

Maia, Portugal - November 15th 2012

A unique promotions platform in Portugal

Sonae Sierra launches PromoFans®, its shopping centre with discounts

- A multichannel discount platform with a large volume of promotions
- PromoFans® available online and also promoted at shopping centres
- The best brands bet on the best shopping centres

Sonae Sierra, the international shopping centre specialist, launches today PromoFans®, an innovative multichannel promotions platform, unique in Portugal. PromoFans® establishes, for the first time, an online connection between promotions of the brands present in its shopping centres and their shops, where the transactions with discount will take place.

Representing an investment of more than €2 million¹, PromoFans® is based on the concept "Your shopping centre with discounts", an unparalleled retail model in Portugal, and in shopping centres worldwide. This new channel for the dissemination of promotions is a clear Company bet on improving its visitors' shopping experience and adding value to its tenants' business, through an extremely relevant proposal to a digitally fluent consumer, increasingly attentive to good shopping opportunities.

According to Fernando Guedes de Oliveira, Sonae Sierra's CEO, *"The PromoFans® platform represents the first step of a path Sonae Sierra intends to develop in the digital sector, making available, for the first time, a multichannel approach with advantages to our tenants and our shopping centres' clients."*

He adds: *"This strategy is a natural consequence of our clients increasingly using the digital universe, which will allow new business models to flourish, integrating the online world with the experience that only physical venues like our shopping centres can offer."*

PromoFans® can be conveniently accessed at all times at www.promofans.pt, through free smartphone applications (iPhone and Android), Facebook and also through interactive platforms at the promotional desks locate in Sonae Sierra's participating Shopping Centres.

PromoFans® is available online and to the visitors of the ten best shopping centres in the Lisbon and Porto areas: 8ª Avenida, ArrábidaShopping, CascaiShopping, Centro Colombo, Centro Vasco da Gama, GaiaShopping, LoureShopping, NorteShopping, RioSul Shopping and Centro ViaCatarina. In 2013, the platform will reach all Sonae Sierra's Shopping Centres in Portugal, and the Company already has a plan to extend it in the short/medium term to other geographies.

PromoFans® is an effective and efficient communication platform for current and potential clients that provides free access to relevant promotions from their favourite brands. It's also an incentive to loyalty that enables Sonae Sierra and its tenants to communicate with its shopping centres' visitors and better understand their needs and behaviours. Promofans® users establish a relationship with their favourite Shopping Centre, can customize their homepage and select the type of information they wish to receive.

Each tenant, in its turn, manages their promotions independently inside the platform and can choose promotions in all their shops, in a segment of shops or in a single shop, through various promotional mechanisms, with some previously pre-configured formats, such as Flash Sales, Last Minute, and standard or exclusive promotions.

With PromoFans®, everybody wins

PromoFans® is a new marketing tool for tenants that enables them, with no additional costs, to reach a much wider target audience of current and potential clients, disseminate offers in the shopping centre in real time, draw traffic to their shops and increase sales opportunities for their products and services.

Clients also win, because they can stay up to date, at any time, on the promotional offers that best fit their consumer profile, from their favourite brands and in the shopping centre of their choice. Thus, they can plan their visits to the centres more efficiently, saving time, money, and ensuring the best buys through the PromoFans® promotions.

¹ Includes costs with Media campaign at fixed prices.

About SonaE Sierra

SonaE Sierra, www.sonaesierra.com, is the international Shopping Centre specialist, with a passion for creating innovative shopping experiences. The Company owns 48 shopping centres and is present in 11 countries: Portugal, Spain, Italy, Germany, Greece, Romania, Croatia, Morocco, Algeria, Colombia and Brazil. SonaE Sierra manages more than 70 Shopping Centres with a market value of more than 6.5 billion euros, and a total Gross Lettable Area of about 2.2 million m² with about 8,500 tenants. In 2011, the Company welcomed more than 428 million visits in the Shopping Centres it manages. Currently, SonaE Sierra has 7 projects under development, including 4 for clients, and 7 new projects in pipeline.