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Sonae Sierra and Foncière Euris announce theme of new project in Weiterstadt

Ready for takeoff: LOOP5 takes shopping to a new dimension

- 56,000 square metres of gross lettable area (GLA)
- 170 shops on four floors
- A €200 million investment
- Aviation-themed centre
- Open to the public in the spring of 2009

Sonae Sierra and Foncière Euris have announced the official name and theming for their new shopping centre in Weiterstadt near Frankfurt: LOOP5. "With its exciting aviation theme, the centre is designed to be a 'seventh heaven' for shoppers," says Álvaro Portela, CEO of Sonae Sierra. "We aim to be the main shopping and leisure attraction for the 700,000 inhabitants of the catchment area."

Sonae Sierra and Foncière Euris, international shopping centre specialists, have joined forces again to develop LOOP5 as equal partners (50 percent each), investing €200 million in the project and pursuing their strategy of redefining both shopping and leisure for customers of all ages.

With LOOP5, Sonae Sierra is continuing its strategy of expansion in Germany. LOOP5 is the second project which the company has undertaken in the country, the first being ALEXA on Berlin's world-famous Alexanderplatz, likewise a partnership with Foncière Euris. ALEXA opened its doors to the public on last September 12th and received more than 1 million visits in the first two weeks of operation. Sonae Sierra has also acquired the existing Münster Arkaden shopping centre in the city of Münster.

High-flying design

Aviation is the central theme of LOOP5. Visitors are guided through the "contemporary aviation" and "flight pioneers" areas, which are interlinked by a "jet age" mall. The food court is spanned by a folded glass roof. "Thanks to the wide range and quality of the stores, the splendid food court, the architecture, and the central location close to the A5 motorway ensuring easy access, a visit to LOOP5 will be a unique experience in terms of shopping, leisure, recreation and fun", explains Thomas Binder, Head of Sonae Sierra Development Activities in Germany.

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With 56,000 square meters gross lettable area (GLA), LOOP5 will feature an attractive blend of 170 large and midsize tenants, representing international, national and regional brands, as well as local retailers from the fashion, entertainment, electronics and other sectors. Visitors will find 1,000 square meters of exquisite food halls and catering facilities, while over 1,200 square meters are reserved for fun and entertainment.

LOOP5 is located close to the A5 motorway between Frankfurt, Darmstadt and Wiesbaden and has parking space for more than 3,000 vehicles. The car park is linked to the centre on several levels via enclosed walkways.

Conserving the environment

LOOP5, like all Sonae Sierra building sites, is being constructed according to the company's environmental management system with the aim of achieving ISO 14001 environmental certification for management of the construction process. ISO 14001 standards confirm a continuously structured process of improvement, based on planning, implementation, controlling and optimisation.

As part of its corporate responsibility strategy, the company focuses on ensuring social justice, environmental protection, and economic prosperity in order to ensure that its business is truly sustainable in the long-term sense of the term.

The “Green Centre” concept

The “Green Centre” concept answers environmental questions that have been identified in daily management of the construction work, dealing with them in an ecologically efficient manner. The factors taken into account when defining the procedures which regulate the construction work include the utilisation of natural resources (water, energy, fuel and raw materials), noise, the discharge of waste water, and the management of waste products.

For Sonae Sierra, the environmental management of construction work has always been a key component in the development of the “Green Centre” concept, which has been an integral part of the company's development over the years. According to this concept, the implementation of measures aimed at minimizing the impact of the building is guaranteed right from the concept development stage.

Sonae Sierra, www.sonaesierra.com, is an international shopping centre specialist, with a passion for bringing innovation and excitement to the shopping and leisure centre industry. The Company owns 46 Shopping Centres 1 retail park in Portugal, Spain, Italy, Germany, Greece, Romania and Brazil, with a total Gross Lettable Area (GLA) of more than 1.7 million square metres. Currently, Sonae Sierra is developing 12 more projects in Portugal, Spain, Italy, Germany, Greece and Brazil, with a total GLA of more than 400.000 square metres. In 2006, its shopping centres welcomed more than 402 million visits.

Foncière Euris specialises in the development of shopping and leisure centres in Europe. The company forms alliances with top-quality developers to invest in major projects that help revitalise urban areas. Major developments include the Carré de Soie project on the outskirts of Lyon, the Beaugrenelle shopping centre in Paris and the Manufaktura programme in Lodz, Poland. Foncière Euris S.A. is a subsidiary of the Euris Group, which also controls the Casino Group, France's second largest retail chain listed on the stock exchange.

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