

SONAE INDÚSTRIA, SGPS, S.A.
Publicly Traded Company

Office: Lugar do Espido, Via Norte, Maia
Share Capital: 700,000,000.00 EUR
Registered at the Commercial Registry of Maia
under the sole registry and tax identification no. 506 035 034

BOIND LOAN “SONAE INDÚSTRIA / 2010-2017”

Interest Payment – Coupon 1

We inform “**SONAE INDÚSTRIA / 2010-2017**” Bondholders that the interest payment of the 1st coupon will occur as from the **5th November 2010**, by the following amounts:

Gross Amount	950.9222222222222EUR
IRS/IRC (21.5%)	204.4482777777778EUR
Net Amount	746.4739444444444EUR

Paying Agent – Caixa Banco de Investimento, S.A.

The settlement of the bonds’ interest payment will be made through the C.V.M., in accordance with its regulation, code C.V.M. – S3PCOE.

The bondholders subject to article 90 of IRC Code should evidence the paying entity their exemption or exemption of retention in the fountain of IRC of which they benefit from, until the end of the term established for the delivery of the tax that should have been deducted.

Maia, 18 October 2010

SONAE INDUSTRIA, SGPS, S.A.