

Maia - Portugal – 23<sup>rd</sup> May 2014

**Centro Colombo wins the “Large Shopping Venue” category**

## **Sonae Sierra Shopping Centre distinguished at the Marketeer Awards 2014**

- Awards distinguish the best of Portugal in Marketing, Advertising and Communication
- Store openings, Imax, new leisure and cultural offers, digital solutions and solidarity were the main reasons for this election

Centro Colombo was awarded at the 6<sup>th</sup> edition of the Marketeer Awards in the “Large Shopping Venue” category, which reflects the public's acknowledgement of a year full of novelties with the inaugurations of new stores, an IMAX cinema and Bowling City, and the organization of two major projects: “Art Has Come to Colombo” and “Casa Solidária”. In the digital area, the highlight goes to PromoFans® and the launch of the mobile app.

About 140 brands were in the competition spread over 24 categories, and Centro Colombo won the highest award in its category, among other five nominated.

Centro Colombo expanded its commercial offer in 2013 with the entry of Irish textile chain Primark, strengthening the Centre's positioning in the fashion, accessories and home/decoration segment. But those weren't the only inaugurations. New brands such as Promod, Kiehl's, Prego Gourmet, Noori Sushi, Guacamole, Panomania, Tuc Tuc, Bonaire and Esbelta have joined Centro Colombo's portfolio.

Besides its vast tenant mix, Centro Colombo is committed to offer its clients unique leisure conditions. Thus, 2013 marked the inauguration of the only IMAX cinema in Portugal and two new leisure venues: Bowling City and ColomboLand.

The "Andy Warhol - Icons" exhibition signalled the third edition of "Arte Chegou ao Colombo", an initiative that aims at contributing to the dissemination and promotion of cultural activities, as well as bringing visitors closer to Centro Colombo's several artistic expressions. This temporary Andy Warhol Museum, comprised of more than 1,600 cans, welcomed more than 100,000 visits.

Christmas was, once again, a milestone in the life of Centro Colombo. Besides all the magic and tradition visitors have grown accustomed to during the holiday season, Centro Colombo teamed up with the Social Solidarity project created by Inspirar and provided the greatest solidarity experience ever seen in a shopping centre.

Based on the innovative "Wrap to Help" concept, the "Casa Solidária Colombo" had two different areas: the "gift wrapping area", where all visitors could take their Christmas presents to be gift wrapped, making a small voluntary donation in return, and the "empty shop", an area where children and adult clothes in good condition could be donated. All donations benefitted "CASA" – a Support Centre for The Homeless, "Casa dos Rapazes" and "ZOOM" - Talent Focused Training.

2013 was also a landmark for Centro Colombo due to its bet on a more interactive experience with the consumer through the launch of a mobile app. Also in the digital scope, PromoFans<sup>®</sup>, a multi-channel promotions platform launched by Sonae Sierra which is innovative and unique in Portugal, also gained prominence in Centro Colombo with three large campaigns (for Easter, Summer and Christmas).

In 2014, Centro Colombo promises to keep surprising its visitors, seeking to increase its commercial offer. We highlight the refurbishment of the Inditex Group shops, still underway, but with the largest Zara shop in Portugal already available.

## **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 47 shopping centres with a market value of more than €5.6 billion euros, and is present in 4 continents and 13 countries: Portugal, Algeria, Azerbaijan, Brazil, China, Colombia, Germany, Greece, Italy, Morocco, Romania, Spain and Turkey. Sonae Sierra manages and/or lets 85 Shopping Centres with a total Gross Lettable Area of 2.7 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 3 for clients, and 4 new projects in pipeline.*