

Lisbon - April 27<sup>th</sup> 2011

## **Balance of the World Day for Safety & Health at Work**

### **Sonae Sierra reduces lost day rate due to work accidents and records zero occupational disease**

- Lost day rate due to work accidents down 25% in 3 years
- More than 10 shopping centres certified according to the OHSAS 18001 standard in 2010
- Absentee rate due to accidents in shopping centres under construction down 64% in the last 4 years

On the World Day for Safety & Health at Work, Sonae Sierra, the international shopping centre specialist, disseminates the results achieved by its Safety & Health Management System, of which we highlight a 25% reduction in lost day rate due to work accidents or occupational diseases.

Also, and for the second year in a row, no occupational diseases were recorded. These results were achieved thanks to the Company's good performance in the Safety & Health area. Its Management System is OHSAS 18001 certified since 2008 and has the main objective of preventing accidents and promoting the safety of millions of people that work in and visit its shopping centres.

Sonae Sierra was the first company in the sector to obtain this certification and, in 2010, had another 10 shopping centres certified: four in Portugal; three in Spain, one in Italy, one in Germany and one in Brazil.

The Company now owns 24 OHSAS 18001 certified shopping centres, an acknowledgement that the organization is able to effectively manage Safety, Hygiene & Health at Work risks in its activities, caring for accident prevention, risk reduction and the well-being of employees, tenants, service providers and visitors.



# Press Release

Sonae Sierra was also the first company in Europe to earn the OHSAS 18001 certification in Safety & Health at Work for a shopping centre under construction - LeiriaShopping - joined in 2010 by the certification of the construction works of "Torre Ocidente" project.

In the last 4 years, the Company recorded a 64% reduction in workers absentee rate due to work accidents and occupational diseases and a 34% reduction in accidents with lost days involving service providers.

## **Our goal is "Zero Accidents"**

"Zero Accidents" is the Company's long term goal, to be reached through prevention practices and a safety culture adopted across the entire organization.

*"The zero accidents goal is a result of our strong belief that employees are one of the company's most important assets, and their physical, intellectual and psychological integrity must be safeguarded. This concern extends to tenants and their employees, service providers and visitors, to whom the company constantly directs awareness and training actions to reinforce its culture of safety and accident prevention outside the organization"* - states Elsa Monteiro, Sonae Sierra's Head of Sustainability.

For 2011, the Company's goal is to continue the success reached over the last few years. Thus, this year's goals included continuing to cut down on the number of workers absences due to work accidents and occupational diseases; to reduce in 5% the lost day rate due to work accidents with service providers in operations; to achieve zero fatalities due to accidents in all Sonae Sierra's portfolio and achieve the OHSAS 18001 certification at a further five shopping centres.

## **Investment in Training**

At Sonae Sierra, all new employees, service providers and tenants receive training when they're hired, so as to promote a Safety & Health culture across the entire Company.

Last year, the Company invested a total of 145,407 man-hours training in Safety & Health, in a total of 2,153 sessions, involving 28,802 participants. In Portugal alone, 64,333 man-hours were spent on training.

In 2010 an e-learning pilot project in this area was tested with some of the Company's employees, in a total of 750 people. Through this e-learning platform, employees had access to training in a more comfortable and flexible manner, allowing them to complete the different modules in a phased manner and according to their availability.



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Since one of the main mission of the Safety & Health System is to provide better work conditions for employees, in 2010 the month of May was dedicated to a healthy environment in the Company's offices. A total of 139 activities were promoted, in which participated 395 employees in the markets where Sonae Sierra is present. The actions had the purpose of raising awareness and promoting healthy lifestyles, including group activities (dancing, football, labour gymnastics, etc.), Zen practices (pilates, yoga and massage therapy), fruit distribution and informative activities (nutrition and healthy lifestyles workshop, lectures on body posture, sleeping advice, among others).

In its Portuguese offices, the Company has been implementing, for five years now, a set of measures that include monthly training on Safety & Health, introduction of ergonomic equipment, monthly checkups on vehicles shared by employees, emergency drills, etc.

Sonae Sierra also has a *Safety Alerts* system, through which, whenever happens an incident with potential to reoccur in another shopping centre or company office, issues an alert, describing the event, its causes, and recommendations to avoid recurrence.

## **Wika mascot disseminates good practices**

With 49 centres in operation, three projects under construction and eleven central offices in Europe and Brazil, Sonae Sierra is responsible for the Safety & Health of millions of people, including its 1,106 employees, shopping centre visitors (in 2010 our centres welcomed more than 415 million visits), service providers and tenants. Thus, the Company carries out numerous awareness and educational initiatives with the safety and accident prevention theme, for this entire universe of people.

We are the only Portuguese Company in the sector to have created a mascot with the specific purpose of facilitating a better comprehension of the Safety & Health messages: the Wika beaver, a name inspired by Sonae Sierra's motto in matters of Safety & Health: "We Care". It's used on the shopping centre websites, educational games on accident prevention and campaigns with tips leisurely addressed to children, also with impact on employees, tenants, visitors and general audience.



# Press Release

## 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 3 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.*