

Athens, Greece - July, 27<sup>th</sup> 2010

## **Sonae Sierra signs leasing service agreement with Pradera in Greece**

- **Sonae Sierra provides exclusive leasing services for VILLAGE shopping & more...**
- **Enhancing the tenant mix performance with knowledge services**

Sonae Sierra, the shopping centre specialist, just closed a leasing services agreement with Pradera for *Village shopping & more...*, a shopping centre which opened in December 1999 in Attica and was renovated in November 2008. Through this contract, Sonae Sierra will provide leasing services to the property that comprises 19,000 m<sup>2</sup> of GLA and includes retail, restaurants and a 20-screen multiplex within three levels.

Some of the main brands already present in *VILLAGE shopping & more...* are Village Cinemas, Gant, Folli Follie, Lacoste, Converse, Replay, Carpisa, Tally Weijl, Timberland/Nautica, Goody's, and Flocafé to which Sonae Sierra will bring along new tenants to serve the catchment area of 1,6 million people around the Shopping Centre, situated on the western peripheral area of Athens, in the area of Agios Ioannis Rentis, about 6 Km from the city centre.

*"We are certain that we can bring added value to VILLAGE shopping & more... by improving the tenant mix and creating an increasingly attractive destination for visitors to fulfill their shopping, service and leisure needs. This agreement proves our endeavor as a knowledge provider to third parties with more than 20 years experience in the development and management of Shopping Centres, out of which 11 in Greece."* says Fernando Guedes de Oliveira, CEO of Sonae Sierra.

*"We have every confidence in Sonae Sierra that they can provide high quality services and deliver fast and solid results, during a challenging time for the Greek retail market. We look forward to this cooperation."* says Peter Kotsikis, Pradera Head of Greece.

# SONAE SIERRA

## **About Sonae Sierra**

**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 centre industry. The Company owns 52 Shopping Centres in Portugal, Spain, Italy, Germany, Greece, Romania and Brazil, with a total Gross Lettable Area (GLA) of more than 2 million m<sup>2</sup>. The Company is also present in Colombia since June 2010. Currently, Sonae Sierra has 2 projects under construction and 9 new projects in different phases of completion in Portugal, Italy, Germany, Greece, Romania and Brazil. In 2009 our Shopping Centres had more than 436 million visits.

## **About Pradera**

Pradera - <http://www.pradera.com> - was founded in 1999 to act as a specialist management company for out-of-town retail property funds for Continental Europe. Pradera's team comprises experienced fund managers, a first class finance team and seasoned property professionals with extensive experience and connections in the out-of-town retail property market in continental Europe. Pradera's team works from offices in Athens, Istanbul, London, Luxembourg, Madrid, Milan, Prague and Warsaw. Pradera is always looking for similar new investment opportunities on the edge of major cities in southern, central and eastern Europe.