

Milan – 19 December 2014

## Sonae Sierra wins at the CNCC Italy Awards

- Le Terrazze shopping centre won in the “Public Relations” category

The Sonae Sierra shopping centre “Le Terrazze” was awarded yesterday night at the CNCC Italy Awards 2014 in the “Public relations” category. This distinction is awarded every year by the Italian Council of Shopping Centres (CNCC), giving recognition to the best products and activities in the shopping centre, shopping park and factory outlet industries.

The “Lo Sbarco dei Pirati” event, developed by Le Terrazze shopping centre (La Spezia), received the “Certificate of Merit 2014” in the “Public Relations” category. The initiative was the result of a collaboration between Le Terrazze and Sbarco dei Pirati Association from Cadimare.

During the contest, which took place from 17 to 30 May, Le Terrazze shopping centre displayed giant cut-outs of pirates, made with recycled materials and created by pupils from 136 classes from local schools (nursery schools, preschools and primary schools). A total of 3,200 children. Visitors to the shopping centre could vote for their favourite “work-of-art” (21,000 votes) and a special jury rewarded the winners during the award ceremony. The winners received several discount vouchers, to be spent within the shopping centre, and the top three classes took an exclusive trip on the “pirates’ galleon”, the protagonist of the “Sbarco dei Pirati di Cadimare” event, a local tradition involving thousands of citizens and tourists during the summer.

The contest achieved great success and increased visitor numbers by 32% and sales by 24% compared to 2013.

**Anna Renacco, Marketing Manager for Sonae Sierra in Italy**, declared: *“Shopping centres are meeting places, where shopping and entertainment play a leading role. In Sonae Sierra we always work to offer something extra to our visitors in order to create real shopping and leisure destinations. We are committed to offer high quality activities, built on the basis of visitors and local community needs. This award confirms that we are on the right track and that we will keep on developing unique experiences in our shopping centres”.*

The CNCC - the Italian Council of Shopping Centres – is an association representing the shopping centre, shopping park and factory outlet industries. Established in Milan in 1983, it is Italy’s only

representative on the International Council of Shopping Centers, the world organisation present in 75 countries. The CNCC aims to create the necessary conditions for the growth of all the branches of the shopping centre industry, offering its members institutional representation and assistance activities, as well as a series of specific services for this economic category.

## **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 46 shopping centres, with a market value of more than €5.9 billion, and is present in 4 continents and 14 countries: Portugal, Algeria, Azerbaijan, Brazil, China, Colombia, Germany, Greece, Italy, Morocco, Romania, Russia, Spain and Turkey. Sonae Sierra manages and/or leases 82 shopping centres and a total Gross Leasable Area of 2.6 million m<sup>2</sup> with about 8,300 tenants. In 2013, the Company welcomed more than 406 million visits to the shopping centres it manages. Currently, Sonae Sierra has 6 projects under development, including 3 for third parties, and 4 new projects in the pipeline.