Press Release

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ICSC Solal Marketing Awards 2014

Sonae Sierra wins international marketing award

- PromoFans® earned top distinction in the "Digital Integrated Campaigns" category

Sonae Sierra, the international shopping centre specialist, was one of the European companies distinguished in this year's edition of the ICSC Solal Marketing Awards, given by the International Council of Shopping Centres. The Company stood out earning the jury's recognition and winning the most important award - the Gold Award - in the Digital Integrated Campaigns category for PromoFans® and also for being the only prize-winning Portuguese company in this year's edition of the event.
Based on the concept *"your discount shopping centre",* the multi-platform channel makes available online the promotions in the Company's shopping centres in Portugal and Spain.

The ICSC Solal Marketing Awards, held annually by the biggest association in the shopping centre sector, distinguish the best marketing campaigns in the international retail sector, selected by a jury comprised of renowned specialists.

Manuela Calhau, Sonae Sierra's Head of Marketing and Innovation for Europe and New Markets, states that "*these awards distinguish the best marketing initiatives in the sector internationally, and therefore, make us proud and motivated to continue to develop pioneering and innovative concepts in our Shopping Centres, always with the goal of offering our visitors a unique and differentiated shopping experience*". "*This is the fifth distinction earned by* PromoFans®, *which reinforces the platform's innovative and convenient character, as well as its relevance to the retail sector*", adds the responsible.

About PromoFans®:

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 was launched by Sonae Sierra in 2012.

It's available online to visitors of Sonae Sierra's 21 Shopping Centres in Portugal and, since 2013, also to the company's seven Centres in Spain, where it has become very popular among consumers.

The objective is to establish an online connection between promotions of the brands in its shopping centres and their shops, where the transactions with discount will take place.

PromoFans® has, to date, around 400,000 registered users, more than 120,000 Facebook fans, nearly 50,000 downloads from mobile apps and a 70% adhesion from tenants in Sonae Sierra shopping centres, which enables a large variety of promotions associated to many brands.

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 47 shopping centres with a market value of more than €5.6 billion euros, and is present in 4 continents and 13 countries: Portugal, Algeria, Azerbaijan, Brazil, China, Colombia, Germany, Greece, Italy, Morocco, Romania, Spain and Turkey. Sonae Sierra manages and/or lets 85 Shopping Centres with a total Gross Lettable Area of 2.7 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.