

PRESS RELEASE

SIMAB AND TECHNOLOGICAL "BUYIN.PT" LEAD MARKETS FOR DIGITAL COMMERCE

SIMAB, the entity that manages the national network of wholesale markets in Portugal and the Portuguese technological startup BUYIN.PT, which participated in the last two editions of the "Web Summit", in 2016 as "startup ALPHA" and in 2017 as "startup BETA"- have just established a partnership agreement for the promotion of e-commerce in all wholesale markets.

As a result of this agreement, operators in SIMAB wholesale markets will have privileged access to the electronic platforms owned by "BUYIN.PT": MercaChefe.pt and BuyinPortugal.pt.

MercaChefe.pt is the first Portuguese B2B e-marketplace for the HoReCa channel and food retailer, an electronic wholesale platform, for the purchase and sale of food products for professionals, and has already started to pre-register suppliers and buyers.

Its objective is to develop a virtual market model equivalent to the face-to-face markets, a meeting place between buyers and sellers and the place where their activity is developed.

Its mission is to meet the supply needs of the HoReCa channel and food retailer of the wholesaler network.

"BuyinPortugal.pt" is the "e-marketplace B2B" in support of Portuguese exporting companies and opened internationally on February 1, 2017. The mission of this platform is to make Portuguese companies' businesses easier around the world, in access to international markets and throughout the export process.

It intends to be the "e-marketplace" of reference for Portuguese exporting companies and has established several strategic partnerships with companies that will support clients in insurance, logistics and transport services, consulting, legal services, translation services, among others.

The partnership now entered into between BUYIN.PT and SIMAB is a gateway for the operating companies that integrate the wholesale markets managed by SIMAB in digital commerce through these platforms and aims to strengthen economic cooperation among Portuguese companies, in particular encouraging digital commerce.

"BUYIN.PT" will also participate in the road show that will be promoted by SIMAB to promote the two platforms.

Lisbon and Loures, Friday, May 4, 2018

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