

Tradição do Futuro

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JOSÉ DE MELLO GROUP NEWS



BONDALTI



Lifthium



Transforming society through education

WITH ITS IMPACT INVESTMENT
STRATEGY, JOSÉ DE MELLO SUPPORTS
INNOVATIVE PROJECTS THAT VALUE THE
ROLE OF EDUCATION AS A SOCIAL LIFT



CUF celebrates 80 years
of longevity and vitality

Cláudia Carvalho Simões: "We have
no other standard than excellence"

An overview of the
"4ª há conversa" talks

Notícias

● CUF CELEBRATES 80 YEARS OF LONGEVITY AND VITALITY



It was on **June 10, 1945**, that CUF Hospital, later called CUF Infante Santo Hospital, opened its doors to provide healthcare to the 80,000 employees of the Group and their families. Under the motto '80 anos, a vitalidade de sempre' (80 years, same vitality as ever), CUF is celebrating eight decades of dedication to healthcare, honouring its legacy of thousands of lives impacted and projecting itself into a future of innovation and excellence. Throughout the year, various initiatives will be

organised to mark this milestone, which you can follow on the [page dedicated to the celebration](#).

Read the 80th Anniversary Manifesto [here](#).



● VASCO DE MELLO RECEIVES HONORARY DOCTORATE

Vasco de Mello, chairman of the Group's Board of Directors, received the degree of Doctor Honoris Causa from the Universidade Católica Portuguesa (UCP) on February 7, in recognition of his outstanding personal and professional career. This is the highest honour a university can bestow on a citizen and, in Vasco de Mello's words, 'it is also a recognition of all the Group's employees who, over time, have made this path of growth and development possible'. The honorary title was awarded to him at the solemn session of UCP's National Day celebration.

Watch the best moments of the ceremony [here](#).



● INDUSTRY LEADERS MEET WITH URSULA VON DER LEYEN

Bondalti chairman and Cefic board member João de Mello was one of 400 European business leaders to meet with European Commission President Ursula von der Leyen in Antwerp to discuss the recently published Clean Industrial Deal. 'It's time to take action. The chemical sector,' says João de Mello, 'is ready to contribute to a stronger and more resilient Europe on a global scale.'



● JOSÉ DE MELLO TAKES PART IN THE 'PROFESSOR POR UM DIA' INITIATIVE

Teach for Portugal invited José de Mello to return to the classroom as part of the 'Professor por um Dia' initiative. Luis Goes accepted the challenge and spoke to students at Escola Primária e Secundária

Passos Manuel about 'How to use money wisely'. The activity preceded the fifth anniversary of José de Mello's partner organisation, which took place on January 31.

CNN Portugal accompanied the 'Professor por um Dia' initiative. See the report [here](#).



● **FOR THE 2024/2025 ACADEMIC YEAR, BONDALTI AND FUNDAÇÃO AMÉLIA DE MELLO HAVE AWARDED 15 SCHOLARSHIPS FOR ACADEMIC EXCELLENCE TO STUDENTS FROM SOCIO-ECONOMICALLY DISADVANTAGED BACKGROUNDS AT FACULDADE DE ENGENHARIA OF UNIVERSIDADE DO PORTO AND INSTITUTO SUPERIOR TÉCNICO.**

● **RAVASQUEIRA RECOGNISED FOR ITS SUSTAINABLE PRACTICES**

The National Reference for Sustainability Certification in the Wine Sector – a certification promoted by Instituto da Vinha e do Vinho and ViniPortugal – has recognised Ravasqueira for its responsible practices throughout the production chain. This certification attests to Ravasqueira's commitment to environmental, social and economic sustainability.

Find out more about this recognition [here](#).



● **DAVID BAVERSTOCK HAS BEEN NAMED 'WINEMAKER OF THE YEAR' BY REVISTA DOS VINHOS IN RECOGNITION OF HIS WORK OVER MORE THAN 40 YEARS IN THE SECTOR, THE LAST FEW OF WHICH HAVE BEEN SPENT LEADING WINEMAKING AT WINESTONE.**

● **JOÃO DE MELLO: 'A NEW EUROPEAN INDUSTRIAL POLICY IS A MUST'**

In an opinion piece titled 'The decarbonisation of industry and the future of Europe', published in *Expresso*, João de Mello stresses the vital importance of energy-intensive industries in achieving Europe's decarbonisation targets. Within the sector, 'the chemical industry cannot be left behind' as 'it is itself a catalyst for the energy transition', says the Bondalti chairman.

