

São Paulo, Brazil, 4<sup>th</sup> of August 2008

In the city of Goiânia, in the State of Goiás

## Sonae Sierra announces a new shopping centre in Brazil

- Opening scheduled for 2011
- 13<sup>th</sup> Sonae Sierra development in Brazil
- Investment of 300 million Reais (around €123 million)
- New shopping centre to have 78.500 m<sup>2</sup> of Gross Lettable Area (GLA) and 260 shops

Sonae Sierra, through its affiliate Sonae Sierra Brasil, is to start development of its 13<sup>th</sup> shopping and leisure centre in Brazil. Situated in the city of Goiânia in the State of Goiás, this development represents an investment of more than 300 million Reais (€123 million Euros). With its opening scheduled for 2011, the new shopping centre will create around 4.000 new jobs.

Sonae Sierra Brasil currently has nine shopping and leisure centres operating in the country and four new centres currently under development, including the one announced today. “We believe that with this 13<sup>th</sup> development, the country will become a market where Sonae Sierra Brasil has a sustainable operational platform. We wish to strengthen our presence with investments in new, modern and differentiated shopping centres”, stated João Pessoa Jorge, CEO of Sonae Sierra Brasil.

The new shopping and leisure centre will be constructed on a 280.000 m<sup>2</sup> site, situated in the northern part of the town, which has seen the greatest growth in high quality residential and commercial projects. The area serviced by the development will reach a population of approximately 1.7 million people.

The development, which will be the largest and most modern of its kind in the city and the metropolitan area, will consist of 78.500 m<sup>2</sup> of Gross Lettable Area (GLA) and 260 shops, including 10 large shops, 172 satellite shops, 38 fast food outlets, 11 restaurants, one hypermarket, a multiplex cinema with state-of-the-art theatres and a theatre, as well as a car park with 5,700 parking places.

The architectural plans were designed by José Quintela da Fonseca, head of Conceptual Development and Architecture at Sonae Sierra, and it seeks to integrate the interior space within an enormous outdoor green park. All the restaurants and fast food outlets in the Food Court will be located opposite this green area, which will also contain another element of nature - water - through a series of lakes, reflecting pools and ludic water elements. The architecture of this enterprise also focuses on the use of natural light, with skylights and a large glass main front in the galleries, to ensure greater environmental and visual comfort for visitors.

## **The developers and owners**

The development of this new enterprise is the responsibility of Sonae Sierra Brasil, partners of which include Sonae Sierra, with headquarters in Portugal, and DDR (Developers Diversified Realty), with headquarters in the USA.

Sonae Sierra Brasil is seeking to become the sustainable specialist market leader for shopping and leisure centres. Its growth strategy is based on its capacity for innovation and a successful business model, the key to which is the integrated structure of its three business component areas: Holding, Promoting and Managing shopping and leisure centres.

**Sonae Sierra** ([www.sonaesierra.com](http://www.sonaesierra.com)) - is an international specialist in shopping centres and is passionate about introducing innovation and emotion into the shopping and leisure centre industry. The Company is the owner of 48 Shopping Centres in Portugal, Spain, Italy, Germany, Greece, Romania and Brazil, possessing a Gross Lettable Area (GLA) of more than 1.9 million square metres. Sonae Sierra currently has 16 projects under development and another 15 new projects at different stages of completion in Portugal, Spain, Italy, Germany, Greece, Romania and Brazil with a total GLA of 1.2 million square metres.

**DDR (Developers Diversified Realty)** ([www.ddr.com](http://www.ddr.com)) - is a group holding and managing 740 real estate developments in the United States of America, Puerto Rico, Brazil, Russia and Canada. The company is a Real Estate Investment Trust (REIT), operating in a totally integrated way throughout the real estate sector acquiring, developing and making shopping centres profitable.