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Service provision to third parties consolidates international presence
Sonae Sierra reinforces service provision to third parties in Romania

- Two new leasing contracts for third parties
- Sun Plaza is one of the largest shopping centres in Romania

Sonae Sierra, the international shopping centre specialist, reinforces its presence in Romania with the signing of two leasing contracts for the Sun Plaza and Vivantis shopping centres, respectively, both located in the city of Bucharest.

Inaugurated in February 2010, the Sun Plaza is the largest shopping centre in Romania, with a Gross Lettable Area (GLA) of 81,000 m² and more than 135 shops and restaurants. Sonae Sierra was hired to provide marketing services with the purpose of consolidating its position as the main shopping and leisure destination in its catchment area.

The contract with Vivantis Mall also refers to the provision of leasing services. The shopping centre features 56 shops, and Sonae Sierra began its activity in this centre in April, with the purpose of extending and potentiating its retail offer, so as to answer the needs of its visitors.

According to **Fernando Guedes de Oliveira, Sonae Sierra's CEO**, "the signing of these contracts enables us to increase our activity in Romania, and is a further acknowledgment of Sonae Sierra's ability to manage and lease shopping centres, based on our experience of more than 20 years. Our objective is to create attractive spaces for their visitors and add value to the portfolio of our clients", he adds.

About Sonae Sierra

Sonae Sierra, www.sonaesierra.com, is the international shopping centre specialist, with a passion for bringing innovation and excitement to the shopping centre industry. The Company owns 49 Shopping Centres in Portugal, Spain, Italy, Germany, Greece, Romania and Brazil. Sonae Sierra is also providing services to third parties in Cyprus, Serbia, Morocco and Colombia. Currently, the Company has 3 projects under construction and 7 new projects in different phases of completion in Portugal, Italy, Germany, Greece, Romania and Brazil. Sonae Sierra manages a total gross lettable area (GLA) of about 2.2 million m² with more than 8,500 tenants. In 2010, the company welcomed more than 442 million visits in its shopping centres.