

Foncière Euris



SONAE SIERRA

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Shopping and leisure centre Alexa in Berlin

**Sonae Sierra and Foncière Euris present concept and Alexa's first tenants**

- 54,000 m<sup>2</sup> of Gross Lettable Area (GLA) with 180 shops
- Total investment of EUR 290 million
- Opening planned for Spring 2007

Sonae Sierra and Foncière Euris, the owners and developers of Alexa, today presented to the public their concept as well as the first tenants for the shopping and leisure centre on the Alexanderplatz in Berlin.

Alexa, a themed shopping and leisure centre, has a Gross lettable Area (GLA) of 54,000 m<sup>2</sup>, of which 43,000 m<sup>2</sup> will be retail, 2,000 m<sup>2</sup> food and beverages, and 9,000 m<sup>2</sup> leisure and entertainment. The project is planned to have 180 shop units including 17 restaurants, and 1,600 carparking spaces.

With the opening scheduled for spring 2007 the centre will create 1,000 jobs.

The first national and international companies have already committed themselves to participate. They include Media-Saturn-Holding, Rossmann, Edeka - Reichelt, Douglas Holding with Douglas and Thalia.de, Zara and Intersport.

"We are pleased that Alexa will help to reinvigorate the area around the Alexanderplatz", said Álvaro Portela, CEO of Sonae Sierra.

"Alexa will act as an urban anchor of the Alexanderplatz supporting all the developments growth that are planned for this area", said Pierre Féraud, Chairman of the executive board of Foncière Euris.

The centre concept and design is a tribute to the metropolis Berlin and the Alexanderplatz with is reminiscent of the Art Deco style and harks back to the so-called Golden Years, when Berlin was considered to be the European cultural metropolis on a par with Paris and London. It was a boom time for coffee shops, variety shows, cabarets and cinemas. Alexa incorporates these leisure elements, dedicating each of them its own area: Metropolis, Dance, Music, Light, Food Court. The centre harnesses these elements to revive the tradition of the Alexanderplatz and the life-style of yesteryear and reinterpret them in a contemporary form: "Our design offers an exceptional setting for a personal leisure experience - unique, international, cosmopolitan", said Sonae Sierra director and architect, José Quintela.

PRESS RELEASE



Sonae Sierra will be responsible for managing the completed shopping and retail centre, with its excellent transport links. Alexa is directly connected to Grunerstrasse, one of Berlin's main arterial roads and only a few minutes away from Alexanderplatz, Berlin's busiest city centre commuter railway station as well as the underground and rapid-transit railway station Jannowitzbrücke.

### **Investing in accessibility, safety and environmental quality**

As in all the shopping and leisure centres run by Sonae Sierra, Alexa will fully comply with the strictest and most demanding quality standards that the Company implements in all its enterprises, especially with regard to comfort, security and environmental protection.

Therefore, the new centre will be equipped with the most advanced systems in areas such as sorting and treatment of waste, and monitoring of the water and air quality.

*Sonae Sierra, [www.sonaesierra.com](http://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 or co-owns 39 Shopping Centres in Portugal, Spain, Italy, Greece and Brazil, with a total Gross Lettable Area (GLA) of more than 1,6 million m<sup>2</sup>. Currently, Sonae Sierra is developing 13 more projects in Portugal, Spain, Italy, Germany, Greece and Brazil, with a total GLA of more than 490.000 m<sup>2</sup>. In 2005 its shopping centres had more than 400 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 contribute to vitalising cityscapes. Work in progress includes the Carré de Soie development project on the outskirts of Lyons, the Paris-based Beaugrenelle shopping centre 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 exchange-listed retail chain.*

### **Media contact**

Silvia Peschke, Sonae Sierra

Phone: +49 (0)211-43616-230

Fax: +49 (0)211-43616-244

[s.peschke@sonaesierra.com](mailto:s.peschke@sonaesierra.com)