Press Release

Maia - Portugal, 22nd November 2013

Fourth award in first year of operation

PromoFans® distinguished at the Eficácia Awards for its concept activation

PromoFans®, an innovative and unique multichannel promotions platform in Portugal, launched by Sonae Sierra, was distinguished at the 9th Edition of the Eficácia Awards in the Activation category, winning the competition's Silver Award.

This initiative from the Portuguese Advertiser Association (APAN) and the Consultores Group distinguished yesterday, in a ceremony that took place in the rectory of Universidade Nova de Lisboa, 56 innovative projects for their effectiveness.

Since its launch, in 2012, PromoFans® has been distinguished with national and international awards that highlight the innovative nature of this multichannel platform: the Silver Award in the Sales Promotions category at the ICSC Solal Marketing Awards, Finov - Sonae Innovation Awards and the Bronze Award in the Services category of the Sapo Awards.

Built on the "Your shopping centre with discounts" concept, PromoFans® was launched in 2012 based on an unparalleled smart shop concept in Portugal and in the shopping centre sector worldwide.

After its initial success, the platform was recently extended to Shopping Centres in Spain, where it is proving to be very popular among consumers.

PromoFans® is available online and has 222,000 followers, 800,000 visits, 93,000 unique monthly visitors on the platform, roughly 24,000 downloads from applications and a 70% adhesion from tenants in Sonae Sierra shopping centres, which enables a large variety of promotions associated to many brands.

Several brands from different market segments have already joined the platform: Zara, Zara Home, Massimo Dutti, Pull & Bear, Uterque, Lanidor, Timberland, Geox, Furla, Worten, Fnac, Sport Zone, Toys "R" Us, Continente, Sephora, Sanjam, Multiopticas, McDonald's, Cinemas Zon Lusomundo, among many others.

PromoFans® can be conveniently accessed at all times at www.promofans.pt, through free smartphone applications (iPhone and Android), Facebook, and also through interactive platforms at the promotional desks located in Sonae Sierra's participating Shopping Centres.

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 2.4 million m2 with about 8,500 tenants. In 2012, the Company welcomed more than 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.