Read the full article [here](#).

● **HISTORIC SAFETY ON BRISA MOTORWAYS IN 2024**

Last year saw the lowest number of deaths on Brisa motorways in this century. There were 15 incidents, 40 per cent fewer than in 2023. Despite this significant improvement, Brisa is already going to invest 65 million euros this year to improve the accident rates for 2025.



● **CUF AWARDS EIGHT DOCTORAL SCHOLARSHIPS**

On January 16, CUF awarded five Doctoral Scholarships in Medicine valued in 100,000 euros and three Doctoral Scholarships in Nursing and Technicians valued in 30,000 euros. These grants were awarded through

the CUF Doctoral Scholarships in Medicine programme, which is celebrating a decade of existence. The scholarships are designed to support professionals from the CUF network in scientific research projects.

See the winners [here](#).



Your opinion is fundamental. Tell us [here](#) what you thought of this issue.

BONDALTI HONOURS PORTUGUESE AMBASSADOR TO SPAIN

The end of the mandate of **João Mira Gomes**, Portugal's ambassador to Spain, was celebrated at an event sponsored by Bondalti at the Hispano-Portuguese Chamber of Commerce in Madrid, attended by João de Mello, the company's chairman. Given its Iberian vocation, Bondalti recognised and praised the former ambassador's spirit of cooperation, strategic vision and enormous contribution to strengthening relations between the two countries.



WINESTONE STANDS OUT AT THE FIRST WINE FAIRS OF 2025

In February, WineStone was present at two prestigious wine fairs. The first was Vinexpo Paris 2025, with 50,000 visitors, where the company presented new products and iconic references. The second was Essência do Vinho, at the Palácio da Bolsa in Porto, where WineStone stood out with its vertical tasting of Krohn Colheita Ports (1970-2014).

FUNDAÇÃO AMÉLIA DE MELLO AND NOVA SBE TOGETHER FOR 43 YEARS

On February 28, **Fundação Amélia de Mello** and **Nova School of Business & Economics** renewed their partnership for another four years by signing a new framework agreement. The two institutions mark 43 years together in promoting academic excellence, applied research and training leaders.



APPLICATIONS OPEN FOR THE CUF +TALENTO PROGRAMME

Applications for the 15th edition of **CUF +Talent** Programme, CUF's trainee programme, are open until March 31. Do you know someone who might be interested? Access all the information [here](#).

ONE MONTH OF INOVE+, CUF'S IDEA-SHARING PROGRAMME

In its first month, CUF's revamped **inove+** is already a success: the programme has more than five thousand visits to the platform, 930 registered employees and 94 ideas submitted. **inove+** succeeded the old **i9+** and, in addition to a new name and image, features a process for submitting ideas that is more in line with CUF's strategy and needs.



STARTUPS CHALLENGED TO IMPROVE ROAD SAFETY

As part of its first open innovation programme, launched on February 17, Brisa has challenged national and international startups to rethink road safety and develop solutions to improve it. Companies can apply until the end of March with proposals that seek to increase the protection of both those who drive and those who work on the roads.

ON FEBRUARY 20, BONDALTI WAS AWARDED THE "TRANSPARÊNCIA & PERFORMANCE" PRIZE AT THE 2ND EDITION OF THE PRÉMIOS CAIXA ESG, GIVEN TO RESPONSIBLE BUSINESSES COMMITTED TO THE ENERGY TRANSITION AND EXERTING A POSITIVE INFLUENCE ON THEIR ENTIRE VALUE CHAIN.



Transforming society through education

With its Impact Investment Strategy, José de Mello supports innovative projects that value the role of education as a social lift.



Education is fundamental to achieving a dignified life, but in Portugal it was a recent achievement. In the 1970s, 26 per cent of people aged 10 or over couldn't read or write, and less than 1 per cent of working-age adults had higher education, according to the Bank of Portugal. Since then, much has evolved: according to the latest Census (2021), illiteracy is practically extinct and one in five people over the age of 25 has a university degree.

