Press Release

Maia - Portugal, November 27th 2013

One year of PromoFans®

Sonae Sierra's multichannel platform has a direct impact of €8 million on tenant sales

- 260 thousand registered users and 1 million website visits
- Spanish market with 35 thousand registrations in the first week

Sonae Sierra, the international shopping centre specialist, ascertained that, one year after the launch of PromoFans®, the success of this promotions platform directly contributed about €8 million to the tenants' sales volume, which attests the concept's relevance for retail.

PromoFans® is a multichannel platform based on the smart shop concept, and is totally innovative in retail in Portugal and in shopping centres internationally. It's available online to visitors of Sonae Sierra's 21 Shopping Centres in Portugal and, recently, also to the company's seven Centres in Spain.

Since its launch, in late 2012, around 260 thousand people signed up to the platform, around 100 thousand became fans on Facebook and the number of website visitors reached practically one million people. The tenants' adhesion amounts to 1,800 that now employ it regularly as a means to promote their goods/products, which has contributed to a greater proximity between tenants and their customers.

This month, the platform was extended to the Spanish market, where it's achieving a remarkable success, having reached about 50 thousand registrations since its launch only ten days ago. There is already a short/medium term expansion plan for its implementation to other geographies.

According to **Joana Moura e Castro, Sonae Sierra's Marketing Director for Portugal**,"*The PromoFans® platform was the first step of a journey Sonae Sierra intends to continue to develop in the digital sector, with the purpose of making available a multichannel approach with advantages to our tenants and our clients. The good results achieved in Portugal make us believe we're on a good path and we're confident in its successful expansion to other markets*", she adds.

This new channel for the dissemination of promotions is a clear Company bet on improving its visitors' shopping experience and adding value to its tenants' business, through an extremely relevant proposal to a digitally fluent consumer, increasingly attentive to good shopping opportunities.

Concept acknowledgement

In this first year of activity, PromoFans® was awarded in every competition which it entered since its launch.

It was recently distinguished with the Silver Award in the Activation category at the Eficácia Awards; it received the Silver Award in the Sales Promotion and Advertising categories at the ICSC (International Council of Shopping Centres) Solal Marketing Awards; received the Bronze Medal in the Services category at the Sapo Awards and was distinguished also at the Sonae Group's Innovation Forum (FINOV).

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 85 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.