

Lisbon, Portugal, March 22, 2010

**World Water Day**

**Sonae Sierra reduces water consumption by  
11.6 percent worldwide**

- **Reduction of water consumption from 4.3 to 3.8 litre per visit**
- **Environmental Management System ensures conscious use of natural resources**

On the occasion of the World Water Day, Sonae Sierra – the international shopping centre specialist – publishes its water results for 2009 and reveals its dedication to the careful use of precious drinking water. Compared to 2005, the company has reduced the water consumption at its shopping centres throughout the world by 11.6 percent. This corresponds to a reduction in water consumption from 4.3 to 3.8 litres per shopping centre visitor within four years.

“Thanks to our Environmental Management Systems and latest technologies, we have sustainably succeeded in minimising the water consumption, avoiding waste water and improving the quality of the drinking water at our shopping centres”, states Elsa Monteiro, Head of Sustainability at Sonae Sierra. “For this reason, the motto of this year’s World Water Day – ‘Clean Water for a Healthy World’ – is a perfect match for our corporate strategy.”

Reducing the water consumption and at the same time avoiding water contamination are major factors of the Sonae Sierra corporate responsibility strategy. Systems for exploiting rainwater and water treatment are part of Sierra’s Environmental requirements for new shopping centres. Sanitary areas with water-saving flushing and sensor-controlled taps round off the shopping centres’ environmentally-friendly features.



Furthermore, Sonae Sierra is focusing on increase awareness among employees, tenants and visitors to conserving drinking water by means of continual information on the subject.

### **Environmental protection pioneer**

Within the European shopping centre industry, Sonae Sierra is a pioneer in matter of the environment. For almost fifteen years now, the company has been focusing on sustainability in the development and operation of its shopping centres. To implement environmental policy values and directives, Sonae Sierra has – in line with the international ISO 14001 standard – developed its Environmental Management system (EMS), which has been certified by LLOYD's Register Quality Assurance. This management system is aimed at increasing eco-efficiency throughout the entire lifecycle of projects.

Among other things, Sonae Sierra has received the international Green Thinker Award and the Sustainable Energy Europe Awards (SEE) for its pioneering achievements and innovativeness in the area of sustainability. Furthermore, the company is one of the founding members of the World Business Council for Sustainable Development (WBCSD), a high-calibre, international initiative for strengthening sustainable business activities.

### **About Sonae Sierra**

*Sonae Sierra, [www.sonaesierra.com](http://www.sonaesierra.com), is an international shopping centre specialist, with a passion for bringing innovation and excitement to the shopping centre industry. The Company owns 51 Shopping Centres in Portugal, Spain, Italy, Germany, Greece, Romania and Brazil, with a total Gross Lettable Area (GLA) of about 2 million m<sup>2</sup>. Sonae Sierra has 3 projects under construction and 9 new projects in different phases of development in Portugal, Italy, Germany, Greece, Romania and Brazil. In 2009, its centres welcomed more than 436 million visits.*