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Sonae Sierra wins two “Certificate of Merit” at the CNCC Italy Awards

- Freccia Rossa and Le Terrazze shopping centres won in the “Cause Related Marketing” category

The Sonae Sierra shopping centre **Freccia Rossa (Brescia) and Le Terrazze (La Spezia)** were awarded yesterday night at the CNCC Italy Awards 2015 with the Certificate of Merit 2015 in the “**Cause Related Marketing**” category. This distinction is awarded every year by the Italian Council of Shopping Centres (CNCC), giving recognition to the best products and activities in the shopping centre, shopping park and factory outlet industries.

The **Freccia Rossa shopping centre** was awarded in the “Cause Related Marketing” category thanks to the “**Sfreccia e Vinci..In Sicurezza**” initiative, sponsored by the Municipality of Brescia and the Fondazione Motociclistica Italiana, focused on road safety and organized in collaboration with the Fondazione Marco Simoncelli Onlius.

During the initiative, in March 2014, the Freccia Rossa shopping centre hosted many encounters and activities aiming to make people aware of the importance of road safety, supported by Moto GP personalities. The shopping centre exposed the original moto from the SIC 58 racing team and the local community had the opportunity to participate to collateral activities such as laboratories, safe driving lessons and a Motocavalcata in honor of the SIC, the famous Italian pilot Marco Simoncelli who tragically died during a Moto GP race in 2011.

Together with the activities above, the shopping centre organized also a contest which gave to the contenders the opportunity to win vouchers, gadgets from the Fondazione Marco Simoncelli and exclusive passes for Moto GP races.

Always in the “Cause Related Marketing” category, the **Le Terrazze shopping centre** received the Certificate of Merit 2015 thanks to the **events in collaboration with the Croce Rossa Italiana (CRI)** scheduled throughout 2015. Thanks to this partnership, Le Terrazze hosted many solidarity activities that involved the Croce Rossa Italiana volunteers (Provincial Committee of La Spezia) in a very important awareness campaign addressed to the local community: not

only educational encounters on social issues (such as sexually transmitted diseases prevention, pediatric manoeuvres for children's safety, maritime rescue, food education, racial discrimination etc.) but also food collections and solidarity initiatives for families and local people in need.

All the visitors of the shopping centre praised the encounters -which were free and open to all- and they actively contributed to the success of the solidarity activities promoted by the Croce Rossa Italiana within the territory. Moreover, the encounters organized at Le Terrazze Shopping centre gave the opportunity to stimulate the local community' interest on important social issues.

Anna Renacco, Marketing Manager for Sonae Sierra in Italy, declared: *"As shopping centre specialist, Sonae Sierra is deeply committed to offer 'beyond-shopping' experiences to its visitors. The entertainment plays an important role in our shopping centres, and it takes into account not only the consumer but also the local community needs: a characteristic that contributes to Sonae Sierra shopping centres integration with the territory. This awards confirm the efficiency of our strategy and we will go on this way to organize our entertainment activities in the future"*

The CNCC - the Italian Council of Shopping Centres – is an association representing the shopping centre, shopping park and factory outlet industries. Established in Milan in 1983, it is Italy's only representative on the ICSC - International Council of Shopping Centers, the world organisation present in 75 countries. The CNCC aims to create the necessary conditions for the growth of all the branches of the shopping centre industry, offering its members institutional representation and assistance activities, as well as a series of specific services for this economic category.

About Sonae Sierra

Sonae Sierra, www.sonaesierra.com, is the international Shopping Centre specialist, with a passion for creating innovative shopping experiences. The Company operates in 12 countries in 4 continents: Portugal, Algeria, Brazil, China, Colombia, Germany, Greece, Italy, Morocco, Romania, Spain, and Turkey, and it is also present in other geographies through professional services. Sonae Sierra owns 46 shopping centres with a market value of more than €6 billion, and manages and/or lets 85 Shopping Centres with a total Gross Lettable Area of 2.4 million m² and about 9,100 tenants. In 2014, the Company welcomed more than 440 million visits in the shopping centres it manages. Currently, Sonae Sierra has 7 projects under development, including 3 for clients, and 4 new projects in pipeline.