

Maia, Portugal – July 12th 2013

Commercial mission with European businessmen

Sonae Sierra promotes Algeria's potential to European tenants

- Second business visit to Algeria with the presence of 19 new brands
- Company manages and lets three shopping centres in Algeria

Sierra Cevital, the Algerian branch of Sonae Sierra, the international shopping centre specialist, presented new brands to the local market, in a recent businessmen visit to the country. The mission was backed by the Portuguese Embassy and its purpose was to demonstrate the potential of the Algerian retail market. The Brands visiting the country had the opportunity to present their own company, Brands and products to local entrepreneurs.

This second visit to Algiers had the presence of different European representatives from Portugal (Pandora, Be Trend Store, Zippy, Worten, Sportzone, BERG), Spain (Menbur, Pressto), France (Nooi, Kiabi), Greece (Oxette), Italy (Mondo Italia Gallery, Adyva, Motivi, Oltre, Fiorella Rubino), Turkey (LC Waikiki) and the UK (New Look, BHS).

Vítor Nogueira, Managing Director responsible for property management in Italy, Greece, Morocco, Algeria and services provision in new markets, states that *"the presence of new retailers is long awaited and wanted in a market filled with opportunities for different types of retail offer. The 5 m²/1,000 inhabitants of shopping centre retail available in Algeria compared to the average European Union of 226 m²/1,000 inhabitants create unique opportunities in a young country where 60% of the population is younger than 30 years old and where numerous developments will arise in the coming years, some of them with the involvement of Sierra Cevital. With the success and outcomes of this second visit, we expect to hold another similar initiative later this year"*.

Strengthening presence in Northern Africa

The second visit to the Algerian market confirms the interest of new brands in expanding to this North African region, where the economic outlook presents interesting perspectives for

investment.

Currently, Sonae Sierra manages and lets three shopping centre in the country: Uno Shopping Center - Mostaganem, located in the province of Mostaganem, with a Gross Lettable Area (GLA) of 11.811 m², 35 shops, 6 restaurants and 1.100 parking spaces; Uno Shopping Center - Ain Defla, located north of the Ain Defla province, with a GLA of 14.184 m², 28 shops, 7 restaurants and 900 parking spaces, and Uno Shopping Center - Bouira, located in the province of Bouira, with 12.313 m² of GLA, 29 shops, 5 restaurants and 700 parking spaces.

Together, they total 38.308 m² of GLA, 92 shops, including 18 restaurants, and 2.700 parking spaces.

Like the Algerian Market, Morocco is a country where Sonae Sierra also promoted recently a tenant visit to shopping centres the company is letting and will manage, as well as a meeting with local investors attended by 17 brands where a current and future perspective of the local market was presented in order to help them expand in this market.

In Morocco, Sonae Sierra provides shopping centre development, management and letting services, in a country that has shown a stable economic growth and a large demand for international brands.

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 48 shopping centres and is present in 11 countries: Portugal, Spain, Italy, Germany, Greece, Romania, Croatia, Morocco, Algeria, Colombia and Brazil. Sonae Sierra manages more than 70 Shopping Centres with a market value of 5.8 billion Euros, and a total Gross Lettable Area (GLA) of 2.3 million m² with about 8,500 tenants. In 2012, the Company welcomed more than 426 million visits in the Shopping Centres it manages. Currently, Sonae Sierra has 6 projects under development, including 4 for clients, and 5 new projects in pipeline.