



Berlin, 14th June 2007

ALEXA delivers Keys to Tenants

Countdown starts - Alexa opens on September 12th

- A €290 million investment, which creates 180 shops and 1000 new jobs
- 95% of the Gross Lettable Area (GLA) already let
- 26% of the total GLA occupied by local tenants
- Main national and international brands present
- Project certified according ISO 14001 Standard

“A star is born” - following this theme, Sonae Sierra and Foncière Euris today symbolically hands over the keys to the tenants of ALEXA in an official ceremony attended by retailers, all project partners and the senate of Berlin. As of today, the countdown begins until the official opening of ALEXA to the public on 12th September 2007.

Sonae Sierra and partner for development and investment Foncière Euris joined forces in 2004 at equal parts (50 percent) and invested €290 million into the German flagship project ALEXA that will redefine shopping and leisure for people of all ages, contributing to Berlin’s socio-economic growth and development. *“We offer 56,200 square meters lettable area to our tenants. Customers will be able to shop, enjoy entertainment and relax on 13,000 square meters mall space. Also, they will find 1,600 parking spaces on three underground levels. All in the very heart of Berlin”,* says Álvaro Portela, CEO of Sonae Sierra. *“We hope to attract 9 million visitors in the first full year of activity.”*

Today ALEXA opens its doors for an exclusive one-day preview of its areas for key members of the German retail, business and political communities. In total 180 tenants will start moving in as of today to complete the individual interior fitting works of their shops. Visitors can look forward to a mix of large shops and smaller shops offering a complete mix of quality goods. *“The shops are going to be just as modern inside as ALEXA is itself”,* promises Pierre Féraud, CEO of Foncière Euris. *“In the last few weeks we were especially able to acquire tenancy contracts for smaller shops in ALEXA”* explains Féraud. *“They are a perfect compliment to flagship tenants such as Media Markt, H&M, Zara, Esprit and Douglas Holding, and will ensure that ALEXA will have a unique character.”*

ALEXA is also going to feature an innovative entertainment concept, accommodating Kindercity, offering children exciting and creative learning and playing time, and the “Loxx” train experience, with digitally managed trains in a scale of 1:87, such as Berlin trams, and a model of a commercial airport with planes taking off and coming in to land.

Environment protected

ALEXA is the first shopping centre construction site in Germany to obtain, during its construction stage, the ISO 14001 environmental certification, which refers to the management of the construction process.

Issued by Lloyd's Register Quality Association (LRQA), this certification is the result of the implementation of the best practises in environmental management during construction, defined in the scope of Sonae Sierra's Environmental Management System, which aims at minimizing the environmental impacts and promoting a continuous improvement of our performance in this area.

Sonae Sierra, (www.sonaesierra.com), is an international shopping centre specialist, with a passion for bringing innovation and excitement to the shopping and leisure centre industry. The Company owns or co-owns 44 Shopping Centres in Portugal, Spain, Italy, Germany, Greece, Romania and Brazil, with a total Gross Lettable Area (GLA) of more than 1,6 million m². Currently, Sonae Sierra is developing 15 more projects in Portugal, Spain, Italy, Germany, Greece and Brazil, with a total GLA of more than 500.000 m². In 2006, the company had more than 402 million visits in its shopping centres.

Foncière Euris specialises in the development of shopping and leisure centres in Europe. The company forms alliances with top-quality developers to invest in major projects that contribute to vitalising cityscapes. Major developments are: Carré de Soie project on the outskirts of Lyons, Paris-based Beaugrenelle shopping centre, Manufaktura programme in Lodz, Poland. Foncière Euris S.A. is a subsidiary of the Euris Group, which also controls the Casino Group, France's second largest retail chain listed on the stock exchange.