | 70,808 | 0.02% | 0.02% |
| António Bernardo Aranha Gama Lobo Xavier | 10-03-2011 | 27,949 | 0.00 | 47,631 | 0 | 0 | 47,631 | 0.01% | 0.01% |
| Ana Paula Fina Garrido Fina Marques | 10-03-2011 | 13,797 | 0.00 | 20,284 | 7,957 | 0 | 28,241 | 0.01% | 0.01% |
| David Pedro Oliveira Parente Ferreira Alves | 10-03-2011 | 23,500 | 0.00 | 64,013 | 0 | 0 | 64,013 | 0.02% | 0.02% |
| Manuel António Neto Portugal Ramalho Eanes | 10-03-2011 | 15,538 | 0.00 | 15,538 | 0 | 0 | 15,538 | 0.00% | 0.00% |
| José Manuel Pinto Correia | 10-03-2011 | 25,163 | 0.1475 | 121,468 | 0 | 0 | 121,468 | 0.03% | 0.03% |
| Ana Cristina Silva Fanha Vicente Soares | 10-03-2011 | 5,492 | 0.00 | 6,717 | 0 | 0 | 6,717 | 0.00% | 0.00% |
| Artur Carlos Gomes Loureiro | 10-03-2011 | 24,006 | 0.00 | 65,141 | 0 | 0 | 65,141 | 0.02% | 0.02% |

Maia, 15 March 2011,

The Market Relations Representative.