

Maia - Portugal, May 3rd 2013

## Boulevard Londrina Shopping opens its doors today

# Sonae Sierra inaugurates new shopping centre in Brazil

- 216 shops in 47,800 m<sup>2</sup> of GLA
- An investment of about €122 million
- Creation of more than 3 thousand direct jobs created

Sonae Sierra, through its participated Sonae Sierra Brasil, inaugurates today "Boulevard Londrina Shopping", the first shopping centre of the company in the south region of Brazil, strengthening its presence in the country. The new shopping centre located in the city of Londrina (state of Paraná) has 47,800 m<sup>2</sup> of GLA (Gross Lettable Area), in an investment of about €122 million (R\$ 320 million) that created more than three thousand direct jobs.

"Boulevard Londrina Shopping" has a total of 216 shops, six large dimension shops and six medium dimension shops, a hypermarket, an entertainment and leisure area, seven cinemas and bowling alleys. It presents a wide variety of gastronomic options with an offer of 34 restaurants, fast food chains and coffee shops. Moreover, it has a parking lot with 2.400 spaces, 1.800 of which indoors.

Built in partnership with the Marco Zero Group, Boulevard Londrina Shopping offers the inhabitants of Londrina international and national brands new to the region, as well as several local brands.

"It's a great satisfaction to inaugurate today "Boulevard Londrina Shopping", the first shopping centre that we develop in the south region of Brazil with different types of use and that reinforces our portfolio of 8 more centres in this country", states **Fernando Guedes de Oliveira, Sonae Sierra's CEO.**

## **Marco Zero Complex**

Boulevard Londrina Shopping is a part of the Marco Zero Complex, located in a strategic region that was completely revitalized, integrating 16 towers divided between housing and commerce, a theatre with 1,200 seats and a hotel.

The Complex also has a big boulevard, with 700 meters, that inspired the Shopping Centre's name and that will connect the buildings of the complex to the access to the shopping centre, in a multi-purpose development model that is very convenient for the inhabitants and visitors of the city, that will find here a set of integrated facilities in the same complex.

## **Innovative architecture and theming: London brought to Brazil**

Focused on the development of thematic shopping centres, Sonae Sierra sought inspiration in the London landmarks for the development of this architectural project, honoring the name of the city of Londrina - "Little London". "To highlight these aspects we integrated in the façade and in the decoration of the shopping centre with colors and materials allusive to London's charm", reveals Jorge Morgadinho, Sonae Sierra's Chief Design Officer. "We explore striking symbols such as the traditional red phone booth and the Queen's Guard soldiers, which can be found all over the shopping centre", adds the responsible.

## **A Sustainable Centre**

Boulevard Londrina Shopping has in its DNA the care with Sustainability and the Environment. This rigorous management and monitoring system brings together a set of measures that have the purpose of diminishing the environmental impact, besides ensuring the safety and health of employees and visitors.

In November 2012, the "Boulevard Londrina Shopping" project received certifications ISO 14001, for its environmental management, and OHSAS 18001, for its good Safety & Health practices.

## **Sonae Sierra in Brazil**

With the inauguration of Boulevard Londrina Shopping, Sonae Sierra strengthens its presence in Brazil, a country where it already owns 8 Shopping Centres for a total GLA of 324.199 m<sup>2</sup> and manages other two for third parties. The most recent was Uberlândia Shopping, inaugurated in March 2012, and that represented an investment of €79 million. With 201 shops, Uberlândia Shopping has 45,300 m<sup>2</sup> of GLA and created more than two thousand jobs.

Also this year, Sonae Sierra will inaugurate another Shopping Centre in Brazil, in the city of Goiânia, state of Goiás. Scheduled to open in October, Passeio das Águas Shopping represents an investment of about € 167 million and will have a GLA of 78,100 m<sup>2</sup>, which will make it the largest and most modern shopping centre of the region.

### **About Sonae Sierra**

*Sonae Sierra, [www.sonaesierra.com](http://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 €5.8 billion euros, and a total Gross Lettable Area of about 2.3 million m<sup>2</sup> with about 8,500 tenants. In 2012, the Company welcomed 426 million visits in the Shopping Centres it manages. Currently, Sonae Sierra has 6 projects under development, including 4 for clients, and 7 new projects in pipeline.*