



**IMPRESA – Sociedade Gestora de Participações Sociais, S.A.**  
Open Society

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## **Privileged Information**

### **IMPRESA launches SIC Ventures**

According to the article 17nd of European Union regulation no 596/2014 of European Parliament and Council and the article 248º A of Securities Law Code, 2017, IMPRESA – Sociedade Gestora de Participações Sociais, S.A. informs that through its associated company SIC has made an investment in Zaask, acquiring close to 5%, the first of its media-for-equity investments led by SIC Ventures.

IMPRESA is investing in innovative projects, and has launched SIC Ventures. SIC Ventures results from IMPRESA bet in new revenues sources, mainly in the digital area, and has launched a media-for-equity program. Following the examples of various international broadcasters, SIC will promote the startup's activities on its various platforms – TV, Paper and Digital, giving greater exposure to these brands to the general public, thus boosting its growth rate. In exchange, SIC gets a stake in these companies' equity, making a financial return, on the first years of the start-up life.

The objective of SIC Ventures is to support companies focusing in B2C projects, with innovative business models in areas such as e-commerce, tourism and leisure, classifieds, health, to name a few.

## **Zaask its the first start-up to join the M4E program**

The first company to take advantage of the M4E program will be Zaask, Portuguese start-up, which makes available a services marketplace, with various alternatives to its clients, which are looking for a solution to its specific problem, for example: repair a brooking window; repair a bursting pipe, which after receiving various budgets, make the final decision using the feedback from other users. Zaask allows the client to have access to budgets of the various professional available, with a history of feedbacks and evaluations.

“We are very excited with this investment in Zaask. It’s a company with a disruptive product with high growth potential. Our objective is to increase Zaask awareness and to boost its growth potential, making it a household name when people need a service of anykind”, says Rogério Canhoto, IMPRESA Chief Revenue Officer.

"Zaask has been having a very significant growth, and we have become the solution for people and companies when they need to hire a professional across all kinds of services. Currently, we help a couple of ten's of thousands of clients, every month, in Portugal and Spain, where we have close to 5,000 professional active on a monthly basis. SIC entrance in Zaask equity capital, will push the company to another level, with always the objective to help people and companies, helping to grow the business of professionals, freelancers, micro and small companies. IMPRESA is clearly the reference media company in Portugal, with entrepreneurship part of its DNA, characteristic which is fundamental for the success of this partnership", says Luís Pedro Martins, CEO of Zaask.

Lisbon, September 17th, 2018

José Freire

Diretor Investor Relations

Lisbon, June 21th, 2018

IMPRESA - SGPS, SA