

Lisbon - July 6<sup>th</sup> 2011

## **Distinction at the Hipersuper Awards 2011**

# **Centro Colombo elected Best Shopping Centre in Portugal for the second time in a row**

Centro Colombo, owned by Sonae Sierra and ING Real Estate, was considered, for the second consecutive year, the "Best Shopping Centre" at the Hipersuper Awards 2011. In this year's edition, another Sonae Sierra centre was nominated in the same category - NorteShopping, also a shopping reference in the North of the country for its dynamic, variety and quality.

Centro Colombo is an icon and a reference in the shopping centre industry, both nationally and internationally. Since its inauguration in 1997, it represents a modern shopping and leisure destination, with a unique variety materialized in more than 400 shops, and it has revolutionized consumption in Portugal. This centre is a dynamic and reference venue, and sits atop the preferences of the major national and international brands for the hosting of large events.

Factors such as the commercial offer, customer support, decoration, innovation in terms of events held in the centre, a strategic location and the extensive privileged access network make Centro Colombo a leader in its business area, earning approximately 25 million annual visits.

With the purpose of offering a unique experience to its customers, Centro Colombo continues to surprise, whether through the creation of pleasant outdoor esplanades, or the permanent renovation of brands, offer of new services, or also a differentiating positioning, through the association with the Berardo Museum for the exhibition of some of its main pieces, so as to bring art and culture to all visitors.

As proof of its quality, Centre Colombo has been frequently distinguished, throughout its existence, both nationally and internationally and in different areas. It is one of the most awarded centres in the sector. The most recent was the distinction at the "National Real Estate Awards 2011" from "Revista Imobiliária" magazine, for the refurbishment by Architect José

Quintela, carried out in 2009. We also highlight the "Best Shopping Centre" distinction, earned several times, and the numerous awards from reference entities in the marketing, design and community relations areas.

The group of nominees for the "Best Shopping Centre" category was chosen by the editorial staff of Hipersuper Newspaper, in collaboration with consultants Kantar Worldpanel, GfK and Cushman & Wakefield, based on the following criteria: marketing mix, number of visitors (total or per GLA), occupancy rate, energetic efficiency, sales per m<sup>2</sup> and customer service.

#### About Sonae Sierra

*Sonae Sierra, [www.sonaesierra.com](http://www.sonaesierra.com), is the international shopping centre specialist, with a passion for bringing innovation and excitement to the shopping centre industry. The Company owns 49 Shopping Centres in Portugal, Spain, Italy, Germany, Greece, Romania and Brazil. Sonae Sierra is also providing services to third parties in Cyprus, Serbia, Morocco and Colombia. Currently, the Company has 4 projects under construction and 7 new projects in different phases of completion in Portugal, Italy, Germany, Greece, Romania and Brazil. Sonae Sierra manages a total gross lettable area (GLA) of about 2.2 million m<sup>2</sup> with more than 8,500 tenants. In 2010, the company welcomed more than 442 million visits in its shopping centres.*