ZON Multimédia – Serviços de Telecomunicações e Multimédia, SGPS, S.A.

Public Company
Registered Office: Av. 5 de Outubro, no. 208, Lisbon
Share Capital: 3,090,968.28 Euros
Registered in the Commercial Registry Office of Lisbon
and Corporation no. 504 453 513

Qualified Shareholding

Lisbon, 27 August 2013 - Under the terms and for the purposes of Article 17 of the Portuguese Securities Code (“Código dos Valores Mobiliários” or “CVM”), ZON MULTIMÉDIA – Serviços de Telecomunicações e Multimédia, SGPS, S.A. (“ZON” or the “Company”), hereby informs that it has received today a communication from ZOPT, SGPS, S.A. as shown below.

“Pursuant to articles 16, 20 and 21, all from the Portuguese Securities Code, as well as article 2 of the of the CMVM Regulation nr. 5/2008, ZOPT, SGPS, S.A., a company with registered office in Rua Henrique Pousão, 432, 4460-191, Senhora da Hora, Matosinhos, registered in Oporto's Commercial Registry Office and holder of registry and tax number 510 488 153 (“ZOPT”), hereby informs the following:

1. ZOPT has acquired, at the present date, 89,056,777 shares representing 28.81% of the share capital and voting rights of ZON Multimédia – Serviços de Telecomunicações e Multimédia, SGPS, S.A., a public company with registered offices at Rua Ator António Silva, nr. 9, Campo Grande, Lisbon, with a share capital of 3,090,968.28 euros, registered at the Lisbon Commercial Registry and holder of registry and tax number 504 453 513 (“ZON Multimédia” or the “Company”), upon the completion of ZOPT’s share capital increase, through contributions in kind, and the transfer of said shares outside the regulated market by its shareholders Kento Holding Limited (“Kento”) and Unitel International Holdings, BV (“Unitel International”);

2. Upon the completion of the above mentioned ZOPT’s share capital increase, this company now holds a qualified holding in the Company of more than 20% of the share capital and voting rights, calculated as per article 20 of the Portuguese Securities Code;

3. In turn, this qualified holding remains attributable to Kento and Unitel International and to Mrs. Isabel dos Santos, under the terms of articles 20(1) (b) and (c) and 21 of the Portuguese Securities Code, being (i) Kento and Unitel International directly and indirectly
controlled by Mrs. Isabel dos Santos and (ii) ZOPT controlled together by its shareholders Kento, Unitel International and Sonaecom, SGPS, S.A. (“Sonaecom”), as a result of the shareholders agreement entered into between these entities;

4. This qualified holding remains also attributable to Sonaecom and all other entities in a control relationship with Sonaecom, namely SONTEL, BV, Sonae Investments, BV, SONAE, SGPS, S.A., EFANOR INVESTIMENTOS, SGPS, S.A. and to Mr. Belmiro Mendes de Azevedo, also under the terms of articles 20(1)(b) and (c) and 21 of the Portuguese Securities Code, as a result of the control relationship and shareholders agreement mentioned in 3 above."

This information is also available on ZON's Investor Relations website in www.zon.pt/ir.

Lisbon, 27 August 2013

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