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A new shopping and leisure centre in Covilhã

## **Serra Shopping opens next Fall**

Sonae Sierra will inaugurate next Fall the Serra Shopping, a new shopping and leisure centre in Covilhã. It is the result of the expansion of Modelo da Covilhã, which began in August 2004.

Representing an investment of 27,6 million euros, the Serra Shopping will have a total of 89 shops with a Gross Lettable Area (GLA) of 17.740m<sup>2</sup>, and a parking lot with 898 spaces, 682 of which are covered.

The new centre will have six anchor shops (Modelo Supermarket, Castello Lopes Cinemas with 4 last generation cinemas, Worten, Sportzone, Modalfa and Maxmat), 68 satellite shops and 15 restaurants, and is therefore an important step towards the modernization of the shopping and leisure offer in the Covilhã region. Less than half a year away from inauguration, the centre has 85% of its GLA already let, and has ensured the presence of prestigious brands such as Oysho, Bershka, Pull&Bear, Kiddys, Zippy, Salsa, Springfield, Lanidor and Livraria Bertrand.

Built on a 25.375 m<sup>2</sup> site, the new shopping and leisure centre is located at Quinta do Pinheiro, Santa Maria, and has excellent accessibility, including the A23 Highway, Freeway 18 and the TCT (Teixoso-Canhoso-Tortosendo) Road Corridor.

The letting of the new centre is the responsibility of Sonae Sierra and Cushman & Wakefield Healey & Baker.

### **24,5 million euros in estimated sales**

The Serra Shopping is scheduled to welcome 4,1 million visits per year, an estimate based on a catchment area of about 109 thousand people 30 minutes away by car and about 37 thousand 10 minutes away by car.

These figures indicate a turnover of about 24,5 million euros in the first year of activity, not including the Sales of the food area of the supermarket and the restaurants.

### **A bet on safety and environmental quality**

In accordance with the policy developed by Sonae Sierra for all its shopping and leisure centres, the Serra Shopping too will abide to the most rigorous and demanding quality standards imposed by the company, in terms of comfort, safety, accessibility and environmental protection.



In the field of environmental preservation, the new centre will integrate the most sophisticated solutions for issues such as the separation and treatment of waste, or water savings, and the system for the management and saving of energy will be fully computerized (BMS - Building Management System).

In what concerns safety, the Serra Shopping will also benefit from the most modern support systems, such as the automatic fire detection system (SADI), the closed circuit television surveillance system (CCTV), the automatic intruder detection system (SAI), the portable fire-fighting network (RIA) or the access control system.

Sonae Sierra, [www.sonaesierra.com](http://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 34 Shopping Centres and 1 Retail Park, in Portugal, Spain, Italy and Brazil, with a total Gross Lettable Area (GLA) of more than 1,3 million m<sup>2</sup>. Currently, Sonae Sierra is developing 14 more projects in Portugal, Spain, Italy, Germany and Greece, with a total GLA of more than 600.000 m<sup>2</sup>.