

Maia, Portugal – 6 December 2016

Under the motto "A smile on every child"

Sonae Sierra Shopping Centres launch charity campaign to take smiles to thousands of children this Christmas

- The initiative will support thousands of children from 45 institutions across Europe, 33 of which are Portuguese.
- The campaign will be ongoing at 21 Shopping Centres in mainland Portugal, Madeira and the Azores from 6 to 18 December.
- The aim is to invite Centre visitors to make dreams come true for the children from the institutions supported by offering them the present they want for Christmas.

Sonae Sierra, the international property company dedicated to serving the needs of retail real estate investors, will be conducting a Christmas charity campaign in the Shopping Centres it manages from **6 to 18 December 2016**. The campaign will provide support for **33 charity institutions**.

The campaign will take place at 21 Shopping Centres¹ up and down the country, including Madeira and the Azores. The aim is to foster Centre visitors' Christmas spirit and invite them to make a dream come true for the children and teenagers from the supported institutions², by offering them the present they want for Christmas. Thousands of children between the ages of 0 and 19 years will have a reason to smile thanks to this campaign.

The initiative will also be running elsewhere in Europe. Over 12 Sonae Sierra Shopping Centres in Spain, Italy and Germany will be supporting 12 charities in those countries too.

Under the motto "**Here we're going to put a smile on every child's face**", the campaign aims to raise awareness among Centre visitors and invite them to donate a new toy so that no child supported by one of the institutions in question goes without a present this Christmas.

Anyone wishing to take part in this campaign should go to the Christmas tree, or other designated place in the Shopping Centre in question, and choose one of the cards left there by the children. This will contain the child's name and age, and the present they would like to receive. Once they have bought "their" child's present, visitors can include a personalised message which the child will receive along with the present. This will give the initiative an even more personal and human touch, promoting a bond of caring in the community.

In the words of **Manuela Calhau, Marketing and Innovation Director for Sonae Sierra Europe and New Markets**, "Since our Shopping Centres receive thousands of visitors every day, they offer the perfect conditions to get people involved in making a small difference in a child's life at such a special time as Christmas. We believe that with a simple gesture and with everybody's help, we can ensure that no child or teenager from the institutions in the areas covered by these Shopping Centres goes without their desired present. And by doing so, we can put a smile on the face of every single one of these youngsters."

¹ Participating shopping centres in Portugal:

North region and great Porto: 8ª Avenida, ArrábidaShopping, GaiaShopping, GuimarãesShopping, MaiaShopping, NorteShopping, Nova Arcada, SerraShopping e ViaCatarina Shopping.

Centre region and great Lisbon: CascaiShopping, CoimbraShopping, Centro Colombo, Centro Vasco da Gama, LeiriaShopping, LoureShopping e RioSul Shopping.

South region and islands: AlbufeiraShopping, AlgarveShopping, C. C. Continente de Portimão, MadeiraShopping e Parque Atlântico.

²Benefiting institutions in Portugal:

North region and great Porto: Centro Acolhimento Temporário Irmãs Passionistas (Santa Maria da Feira); Centro de Acolhimento Temporário Oliveira Júnior da Santa Casa da Misericórdia; Aldeias SOS de Gulpilhares; Associação Protetora da Criança; Tenda do Encontro; Centro de Acolhimento Nossa Senhora da Misericórdia; Associação de Apoio à Criança; Oficinas de S. José; A Causa da Criança; Casa do Caminho; Abrigo de S. José; Lar de Infância e Juventude Casa do Menino Jesus – Covilhã; Casa de Cedofeita e Casa do Vale, ambas da Associação CrescerSer.

Centre region and great Lisbon: Aldeia S.O.S. de Bicesse; ADAV Coimbra; Rute – Associação de Solidariedade Social - Creche de Carnide; Rute – Associação de Solidariedade Social - Programa Escolhas da Pontinha; Lar Maria Droste (Carnide); Retrocas (Benfica); Casa da Alegria (Carnide); Ajuda de Berço (Monsanto Alcântara); Fundação António Silva Leal – Lar e Centro de Emergência Social (Carnide); ADESER II - Associação para o Desenvolvimento Económico e Social da Região da Marinha Grande; Vida Plena – Associação de Solidariedade Social; Santa Casa da Misericórdia de Loures; Infantário Pica Pau (Centro Paroquial de Arrentela) e Espaço Crescer - Associação Vida Abundante.

South region and islands: Santa Casa da Misericórdia de Albufeira; Lar Bom Samaritano; Centro Comunitário da Nogueira e Instituto de Apoio à Criança.

About Sonae Sierra

Sonae Sierra, www.sonaesierra.com, is the international property company dedicated to serving the needs of retail real estate investors. The Company operates through 13 corporate offices providing services to countries as diverse as Portugal, Germany, Algeria, Brazil, Colombia, Spain, Slovakia, Greece, Italy, Morocco, Romania, Russia, Tunisia and Turkey. Sonae Sierra owns 45 shopping centres with an Open Market Value of 6 billion euros, and manages/leases 81 shopping centres with a gross lettable area (GLA) of 2.3 million m² and about 9,000 tenants. Currently, Sonae Sierra has 12 projects under development, including four for third parties, and six new projects in pipeline.