However, there is still a long way to go. The report Portugal – Social Balance 2023 shows that poverty is an obstacle to accessing high levels of education. Furthermore, according to this source, more than 300,000 minors lived in poverty in 2022. Ensuring quality education accessible to all, regardless of their socio-economic conditions, must be a mission that cuts across society as a whole – from the public sector to the private sector.

Making an impact since the 19th century

Contributing to a better educated society is an integral part of José de Mello's legacy, which dates to 1898. Founding primary schools and training centres to support its employees and their families were some of the measures implemented by the Group during its early years.

Leaving a positive mark on the country and on people continues to be part of the company's activities today, as it allies itself with agents of change and funds innovative projects aimed at young people and focused on social inclusion, equal opportunities and the role of education as a social lift.



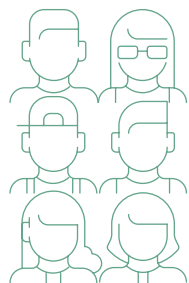
Thousands of lives impacted

One of the entities supported by José de Mello is **TUMO Lisboa**, an educational programme that complements the traditional school curriculum. This pedagogical model gives access to education in technology and creativity in various areas, from robotics to programming. It is completely free and aimed at young people aged 12 to 18, regardless of their socio-economic and school background.

Also in 2024, José de Mello teamed up with **Unicorn Factory Lisboa**, a platform created to expand the capital's entrepreneurial scene. The holding company was a global partner in three programmes that fostered young entrepreneurship and imparted skills to create and/or respond to the challenges of a business in the future. One of them was the Innovation Summer School, a summer camp for secondary school students that reserved 20 per cent of places for participants from vulnerable socio-economic backgrounds.

YOUNG PEOPLE IMPACTED IN 2024:

2024



+ than
700
TUMO Lisboa

+ than
2.300
Unicorn Factory Lisboa

11.000
Teach for Portugal

Fighting educational inequality is the mission of **Teach for Portugal**, another organisation supported. This non-profit organisation allocates mentors to the country's most disadvantaged public schools to work in collaboration with teachers. The mentors' mission is to help students succeed in school and develop other skills, such as confidence. This school year, the holding company is closely monitoring the work of mentors at Escola Básica Damião de Góis and Escola Básica e Secundária Passos Manuel, both in Lisbon.

These initiatives reflect José de Mello's everlasting social commitment. Pursuing the guidelines of its Impact Investment Strategy, the company will continue to support projects based on innovative pedagogical models and aligned with its mission to transform the country through education and entrepreneurship.



3 QUESTIONS TO

Ana Lopes

Deputy Director of the Innovation and Sustainability Department



01. What areas of intervention are part of José de Mello's Impact Investment Strategy?

At the heart of our Impact Investment Strategy is internal social responsibility, centred on our concern for people. In terms of external action, we have prioritised our ambition to transform Portugal through education and entrepreneurship. We also have a Social Emergency axis to address specific and urgent situations.

02. What led José de Mello to partner with Unicorn Factory, TUMO Lisboa and Teach for Portugal?

Knowing that education plays a fundamental role as a social lift and is central to the development and progress of society, we have established partnerships with ambitious and competent organisations that, like us, want to act in a transformative way. Our three current partnerships show innovative, scalable projects that promote inclusion and integral human development.

03. What impact do these partnerships have on society?

Given the current challenges facing public education in Portugal, José de Mello's partnerships in the field of education are helping to reduce social inequalities and asymmetries, improve social mobility and cultivate innovation in education. In the long term, they will increase the country's productivity and economic growth.

‘In companies, the legacy we leave is the creation of talent’

From an early age, Cláudia Carvalho Simões wanted to improve people’s lives through her work. That is why she studied Social Policy and entered the healthcare sector through CUF more than 20 years ago. Currently leading the CUF Academic Center, she wants to leave a positive legacy in the team.

You have a degree in Social Policy but followed a career in Corporate Management. How do the areas relate to each other?

