

September 19<sup>th</sup> 2002



**SONAE  
IMOBILIÁRIA**

First award in Brazil for a Portuguese development

## **Parque Dom Pedro wins Master Award 2002**

Six months after its inauguration, Parque Dom Pedro was yesterday awarded with the “Prémio Master Imobiliário 2002” – Commercial Development Category, annually promoted by Fiabci/Brasil (International Federation of the Real Estate Professions) and Secovi (São Paulo Professional Real Estate Association).

This award consolidates Sonae Imobiliária’s position as the most awarded company in the area of the Shopping Centres. In 2002, Madeira Shopping was recognized by the ICSC as the best Shopping Centre in the “New-Centre – Medium Dimension” category. Overall, Sonae Imobiliária’s centres have already won 6 ICSC-Europe awards, 2 ICSC Las Vegas awards, 4 ICSC Marketing Awards, 3 MIPIM, 1 Procos and 1 Real Estate Oscar.

Inaugurated in March 2002, Parque Dom Pedro is the first undertaking developed from the greenfield by Sonae Imobiliária outside Portugal. Considered the largest shopping and leisure centre in Latin America, Parque Dom Pedro has absorbed an investment of 100 million euros, and has 360 shops distributed throughout 108.000m<sup>2</sup> of gross lettable area (GLA).

Besides its unusual dimension, Parque Dom Pedro has introduced in Brazil a new theme-shopping concept, with the architecture and the decoration inviting the visitors into a natural park ambience. The sectoring of the shops and the strong concern with environmental issues are other important characteristics of this undertaking, and furthermore it’s the first Brazilian shopping centre in the “intelligent building” category, due to its high degree of computerization and the innovative systems installed, which allow the reduction in energy consumption and the re-utilization of 2/3 of the water consumed.

Sonae Imobiliária holds 95% of Parque Dom Pedro’s capital, and Sonae Enplantat the other 5%, the

latter a joint-venture which started in late 1999, with equal shares between Sonae Imobiliária and the Brazilian company Enplanta Engenharia.

Founded in 1989, Sonae Imobiliária holds or co-holds 24 shopping and leisure centres. The company manages 1.495.183 m<sup>2</sup> of gross lettable area (GLA) in Portugal, Spain and Brazil with 4.991 shopkeepers, which have had in 2001 over 306 million visits.

Nowadays, Sonae Imobiliária holds 15 projects under development in Portugal, Spain, Germany, Greece, Austria, Italy and Brazil, which represent a total of 449.700 m<sup>2</sup> of gross lettable area.

## **REGARDING THE CONSTRUCTION**

**Employees:** 2 thousand workers / 148 engineers and architects.

**Volume of earth moved:** 4 million cubic meters of earth in little over one year.

**Volume of concrete employed:** 50 thousand square meters (the equivalent to the construction of 20 buildings with 20 storeys each).

**Steel consumption:** 5 thousand tons

**Metal structure consumption:** 3 thousand tons

**Electric energy consumption:** 18 megawatts in the peak schedules (the equivalent to the supply of a city of 50 thousand inhabitants).

## **PARQUE PEDRO'S TECHNICAL SPECIFICATIONS**

### **Site**

Rodovia D. Pedro I, Km 137 – Campinas

### **Areas**

Total site area	748.000 m <sup>2</sup>
Site area donated to the City Hall / Dersa	113.000 m <sup>2</sup>
Linear park (Parque Linear) area	159.000 m <sup>2</sup>
Source area preserved	76.000 m <sup>2</sup>
Liquid site area	476.000 m <sup>2</sup>
Total constructed area	189.000 m <sup>2</sup>
Total GLA (1 <sup>st</sup> phase)	108.000 m <sup>2</sup>
Total GLA (after expansion)	132.000 m <sup>2</sup>
Parking area	232.000 m <sup>2</sup>

### **Operations**

Anchors	13
Semi-anchors	19
Satellite shops	252
Fast-food operators	30
Restaurants	9
Cinemas	15
Services	37

Operationstotal	360
<b>Miscellaneous</b>	
Catchmentarea	5.290km2
Municipalitiessupplied	26
Populationsupplied	3,2million
Directjobscreated	6thousand
Parkingspaces	8thousand