

Maia - Portugal, May 23rd 2013

2nd Edition of the "Planet Sierra Tenant Award"

Sonae Sierra rewards tenants for their environmental practices

- A pioneering initiative held internationally
- "Planet Sierra Tenant Award" aims at distinguishing shops with the best environmental practices
- The initiative's goal is to reward sustainable partner behaviors and encourage all tenants to take measures to boost the environment

Sonae Sierra has just distinguished 15 tenants in its shopping centres with the "Planet Sierra Tenant Award'12", an innovative and pioneering initiative in the sector with the purpose of acknowledging tenants with the best Environmental performance that developed the best practices in this area throughout the year, encompassing 48 Shopping Centres owned by the Company in seven countries.

These awards were created in 2010 as part of Sonae Sierra's Sustainability strategy and their objective is to reward the tenants that demonstrate a clear commitment to the Environment and the best environmental initiatives, such as: an operational management system/process to improve environmental performance in terms of air quality, energy, water, noise, residual waters and other waste, as well as the development of raining and environmental awareness programmes for employees and clients.

Good environmental practices contribute to the shops' efficiency

This award is intended to raise the tenants' awareness of good environmental management practices and highlight the results they may achieve, since a good environmental management allows the tenant to manage the shop better through, for example, the reduction of energy and water consumption, and also contribute to a better environmental performance of the Shopping Centre where the shop is located, namely through correct waste sorting.

On the other hand, it is also our intention to encourage tenants to adjust to the changes in clients' preferences, who increasingly seek ethical and environmentally responsible products/companies, and we hope that the dissemination of this award strengthens the importance of this distinction and has a positive impact on the reputation of the winning tenants, so as to bring in more informed and demanding clients.

Elsa Monteiro, Sonae Sierra's Sustainability Director, explains the relevance of these awards for tenants: "Our tenants' and partners' awareness of a correct environmental management is a priority for Sonae Sierra, since the success of the implementation of our Environmental Management System, ISO 14001 certified, depends on the contribution of our tenants. The Planet Sierra Tenant Award enables us to distinguish the tenants who work with us the most to minimize negative effects on the environment, highlighting them among the competition, and we hope the good examples provided by both candidates and winners contribute to inspire other that aren't yet as aware of these issues", she concludes.

The awarded tenants

This year, 15 shops were distinguished among all the Shopping Centres owned by the Company in seven countries, distributed in three categories:

Category A - for shops of 1,000 m² or more, or belonging to chains of ten or more shops world-wide:

Category B - for shops under 1,000 m² or belonging to chains of less than ten shops:

Category C - an international distinction that covers all super and hypermarkets in the 48 Shopping Centres Sonae Sierra owns in seven countries.

Portugal

- Category A - FNAC (CascaiShopping)
- Category B - Nespresso (NorteShopping)
- Category C (International award) - Continente hypermarket (Centro Colombo - Portugal)

Spain

- Category A - Cortefiel (Max Center)
- Category B - McDonald's (Max Center)

Italy

- Category A - McDonald's (Valecenter)

- Category B – Primigi (Gli Orsi)

Germany

- Category A – Media Markt (Alexa)
- Category B – Cilantro Mexican Grill (Loop5)

Romania

- Category A – McDonald's (River Plaza Mall)
- Category B – Poema & Musse (River Plaza Mall)

Greece:

- Category A – to be announced soon
- Category B – to be announced soon

Brazil

- Category A - CTBC (Franca Shopping)
- Category B - Joe & Leo's (Parque D. Pedro Shopping)

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 51 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 m² with about 8,500 tenants. In 2012, the Company welcomed 426 million visits in the Shopping Centres it manages. Currently, Sonae Sierra has 6 projects under development, including 4 for clients, and 7 new projects in pipeline.