Press Release

Maia, Portugal – March 11th, 2015

Sonae Sierra and Media Markt reach an agreement for the opening of a new store at Plaza Mayor Shopping Centre

- The new store is expected to open in the autumn 2015
- Media Markt joins other fashion, restaurants and leisure offer to complete the tenant mix of the centre

Sonae Sierra, the international shopping centre specialist, has reached an agreement with Media Markt, leader in Spain in the distribution of consumer electronics, for the opening of a new store at Plaza Mayor Shopping Centre located in Malaga (Spain).

The agreement is the result of the great interest shown by both companies to adapt to visitors' current needs and preferences, enlarging the shopping centre's appeal and offer. Inaugurated in 2002, Plaza Mayor has 142 shops and restaurants, in addition to 3,200 parking spaces. In 2014, Plaza Mayor received nearly 9 million visits, registered sales of more than 95 million euros and announced an ambitious expansion project to house what will be the first 'Designer Outlet' in Southern Spain.

Following its inauguration, Media Markt will enhance the shopping centre's current offer, which includes brands such as Zara, H&M, Imaginarium or Mercadona. With the incorporation of Media Markt to the long list of national and international firms present at the shopping centre, and its recently announced expansion with a Designer Outlet, Plaza Mayor will become a commercial landmark in Spain.

According to **Alberto Bravo**, Managing Director of Property Management at Sonae Sierra for Spain, Greece and Romania, *"the incorporation of Media Markt to the Plaza Mayor Shopping Centre is very good news which highlights the efforts of our commercial department to adapt our shopping centres to our visitor's demands. We are proud that Media Markt has chosen Plaza Mayor to set up their second store in Malaga. Our experience and long presence in the shopping centre sector enables us to develop benchmark commercial offers in the sector and provide our visitors with a unique shopping experience"*.

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 46 shopping centres with a market value of €6 billion euros, and is present in 4 continents and 14 countries: Portugal, Algeria, Azerbaijan, Brazil, China, Colombia, Germany, Greece, Italy, Morocco, Romania, Russia, Spain and Turkey. Sonae Sierra manages and/or lets 88 Shopping Centres with a total Gross Lettable Area of 2.3 million m^2 and about 8,300 tenants. In 2014, the Company welcomed more than 440 million visits in the Shopping Centres it manages. Currently, Sonae Sierra has 7 projects under development, including 3 for clients, and 4 new projects in pipeline.