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New Property Management Agreement in Germany

Sonae Sierra responsible for centre management at BIKINI BERLIN

- Sonae Sierra responsible for centre management, leasing, commercial and operational management
- Retail, services and gastronomy on approx. 20,000 m² (GLA)
- Bikini project, a new visitor magnet at important retail location in Berlin
- Unique tenant mix of premium brands, flagship stores and young labels

Sonae Sierra, the international shopping centre specialist, was assigned by Bayerische Hausbau to manage the future shopping centre for the large-scale project Bikini Berlin. The contract comprises the centre management the leasing management as well as the commercial and operational management of the approximately 20,000 m² area envisaged for retail, services and gastronomy. The owner, Bayerische Hausbau, is currently refurbishing the listed building complex in the heart of West Berlin. The Bikini house is part of the complex, under the name of Bikini Berlin, raises interest far beyond the city limits and is scheduled to open 2013.

A new visitor magnet in prime location, Bikini Berlin will bring new shine to the Western part of Berlin. A central role is played by the innovative concept for retail, service and gastronomy offers at Bikini Haus, whose is to shape an urban market place. For the tenant mix, Sonae Sierra will create among others a unique fashion offer bringing together premium brands, flagship stores and young labels. Additionally, the innovative food court concept will secure the reality of the vision of Bikini Berlin as a metropolitan market place and urban meeting point.

“We are very proud that Sonae Sierra will be manager for one of the most exciting and renowned retail projects in Germany. This proves that we do not only convince by our international expertise and experience, but also with our innovative concepts. Each of our centres turned in a short while into a visitor magnet. Similarly, the shopping and leisure offers for Bikini Berlin will persuade with fresh ideas, urban lifestyle and first class quality”, said Jens Horeis, Sonae Sierra General Manager, responsible for Property Management in Germany.

“The essence of the brand BIKINI BERLIN is in the motto ‘Live different’. This stands for vitality, intelligent consumption, prosperity without feeling guilty and sustainable growth”, said Dr. Jürgen Büllesbach, CEO of Bayerische Hausbau. “With Sonae Sierra we have the right specialist on our side, because they are known for an integrated approach, their international expertise and innovative concepts. ”

The contract reinforces Sonae Sierra’s strategy to provide services not only for their own portfolio, but also for third party owned shopping centres.

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 4 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.