



Milan – 11 May 2017

CityLife Shopping District to open on 30 November 2017

- Closed negotiations for over 80% of the commercial space
- The innovative project in the heart of Milan will host 100 shops on a Gross Lettable Area of 32,000m²
- Cinema Anteo and Centro Diagnostico Italiano (CDI) among the anchor stores of the shopping district
- Bomaki, California Bakery, Cioccolatitaliani, Panini Durini, Pie, That's Vapore, The Meatball Family and Vivo are the first brands to be announced in the food area

CityLife, one of the most extensive urban regeneration projects for mixed used in Italy, and indeed in Europe, and Sonae Sierra, the international company dedicated to develop and service vibrant retail centred properties, have announced the inauguration date for the **CityLife Shopping District**, which **will open to the public on 30 November 2017**. With a mix of 100 shops dedicated to shopping, lifestyle, food, services, free time and entertainment, the CityLife Shopping District will become Italy's largest urban shopping centre, featuring a premium, across-the-board and accessible offer, designed to create a unique shopping & leisure experience.

The site, with a Gross Lettable Area (GLA) of 32,000m², will be home to national and international brands and retailers, as well as new names to the Italian market. As of today, negotiations have been closed for over 80% of the commercial space, a significant feat and achieved with 6 months until the opening. This milestone confirms that the CityLife Shopping District project, being unique from an architectural and commercial point of view, has been able to meet the interest of the retailers and it will bring added value to the city of Milan.

Restaurants

The Shopping District visitors will have a huge food area at disposal, together with several restaurants in the outside area.

The covered food hall extends inside the Mall, designed by Zaha Hadid's prestigious architect firm on two levels, and will have 20 bars and restaurants for an area of 3,500m². The area on floor one will feature fluid spaces, well lit by natural light, with relax and lounge areas equipped with tech support for visitors, such as free Wi-Fi and power outlets to recharge personal devices. The food hall's central space is designed to host events and entertainment which will contribute to bringing this area to life every minute of the day.





Among the first restaurants to be announced, **Vivo** represents an absolute first for the city: founded on the intuition of the Manno family, that has worked in the fish world since 1904, Vivo will offer exclusively fresh fish, oysters and crudités, in a trendy, contemporary atmosphere. **Bomaki**, among the most appreciated restaurants for fusion Japanese food lovers, will provide its own famous Japanese food&drink experience in an oriental setting, warmed by Brazilian smells and colours. **Ciocolatitaliani** will offer the first Italian concept completely dedicated to the world of chocolate in ice cream, coffee, pastries and cooking. Among the scoops in the Shopping District, there will be **PIE, Pizza Italiana Espresso**, the first Italian concept in which the client participates in making the pizza, choosing every topping himself. **The Meatball Family**, the well-known Milanese brand, will offer various dishes from typical Italian cooking such as pasta, pizza and other original products from the Bel Paese's gastronomic culture.

Situated outside the Mall, the **piazza area** will be home to three other restaurants: **California Bakery**, the American-style bistro and one of the most popular in the city, will bring to CityLife typical American specialities, sweets, and savoury dishes, made fresh every day from carefully selected ingredients; **Panini Durini** will offer artisan panini with refined fillings, salads, focaccia breads and sweets, all made daily, as well as a fully-featured coffee shop to try the Panini Durini Rain Forest blend and other special coffees and drinks; **That's Vapore**, with its innovative food concept, will offer healthy, tasty dishes done to creative recipes and using the highest quality ingredients, cooked with the magical lightness of steam.

Entertainment

The partnership with **Cinema Anteo**, well-established in Milan and always popular with the city, was the first to be signed during the Shopping District's leasing phase. "City Life Spaziocinema" will have 7 screens and a total seating capacity of 1,200. Film scheduling, as ever, will be the very best quality, attentive to the tastes of a wide, diverse audience and the entire offer will be very carefully thought-out, something that has always characterised Anteo.

Health&Wellness

Inside the Shopping District, there will be an exclusive **cluster dedicated to health and well-being**, offering several high quality services for the wellbeing. Among those which will have a primary role, there is **CDI Centro Diagnostico Italiano**, that has been working in Milan for over 40 years, that will provide a medical centre integrating modern health services.

