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## A "new" Centre for about 7 million annual visits

### **Sonae Sierra invests € 3.5 million in the refurbishment of Centro Comercial Continente de Portimão**

- 59 stores in 13,500 m<sup>2</sup> of GLA
- Occupancy rate of 98%
- New, modern and sophisticated food court
- The architectural project was inspired by the cruise ship theme

Sonae Sierra, the international shopping centre specialist, has just inaugurated the first phase of the refurbishment of Centro Comercial Continente de Portimão, an investment of 3.5 million euros which had the main objective of modernizing and revitalizing the interior of this important Centre, present for 22 years in the city of Portimão.

Centro Comercial Continente de Portimão has 59 stores in 13,500 m<sup>2</sup> of GLA and 800 free parking spaces. The refurbishment enhance the offer with the entry of new shops such as Trucco, Casa do EME, Imagine jeweller's, and also strengthened the services with the Express shop and Elegance beauty centre. The restaurant offer features new entries, Yogurtlândia and Happy Family - a new sushi concept with its own dining room - which join the 12 restaurants that were already present: Pizza Hut, H3, Loja das Sopas, Vitaminas & Companhia, Mille Paste, Burger Ranch, Lounge Caffee, Nosolo Gelato, among others.

The Centre has a unique leisure offer in the region, which includes six cinemas with 840 seats. The access area to the cinemas has also been improved, with the introduction of new escalators from the food court, reinforcing the connection between the two areas, which are highly sought by visitors.

With an occupancy rate of 98% and about 7 million visits in 2011, the refurbishment will revitalize the known qualities of Centro Comercial Continente de Portimão, in conformity with the modernity and comfort standards to answer the current market trends, visitor demands and further adjust it to the region's tourism, providing a unique shopping and leisure experience.

## **A more modern and functional food court**

The intervention in the food court is part of Sonae Sierra's new generation food court concept, in which the refurbishment of the area is focused on the needs of the visitors in terms of comfort and functionality, with a more efficient organization of the space and the creation of differentiated seats according to different needs, whether for individual, group or family meals, in a total of 250 seats.

The highlights in this area are the padded seats, high stools and counter-type tables, a family area - Kidys Area equipped with microwave oven, baby bottle warmers and children's chairs.

## **Decoration inspired by cruise ships**

The purpose of the new design was to create a modern and well-lit space, through the recreation of a cruise ship environment which is visible through the colours, materials and graphics used throughout the Centre. From terrazzo medallions on the floors, with marine fauna and lighthouse elements, to the hatchways in the food court, all decorations are inspired by the sea, sun and vacations, characteristic features of the city of Portimão. The food court furniture reinforces this theme using elements such as hatchways and wood surfaces that refer to life on board.

The centre underwent a profound ceiling refurbishment with the fitting of decorative mouldings, walls with different coatings and new floors. Throughout the Centre green touches were added to complement the interior decoration, which resulted in a new landscape.

Environmentally, we highlight the creation of more green areas, the improvement in terms of the space's acoustics and the creation of more waste separation areas, with the introduction of new service stations. The air conditioning and ventilation systems were improved, to ensure the best temperature and comfort conditions inside the Centre, regardless of the weather conditions outside.

### **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 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 m<sup>2</sup> with about 8,500 tenants. In 2011, the Company welcomed more than 428 million visits in its Shopping Centres.*