

Maia – Portugal, May 29th 2015

3rd Edition of the Planet Sierra Tenant Award

Sonae Sierra rewards tenants to acknowledge their sustainable practices

- The purpose of this international Sonae Sierra initiative is to motivate the tenants of its shopping centres to adopt measures to improve the environmental performance.

Sonae Sierra, the international shopping centre specialist, has distinguished 13 tenants of its Shopping Centres with the Planet Sierra Tenant Award 2014, an innovative and pioneering initiative in the sector with the purpose of rewarding tenants with the best environmental performance and that have implemented the best practices in this area throughout the past year.

The Planet Sierra Tenant Awards, which are given every two years, were created in 2010 as part of Sonae Sierra's sustainability strategy, with the objective of acknowledging tenants that demonstrate the greatest commitment to sustainability and that have implemented the most interesting environmental initiatives. An example of such initiatives is the application of operational management systems to improve environmental performance in terms of air quality, energy, water, noise, residual water and waste, as well as the development of programmes to raise awareness and foment sustainable habits amongst employees, customers and suppliers.

In addition to raising tenants' awareness in respect to sustainable practices, these awards also aim at highlighting the business benefits that said practices can generate in the mid-term through higher efficiency and cost savings, since adopting measures that foment respect for the environment can improve a company's results through savings in energy and water consumption.

Furthermore, sustainable habits are increasingly valued by citizens in general and by visitors to shopping centres in particular, and thus are a way to respond to their demands and favour the degree of customer loyalty for certain firms.

According to **Elsa Monteiro, Head of Sustainability and Corporate Communication at Sonae Sierra**, *"the fact that our tenants become more environmentally aware and carry out sustainable measures is a priority for Sonae Sierra, since society in general benefits from the results of these measures. We want the awards to be an incentive for our tenants to reinforce their environmental commitment and also to serve as an example and a stimulus for other tenants"*.

Sonae Sierra's commitment to sustainability dates back to 1998 and was endorsed by obtaining the ISO 14001 certification for its entire environmental management system.

The awarded tenants

This year, 13 shops were distinguished among the company's shopping centres, distributed in three categories:

Category A – for shops of 1,000 m² or more, or belonging to chains of ten or more shops world-wide.

Category B – for shops under 1,000 m² or belonging to chains of less than ten shops.

Category C – an international distinction that covers all super and hypermarkets of Sonae Sierra's shopping centres.

Portugal

- Category A – Clínica Particular do Algarve (AlgarveShopping)
- Category B – McDonald's (Estação Viana Shopping)

Brazil

- Category A – Leroy Merlin (Uberlândia Shopping)
- Category B – Algar Telecom (Franca Shopping)

Germany

- Category A – Mustang (LOOP5)
- Category B – Name it (Alexa)

Italy

- Category A – Ottica Nau! (Freccia Rossa)
- Category B – Rosso Sapore (Le Terrazze)

Romania

- Category A – Intersport (River Plaza Mall)
- Category B – Line Cinema (River Plaza Mall)

Spain

- Category A – H&M (Zubiarte)
- Category B – Burger King (Dos Mares)
- Category C – BM Urban (Zubiarte)

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 €6 billion euros, and is present in 4 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 92 Shopping Centres with a total Gross Lettable Area of 2.3 million m² and about 8,300 tenants. In 2014, the Company welcomed more than 440 million visits in the shopping centres it manages. Currently, Sonae Sierra has 7 projects under development, including 3 for clients, and 3 new projects in pipeline.