Press Release

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ICSC acknowledges Marketing campaigns and commitment to sustainability

Sonae Sierra Brasil distinguished by ICSC

- International Shopping Centre Association acknowledges the dynamic promotion of the company
- Two centres distinguished for good sustainability practices

Sonae Sierra Brasil has just seen its activity distinguished with three awards at this year's edition of the Latin American Shopping Center Awards, which rewards the best practices in the shopping centre sector in all of Latin America. Sonae Sierra's subsidiary was rewarded for the dynamic organisation of relevant events, and two of its Shopping Centres for their bet on sustainability and operational efficiency.

Sonae Sierra Brasil won the Gold prize in the "Promotion and Events" category for its Christmas action in 2012, signed by visual artist Romero Brito. Besides this distinction, two Shopping Centres were also rewarded for their activities. Shopping Metrópole, in São Bernardo do Campo, received the Gold prize in the "Operations" category for its Sustainability in Waste Management Programme, in which employees were trained for the correct separation of waste. Parque D. Pedro Shopping, in Campinas, received the Silver award in the same category, for its Operational Efficiency programme, which successfully reduced water and energy consumption while increasing its recycling rate.

For **Fernando Guedes de Oliveira, Sonae Sierra's CEO,** "these distinctions are an acknowledgement of our management ability and the quality of our operation in Brazil and also recognize Sonae Sierra's commitment to sustainability".

The International Council of Shopping Centres (ICSC), is the largest global association of the shopping centre industry, with more than 75 thousand members in 80 countries. The ICSC Latin American Shopping Centre Awards are presented in the Association's Annual Conference, that this year took place in Cartagena, Colombia, and are the most prestigious awards in the shopping centre sector, distinguishing every year the industry's best projects in Latin America, according to the choices of a jury comprised on renowned international experts in this area.

Sonae Sierra in Brazil

Currently, Sonae Sierra Brasil owns 10 shopping centres in operation and manages two others for third parties, having created about 40 thousand jobs in the country. In total, the company owns about 500,000 m^2 of GLA with an offer of about 2,500 shops and welcomed, in 2013, more than 102 million visits in its Centres.

Over the past two years, Sonae Sierra Brasil inaugurated three shopping centres in a total investment of €351 million: Uberl|andia Shopping, in Uberl|andia (Minas Gerais); Boulevard Londrina Shopping, in Londrina (Paraná) and Passeio das Águas Shopping, in Goiânia (Goiás). The three new venues enabled Sonae Sierra to double its GLA in Brazil and were responsible for the creation of 11 thousand additional jobs.

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 47 shopping centres with a market value of more than €5.6 billion euros and is present in 12 countries: Portugal, Spain, Italy, Greece, Germany, Romania, Turkey, Azerbaijan, Morocco, Algeria, Colombia and Brazil. Sonae Sierra manages and/or lets 85 Shopping Centres with a total Gross Lettable Area of 2.3 million m2 and about 8,300 tenants. In 2013, the Company welcomed more than 406 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.