

Lisboa - Portugal, June 19th, 2012

ICSC Solal Awards

Sonae Sierra receives International Award for an innovative Digital Marketing campaign

- NorteShopping Christmas campaign involved the use of technological solutions and Social Media
- The first shopping centre company in Portugal to use this technology

Sonae Sierra received the ICSC Silver Solal Award in the Digital Marketing category with an innovative Christmas campaign held, for the first time in Portugal, at NorteShopping. "Merry North" is the name of the award-winning project, which involved the use of technological solutions and social media to promote a distinctive experience during Christmas shopping centre campaign.

The ICSC Solal Awards recognizes the best marketing campaigns in the retail sector at an international level, being Sonae Sierra the only Portuguese company distinguished in the Digital Marketing category.

NorteShopping was the first shopping centre in Portugal to use this technology to boost Christmas initiatives, by providing trendy, innovative, technological and distinctive Christmas season experiences to its visitors using two different technologies: Face Tracking and Augmented Reality.

With regard to Augmented Reality, many QR Codes were placed in the shopping centre inviting visitors to take pictures alluding Christmas season by using iPhone 3GS/4/4S, iPad 2 or Android and share it by phone or in Facebook. Face Tracking enabled the customization of Christmas cards. In this case, visitors were placed in front of a small camera and choose the scenario set to be photographed. Afterwards, the personalized card was ready to offer to family and friends through Facebook.

According to Manuela Calhau, Sonae Sierra's Head of Marketing and Innovation for Europe, "This recognition confirms the pioneering spirit and innovation we seek with the marketing activities we organize in our shopping centres. "Merry North" is a good example of this pioneering and offered our customers something new and distinctive".

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 51 shopping centres. Sonae Sierra is also active in third party service provision in Croatia. Currently, the Company has 3 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.