Press Release

Lisbon - Portugal, November 18, 2013

## ICSC European Shopping Centre Awards 2014

# Alexa Shopping Centre is finalist at ICSC European Shopping Centre Awards

- ALEXA is shortlisted among 3 nominated for best shopping centre in the category of "Established Centers"
- For 6 years ALEXA is considered as one of Europe's most attractive destinations for shopping, trendy lifestyle and social encounters

ALEXA shopping centre, in Berlin, Germany, is one of 13 finalists for the ICSC European Shopping Centre Awards 2014, shortlisted among 3 nominated for best shopping centre in the category of "Established Centers". This was announced on by the International Council of Shopping Centers (ICSC) at MAPIC, the international fair for commercial property, which took place in Cannes, France.

Inaugurated in 2007, the project was Developed by Sonae Sierra and Foncière Euris, and is currently owned by Sonae Sierra and Union Investment. The property management is also done by Sonae Sierra.

The prestigious award distinguishes the best European shopping centres of the year in several categories. The winners will be revealed at the award ceremony of the ICSC European Conference in April 2014 in Istanbul, Turkey. The selection shows that ALEXA has achieved remarkable success related to its choice of site, planning, architecture, selection of tenants, sales results, acceptance by customers and financial returns.

"We are pleased to announce that ALEXA has been selected as a finalist for the ICSC European Shopping Centre Awards of 2014 within the category of Established Centres in Europe. This recognition rewards the work done, making ALEXA a reference for excellence within the shopping centre sector in Europe", said Sonae Sierra's CEO, Fernando Guedes de Oliveira.

The members of the ICSC jury pointed out that the ALEXA shopping centre has emerged as Berlin's and one of Europe's most attractive destinations for city shopping, trendy lifestyle and social encounters. Its Art Deco interior architecture and design was highlighted, which provides for customers a unique and relaxing atmosphere. Further features of ALEXA, which were considered for the selection, are the brand mix provided by 197 tenants, the customer-friendly approach, the marketing and digital approach to both customers and tenants' support and the food-court with 17 restaurants and gastronomic offers from all around the world. The jury also considered the innovative multi-channel tools integrated in the centre's offer, as well as the fascinating leisure and entertainment programs like e.g. "Loxx," the largest miniature railroad display in Berlin.

***About Sonae Sierra***

*Sonae Sierra, www.sonaesierra.com, is the international Shopping Centre specialist, with a passion for creating innovative shopping experiences. The Company owns 49 shopping centres and is present in 12 countries: Portugal, Spain, Italy, Germany, Greece, Romania, Croatia, Turkey Morocco, Algeria, Colombia and Brazil. Sonae Sierra manages and/or lets 84 Shopping Centres with a market value of more than €5.8 billion euros, and a total Gross Lettable Area of 2 million m2 with over 8,500 tenants. In 2012, the Company welcomed 426 million visits in the Shopping Centres it manages. Currently, Sonae Sierra has 6 projects under development, including 4 for clients, and 4 new projects in pipeline.*