

Maia, Portugal, April 15th 2014

"PERSONÆ Tenant Awards 2013"

Sonae Sierra distinguishes tenants for good Safety & Health practices

- **PERSONÆ Awards raise tenants' awareness for the health, well-being and accident prevention of employees and customers**
- **FNAC in MadeiraShopping, Nespresso in Centro Colombo and the Continente hypermarket in AlgarveShopping are the winners of the 5th edition**

Sonae Sierra, the international shopping centre specialist, has just awarded the "PERSONÆ Tenant Awards'13" to the tenants that distinguished themselves in the Safety & Health area. This award is a part of Sonae Sierra's Safety, Health and Environmental Policy, and its goal is to reward the tenants that best implemented good Safety & Health practices. With this distinction, the Company intends to promote a Safety and Health culture amongst the tenants of all of its Shopping Centres.

The "PERSONÆ Awards'13" are awarded in three categories:

The winner in category A was FNAC at MadeiraShopping for the implementation of self-protection measures that include, among others, an emergency plan and training and awareness actions in case of fire to all employees, as well as training drills. The shop has a preventive maintenance plan for all equipments, namely fire fighting equipments, and its self-protection measures have been inspected by competent authorities. Additionally, FNAC's employees are trained in first aid, the shop makes available individual protection equipment, a methodology for the identification of danger, evaluation and control of professional risks, the respective equipment and employee information and records and analyzes accidents involving clients or employees, so as to prevent and minimize risks.

Category A shops are the ones with more than 1,000 m² or belonging to chains with more than 10 units in their worldwide portfolio.

The winner in category B was the Nespresso Boutique at Centro Colombo, thanks to the formal Safety and Health Policy of the company, the creation and implementation of a risk prevention and safety awareness methodology for employees, the implementation of self-protection measures that include, among others, emergency procedures, training and awareness actions in case of fire to all employees, as well as training drills. This shop also assesses hazards and dangers and adopts measures accordingly, and bets on internal communication in terms of safety and well-being, that includes the involvement of employees in drawing Safety and Health messages in cartoons. It also disseminates accidents in other shops, as a means of learning and prevention and it develops a set of initiatives that show its concern towards the safety and well-being of clients and employees.

Category B units are the ones with less than 1,000 m² and with a portfolio of 10 or less shops or franchises.

The category C award, regarding supermarkets and hypermarkets, that distinguishes only one tenant in Europe, was handed to the Continente hypermarket in AlgarveShopping for its connection with awareness campaigns for accident prevention, namely in the scope of the "World Day for Safety and Health at Work" and the "National Prevention Day".

We also highlight the "Energy Machine" initiative, aimed at the community and employees and their families, with the purpose of disseminating good Safety and Health at Work practices, improving eating habits and participation in sports, thus encouraging them to lead a healthier lifestyle. The initiative also included advice on playing safely.

Additionally, the hypermarket proved itself committed to investigate the causes of work accidents, identifying and implementing corrective measures so as to avoid futures accidents, which resulted in a decreased number of occurrences.

Also, it held daily visits of the "Safety Entertainer" for a close and effective communication with employees, and the shop is committed to organizing internal leisurely initiatives to make people aware of the importance of accident prevention.

Sonae Sierra created the "PERSONÆ Tenant Awards" with the purpose of protecting employees, tenants, service providers and visitors in all of its shopping centres. Thus, the initiative is an incentive for tenants to adopt the required measures in terms of accident prevention and anticipation, and to make their shops safer, improving the safety of the shopping centres where they operate and for Sonae Sierra's ambitious "zero accidents" goal.

Fernando Guedes de Oliveira, Sonae Sierra's CEO, highlights that *"the Safety & Health culture is one of Sonae Sierra's main pillars, and is a part of its DNA. Our concern is the effective protection of people and the complete prevention of accidents. Inevitably, it's only possible with the creation of a Safety and Health culture practiced by all, from our employees to our partners, tenants, service providers and all that visit us"*.

"In 2013, Sonae Sierra welcomed 406 million visitors in its 47 shopping centres in Europe and Brazil, and therefore, Safety & Health is an absolute priority for us", he added.

Elsa Monteiro, Sonae Sierra's Sustainability Director, highlights that *"this award, by distinguishing the best practices, helps tenants become aware and motivated towards changing behaviours, which is essential for accident prevention and Safety and Health in general"*. She also reminds that *"in 2013, the company ensured more than 22,500 hours of training and awareness on the subject, training more than 6,000 tenants and their employees. Around 500 Sonae Sierra's employees and more than 4,500 service providers were also trained."*

Sonae Sierra achieved a 66% reduction of the severity of employee accidents since 2005, and a decrease of more than 46% of absenteeism due to work accidents per employee, since the same year. Between 2005 and 2013, the company witnessed a 67% decreased in non-conformities in the Preventive Safety Observations.

About Sonae Sierra's Safety and Health policy:

As proof of the work developed in terms of risks, prevention and accident anticipation, Sonae Sierra became, in 2008, the first company in the sector to have its Safety & Health Management System certified according to OHSAS 18001. Currently, a total of 28 centres have obtained the same certification for their Safety & Health management systems.

In 2009, Sonae Sierra was once again a pioneer, becoming the first Company in Europe to obtain Safety & Health certification for the management of the construction of a shopping centre, LeiriaShopping. Since then, the company has obtained certification for six more centres under construction and the Colombo Towers.

About Sonae Sierra

Sonae Sierra, www.sonaesierra.com, is the international Shopping Centre specialist, with a passion for creating innovative shopping experiences. The Company owns 47 shopping centres with a market value of more than €5.8 billion euros, and is present in 4 continents and 12 countries: Portugal, Spain, Italy, Germany, Greece, Romania, Azerbaijan, Turkey, Morocco, Algeria, Colombia and Brazil. Sonae Sierra manages and/or lets 85 Shopping Centres with a total Gross Lettable Area of 2.3 million m₂ and about 8,300 tenants. In 2013, the Company welcomed more than 406 million visits in the Shopping Centres it manages. Currently, Sonae Sierra has 6 projects under development, including 4 for clients, and 4 new projects in pipeline.