

Lisbon - March 22nd 2012

Strengthening of investment capacity in Brazil

Sonae Sierra Brasil successfully concludes the issuance of Bonds worth 300 million Reais

Sonae Sierra Brasil, a Sonae Sierra subsidiary, has just announced to the market the successful placing of 30,000 bonds with a total value of 300 million Reais (about € 124 million).

The company's intention with this operation is to strengthen its growth strategy in this important market, and the funds raised are destined to (i) the acquisition of new property; (ii) the increase of the Company's participation in existing Shopping Centres; (iii) the eventual acquisition of new Shopping Centres; (iv) the development of new Shopping Centres and (v) the reinforcement of the Company's cash balance.

In the first quarter of 2011, Sonae Sierra Brasil successfully concluded its initial public offering, achieving a capital increase of about € 208 million (R\$ 465 million) by listing its shares in the São Paulo Stock Exchange. With this operation, about 30% of the company is now free float.

For **Fernando Guedes Oliveira, Sonae Sierra's CEO**, "the successful placing of the Bonds is another important step for the sustained growth we have experienced in one of our key markets, Brazil. It is our intention to permanently have two projects under construction in Brazil, and therefore, besides the three projects currently under development (Uberlândia Shopping, Boulevard Londrina Shopping and Passeio das Águas Shopping) our current objective is to be involved in the development of another seven new projects up to and including 2016. It is also our intention to expand/refurbish three more centres currently under operation, in the same period. Thus, we will continue to take advantage of the important growth the Brazilian economy is showing, that has enabled Sonae Sierra to obtain very positive results in this country."

Brazil, a market in constant growth for Sonae Sierra

Sonae Sierra Brasil is a specialist in the development and management of shopping centres in Brazil. Its activity began in 1999, when Sonae Sierra joined a local company, Enplanta Engenharia, which held shares in, and managed, five centres.

2002 was an outstanding year for the Company with the inauguration of Parque D. Pedro in Campinas, São Paulo, the largest shopping centre in Latin America at the time, with more than 108,000 m² of GLA.

In 2006, Sonae Sierra established a 50/50 partnership for its businesses in Brazil with DDR, a company listed in the New York Stock Exchange and leader in the development, ownership and management of shopping centers in the United States of America. With this partnership, Sonae Sierra Brasil was 93% owned by the Sonae Sierra and DDR, and Enplanta Engenharia owned the other 7%.

In 2011, Sonae Sierra Brasil was successfully listed in the São Paulo Stock Exchange, with Sonae Sierra and DDR maintaining control of 67% of the Company's shares, and the other 33% becoming free float and minority interests.

Currently, the Company co-owns and manages 10 shopping centres. The developments inaugurated in 2010 and scheduled to be inaugurated in the coming two years suggest good growth perspectives for the operation of Sonae Sierra Brasil.

The new projects under construction - Uberlândia Shopping (Minas Gerais), scheduled to be inaugurated on March 27th; Boulevard Londrina Shopping (Paraná) and Passeio das Águas Shopping (in Goiânia, Goiás state capital) represent a € 317 million investment, and will enable the company to almost double its dimension in Brazil, with a 92% increase of its GLA.

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 is present in Portugal, Spain, Italy, Germany, Greece, Romania, Morocco, Algeria, Colombia and Brazil, and owns 50 Shopping Centres. Sonae Sierra is also active in third party service provision in Croatia. Currently, the Company has 4 projects under construction and 6 new projects in different phases of completion, and is also developing two new projects for third parties. Sonae Sierra manages more than 70 Shopping Centres with a total gross lettable area (GLA) of about 2.2 million m² with about 8,500 tenants. In 2011, the Company welcomed more than 428 million visits in its shopping centres.