

Maia - Portugal, November 25th 2014

Multichannel platform awarded for the 6th time

PromoFans[®] earns another distinction at the Eficácia Awards for its concept activation

PromoFans[®], an innovative and unique multichannel promotions platform developed by Sonae Sierra, was distinguished at the 10th Edition of the Eficácia Awards in the "Distribution and Restaurants" category, winning the competition's Bronze award.

This initiative is organized by the Portuguese Advertiser Association (APAN) and the Consultores Group and aims to distinguish brands and companies that stood out for the proven effectiveness of its communication campaigns in 13 different categories. In their 10th edition, the Communication Effectiveness Awards registered a record of 72 finalist cases, the most ever, following another record of entries already achieved in 2013.

Since its launch in December 2012, PromoFans[®] has been distinguished with national and international awards that highlight the innovative and unique character of the platform: Silver award in the 'Sales Promotions' category at the ICSC Solal Marketing Awards, in 2013; Finov - Sonae Innovation Awards, in 2013; Bronze Prize in the 'Services' category at Sapo Awards, in 2013; Silver award in the Activation category at the 9th edition of the Eficácia Awards and, in May this year, achieved the most important accolade at the ICSC Solal Marketing Awards in the 'Digital Integrated Campaigns' category.

Built on the "your shopping centre with discounts" concept, PromoFans[®] is based on the smart shopper concept and combines both convenience and digital reach with the retail offer and shopping experience of the shopping centres managed by Sonae Sierra. To this day, almost two years after its launch, it is a unique concept, unparalleled in the sector and internationally.

After its launch in Portugal, the platform was extended to Shopping Centres in Spain, in December 2013, where 84% of tenants have adhered and represent 74% of sales.

In Portugal, the platform has an adhesion rate of 70%, representing 90% of sales.

Several brands from different market segments have already joined the platform: Pull & Bear, Uterque, Lanidor, Timberland, Geox, Furla, Worten, Fnac, Sport Zone, Toys "R" Us, Continente, Sephora, Sanjam, Multiópticas, McDonald's, NOS cinemas and many more.

PromoFans® is available online and has reached so far a total of nearly 473,000 registered users, 265,000 followers on Facebook, more than 9 million visits since its launch, more than 200,000 unique monthly visitors on the platform and 57,000 downloads from its app.

PromoFans® can be conveniently accessed at all times at www.promofans.pt, through free smartphone applications (iPhone and Android), Facebook and also through interactive platforms at the promotional desks located at SonaE Sierra's participating Shopping Centres.

About SonaE Sierra

SonaE Sierra, www.sonaesierra.com, is the international Shopping Centre specialist, with a passion for creating innovative shopping experiences. The Company owns 46 shopping centres with a market value of more than €5.9 billion euros, and is present in four continents and 14 countries: Portugal, Algeria, Azerbaijan, Brazil, China, Colombia, Germany, Greece, Italy, Morocco, Romania, Russia, Spain and Turkey. SonaE Sierra manages and/or lets 82 Shopping Centres with a total Gross Lettable Area of 2.6 million m² and about 8,300 tenants. In 2013, the Company welcomed more than 406 million visits in the Shopping Centres it manages. Currently, SonaE Sierra has six projects under development, including three for clients and four new projects in pipeline.