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Social Responsibility project developed by Sonae Sierra

“Música por uma Ca(u)sa” distinguished at European level

The solidarity campaign "Música por uma Ca(u)sa" has just received an honorable mention at the "ICSC Foundation European Community Support Awards" which distinguishes the campaign developed by Sonae Sierra for Acreditar - Association of Parents and Friends of Children with Cancer - for the construction of a shelter home in Porto.

Created by the International Council of Shopping Centers Foundation, this prestigious award recognizes annually a variety of social responsibility initiatives developed by the commercial real estate companies and shopping centers across Europe, according to the selection of a jury of internationally renowned experts to distinguish sector's corporate social responsibility and community outreach efforts.

Starting at an institutional event for stakeholders, to which the company associated a social cause, this Corporate Responsibility initiative by Sonae Sierra was the first impulse to the creation of a campaign that gave visibility to this Association's Cause and ensured the viability of the new Home, through the raising of new support for the project.

The campaign consisted of the activation of partnerships with Media Partners, PR actions in the Media, an outdoor teaser campaign, and free advertising in different media, and was strongly driven through social networks. The initiative was also present at information stands in Sonae Sierra Shopping Centres in Greater Porto.

This distinction highlights the success of "Música por uma Ca(u)sa", which raised more than €

40,000 throughout the five weeks of the campaign, and received about 31,000 surcharged phone calls, representing a contribution of about 20,000 euros. This action also had a strong presence on Facebook, where more than 20,000 people joined the Acreditar page and followed this solidarity chain on a daily basis. Almost 2,500 "likes" added to the more than 1.000 shares of information on the initiative, and nearly 2,000 views on the Youtube channel specifically created for the dissemination of the project.

As a result of the visibility achieved, many other companies joined this Cause organizing promotional campaigns and fundraisers, and others offered financial support, in kind and services for the construction of the House.

We built this House together!

About Sonae Sierra

Sonae Sierra, www.sonaesierra.com, is the international shopping centre specialist, with a passion for bringing innovation and excitement to the shopping centre industry. The company is present in Portugal, Spain, Italy, Germany, Greece, Romania, Morocco, Algeria, Colombia and Brazil, and owns 51 shopping centres. Sonae Sierra is also active in third party service provision in Croatia. Currently, the Company has 3 projects under construction and 6 new projects in different phases of completion, and is also developing two new projects for third parties. Sonae Sierra manages more than 70 Shopping Centres with a total gross lettable area (GLA) of about 2.2 million m² with about 8,500 tenants. In 2011, the Company welcomed more than 428 million visits in its shopping centres.