

Maia, August 6th, 2013

## New cinema operator in the Portuguese market

### **Sonae Sierra signs contract with Grupo Orient**

- Cinemas will be available again in ten shopping centers of Sonae Sierra
- Estimated opening of all cinemas until the end of 2013

Sonae Sierra, a specialist in shopping centers, has just signed a contract with a new cinema operator in the Portuguese market, Grupo Orient, to explore its cinemas in ten shopping centers, with the brand CINEPLACE: AlgarveShopping, Continente Shopping Center in Portimão, Estação Viana Shopping, LeiriaShopping, LoureShopping, MadeiraShopping, Parque Atlântico, Serra Shopping, RioSul Shopping and 8ª Avenida.

The opening of the cinemas in the ten shopping centers will be phased according to the conclusion of the different and necessary processes for their opening. Both companies aim to have all cinemas operating until the end of 2013.

Grupo Orient is an important operator, active in the Brazilian market for more than 20 years and in the Angolan market for 6, being a reference for quality, technology and a synonym of intelligent and well-balanced exhibitions. The company is market leader in film exhibition in North East Brazil, and is among the 20 biggest companies of the sector in Brazil, with a constant presence in the 5 biggest box offices. In 2012 the company had a global turnover of around €30 million, and more than 4.5 million spectators in its cinemas. Grupo Orient includes the companies UCI ORIENTE, ORIENTE CINEMAS and CINEPLACE. It began its internationalization in 2007 in Africa, having already an interesting position in this market, and now investing in Portugal through Sonae Sierra's shopping centers.

To **Cristina Santos, responsible for the management of Sonae Sierra's shopping centers in Portugal**, *"it is a great pleasure to announce this deal, which allows the opening of cinemas in ten of our shopping centers, confirming their quality and Sonae Sierra's capacity to attract new tenants.*

*Grupo Orient is an experienced operator, with knowledge of the sector and proven capacity to successfully operate. With this contract, SonaE Sierra reinforces its commitment to provide a diversified offer in terms of shops and leisure in all its shopping centers."*

According to **Aquiles Mònaco, President of Orient Cinemas**, "entering in Portugal is an important step in the internationalization strategy of Grupo Orient. To operate in ten shopping centers of SonaE Sierra gives us great trust in the future success of our operation in Portugal. We will bring new approaches to the market that we are sure of being welcomed by our clients and that soon will be known."

### **Sobre a SonaE Sierra**

A SonaE Sierra, [www.sonaesierra.com](http://www.sonaesierra.com), é a especialista internacional em Centros Comerciais, apaixonada por criar experiências inovadoras de compra. A Empresa é proprietária de 48 Centros Comerciais e está presente em 11 países: Portugal, Espanha, Itália, Alemanha, Grécia, Roménia, Croácia, Marrocos, Argélia, Colômbia e Brasil. No total, a SonaE Sierra gere mais de 70 Centros Comerciais com um valor de mercado superior a 5,8 mil milhões de euros e uma Área Bruta Locável de cerca de 2,3 milhões de m<sup>2</sup> com cerca de 8.500 lojistas. Em 2012, a Empresa registou 426 milhões de visitas nos Centros Comerciais que gere. Atualmente, a Empresa tem 6 projetos em desenvolvimento, incluindo 4 para clientes, e outros 5 novos projetos em carteira.