They complement each other in the best way. I wanted to work in an area where I could contribute to a ‘better world’. And it is no coincidence that I ended up managing corporate Health, since it is an activity that has the same purpose: to make people’s lives better by contributing to their quality of life.

You’ve been at CUF for almost 25 years. What values best describe your career at the company?

Firstly, commitment and then rigour, because the sector in which we operate entails enormous responsibility. We have no other standard than excellence. In addition, teamwork is central to the way I work. And with that also comes a personal love of sharing knowledge, helping teams grow and developing individuals within teams. In companies, the legacy we leave, beyond the results achieved, is the creation of talent and the contribution to maintaining the culture and values. We leave results, but essentially people capable of continuing the project. I would love to look back and believe that I made a positive contribution to the development of those I worked with.

You’ve had a varied career at CUF, from managing CUF Infante Santo to the Go Forward programme.

Cláudia Carvalho Simões

Director of CUF Academic Center

- Born and raised in Lisbon, says that being near the sea is therapeutic for her
- Outside of work, her passions are her family and the pursuit of knowledge
- She loves travelling. Her last trip was to the Sahara Desert in Morocco, where she spent New Year’s Eve



How did you respond to all the challenges? Have you never been afraid to leave your comfort zone?

There’s no way. Even if I had that fear, I would have to overcome it because reality imposes itself in a sector that evolves every day. In such a rapidly changing world, how can any professional be afraid of new challenges? In my case, I have a natural curiosity, an anxiety for knowledge that I recognise can be an advantage. Jobs are becoming increasingly hybridised, drawing on different areas of knowledge, and we run the risk of not being able to respond to the challenges of everyday life.

You recently took over as director of the CUF Academic Center. How are you experiencing this new opportunity?

With great enthusiasm. CUF Academic Center interprets CUF’s ability to be recognised not only as a leader in the provision of care, but also as an institution that teaches, researches, trains and develops its employees or professionals in the sector outside the company. CUF has teams of excellence that carry out national and international benchmark work in areas such as teaching medical interns, teaching using simulation, clinical studies and many others. Being able to continue contributing to this project is a real opportunity.



'4ª há conversa'

An overview of enriching moments



The '4ª há conversa!' talks came to an end on January 29 and the results couldn't have been more positive. José de Mello's teams developed their soft skills, such as the confidence to make decisions and the courage to step out of their comfort zone. And they were able to do so in inspiring sessions presented by trainer and speaker João Leite.

In these talks, employees heard testimonies from Salvador de Mello, chairman of the Executive Committee, and other José de Mello leaders. These talks set the tone for the introduction of themes aimed at contributing not only to professional growth, but also to personal development.

From session to session, participation grew, with more and more employees taking an active part in the debate. The closing session reflected the results achieved over the last few months: teams that, despite their differences, came together in moments of shared learning, from which they learnt essential skills for their day-to-day work.

The '4ª há conversa!' initiative began in October and was developed by the EFR (Family Responsible Entity) team with the aim of reinforcing José de Mello's organisational culture.

Watch the best moments of the closing session [here](#).

Quiz

Test your knowledge on soft skills

1 What is assertiveness?

- a. Always saying what you think, without considering others
- b. Expressing your opinion clearly and respectfully
- c. Avoiding conflict at all costs

2 How do you give constructive feedback?

- a. Focus only on the negative points so that the person improves
- b. Use the 'sandwich' technique: praise, criticism, praise
- c. Be specific, base it on facts and suggest improvements

3 What are mistakes?

- a. Learning opportunities: they allow you to analyse what went wrong and adjust your approach in the future.
- b. Unacceptable failures to be avoided at all costs
- c. A justification for not taking on new responsibilities and avoiding risks

4 What does it mean to be stuck in your comfort zone?

- a. Feeling challenged and motivated on a daily basis
- b. Avoiding new responsibilities and tasks that involve risk
- c. Constantly looking for ways to improve and innovate

5 How should you respond to a request that doesn't fit in with your duties or availability?

- a. Ignore the request to avoid a confrontation
- b. Accept, even if it compromises your time and productivity
- c. Say 'no' clearly, explaining your reason and suggesting alternatives

Solutions

1. b) / 2. c) / 3. a) / 4. b) / 5. c)

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