

Lisbon - Portugal, August 5th, 2013

## **Digital Communication Awards 2013**

# **Sonae Sierra is a finalist in European digital communication award**

- Sonae Sierra is one of the finalists companies for the *Digital Communication Awards 2013*
- The 2012 Economic, Environmental and Social Report is in the shortlist of the Annual Reports category

Sonae Sierra, the international shopping centre specialist, is one of five finalist companies in the Annual Reports category of the Digital Communication Awards 2013, the prestigious international awards that distinguish the most innovative projects and campaigns in the digital communication context. The 2012 Economic, Environmental and Social Report was select among more than 550 projects, whose winner will be revealed on September 20<sup>th</sup>, in Berlin, at the award ceremony.

With the publishing of this Annual Report, Sonae Sierra presents the Company's integrated performance throughout the year, simultaneously setting the environmental and social goals for the future, in all areas that may represent the most significant challenges and opportunities for the business. The 2012 Economic, Environmental and Social Report, a finalist at the 2013 Digital Communication Awards, is the ninth sustainability report presented in conformity with the A+ level of the Global Reporting Initiative (GRI).

The sustainability reporting delivers broad and fundamental information for Sonae Sierra's stakeholders and is made through the full Economic, Environmental and Social Report (both in pdf and interactive and customizable formats); "In Review" (with the highlights of the performance) and Country Performance Reports. Sonae Sierra works every year on the Report to make it more attractive and user friendly.

Another innovative aspect associated to this Report is the adoption of a digital format with a simplified information structure and features that enable an easy consultation and a customized compilation of information. Readers can also create their own Report, selecting the chapters that interest them the most, so as to produce a document based on the information most relevant to them, enabling a full and integrated read of company's activity and its global performance. It's also possible to select and compile the chapter of the synthesis reports, creating a report with country-by-country information.

### **About the Digital Communication Awards 2013**

The *Digital Communication Awards 2013* reward 38 categories, covering all digital communication disciplines and offering a broad perspective of the best projects. The jury is comprised of 31 communication specialists, both academic and acknowledged professionals of the sector. The awards will be presented in Berlin, on September 20<sup>th</sup> 2013.

### **About Sonae Sierra**

*Sonae Sierra, [www.sonaesierra.com](http://www.sonaesierra.com), is the international Shopping Centre specialist, with a passion for creating innovative shopping experiences. The Company owns 48 shopping centres and is present in 11 countries: Portugal, Spain, Italy, Germany, Greece, Romania, Croatia, Morocco, Algeria, Colombia and Brazil. Sonae Sierra manages more than 70 Shopping Centres with a market value of more than €5.8 billion euros, and a total Gross Lettable Area of about 2.3 million m<sup>2</sup> with about 8,500 tenants. In 2012, the Company welcomed more than 426 million visits in the shopping centres it manages. Currently, Sonae Sierra has 6 projects under development, including 4 for clients, and 5 new projects in pipeline.*