Armando Borghi, CEO at CityLife, commented: *"With the Shopping District, which will be Italy's largest urban shopping centre and that will open on the 30th of November, CityLife affirms itself as the focal point of the city, offering a multiplicity of services aimed at residents and visitors. Restaurants, the cinema and shopping will be integrated with two residential zones designed by the architects Zaha Hadid and Daniel Libeskind and a business district of three towers. And all this is going to be in the beautiful context of the Parco CityLife".*

Marco Pellizzari, Managing Director for Developments at Sonae Sierra Italy, added: *"We are truly honoured to be able to participate in such an important urban regeneration project like CityLife, in an international, avant-garde city like Milan, and to be able to contribute our experience to the development of the Shopping District, which is in synergy with and functionally connected to the entire project, finding itself at the heart of it. Through the layout which joins*





internal and external spaces that are attractive, functional, comfortable and light, and through unique and contemporary design and architecture, the Shopping District will be able to fulfil, in a new way, the expectations of visitors and will offer an emotional, 360° experience, through a complete, captivating commercial and entertainment offer, a very special food experience, as well as services and technology dedicated to future guests. Something that in Milan wasn't there".

José Maria Robles, Managing Director for Property Management at Sonae Sierra Italy, continued: *"The Sonae Sierra mission is to guarantee a unique shopping experience and to do this we always pay the utmost attention to creating a well-balanced offer; an offer able to meet the specific needs of the territory and, at the same time, to surprise the consumer. CityLife Shopping District fully reflects this objective and we are certain that this is going to become a truly extraordinary shopping destination, unique in Italy, and whose validity has already been confirmed by the more than positive results from the leasing phase. In fact, so far, we have reached agreement on over 80% of the commercial space, well in advance of the forecast".*

Thanks to the partnership with Generali Real Estate, Sonae Sierra is currently involved in supplying the necessary professional services for the development and construction phases of the commercial district and will be further involved in the asset and property management of the Shopping District after its opening.

CityLife

CityLife is the company engaged in the redevelopment of the area where Milan's old complex of exhibition halls was located (Fiera di Milano) and with an overall area of 366,000 square metres, it is one of the main projects of this kind in Europe. It includes the world-renowned architects Zaha Hadid, Arata Isozaki, Daniel Libeskind. It is a balanced mix of public and private functions including residences, offices, shops and the third largest public park in the centre of Milan and it includes the first Golf Driving Range in downtown in Europe. An innovative Business and Shopping District formed by three towers and the Tre Torri Square with quality shops, services, restaurants and entertainment facing the Park, will be the heart of the CityLife project. The area is distinguished by a very strong attention to the environmental sustainability: the Residences are Class A certified, and the three office towers have already obtained Leed™ pre-certification with rating Gold. Moreover, CityLife will be the most extensive pedestrian area in Milan, thanks to the decision of moving all the vehicular traffic and parking underground. CityLife S.p.A. is a company 100% owned by Generali Group. www.city-life.it

Generali Real Estate

Generali Real Estate S.p.A. is one of the world's leading real estate asset managers. With more than €25 billion of AuM as of end of 2016, and a unique portfolio of historical and modern properties, Generali Real Estate has developed best-in-class skills in the fields of technological innovation, sustainability and urban development, leveraging on the talent and experience of its 450 employees. Generali Real Estate is part of the Generali Group, an independent, Italian Group, with a strong international presence. Established in 1831, it is among the world's leading insurers and it is present in over 60 countries with total premium income exceeding €70 billion in 2016.





Sonae Sierra

Sonae Sierra, www.sonaesierra.com, is the international company dedicated to develop and service vibrant retail-centred properties. The company operates from corporate offices in 12 countries providing services to clients in geographies as diverse as Portugal, Algeria, Brazil, Colombia, Germany, Greece, Italy, Morocco, Romania, Russia, Slovakia, Spain, Tunisia and Turkey. Sonae Sierra owns 45 shopping centres with a market value of about €7 billion euros, and manages and/or lets 78 Shopping Centres with a Gross Lettable Area of 2.3 million m² and about 9,100 tenants. At present, Sonae Sierra has 15 projects under development, including 7 for third parties, and 5 new projects in the pipeline.

Sonae Sierra currently works with more than 20 co-investors at asset level and manage four real estate funds for a large number of investors coming from across the world.

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