

Reify. is the new brand of Sierra Development Services.

The new brand differentiates itself in the market, and continues to leverage on an integrated approach to the creation of innovative, sustainable and inspiring urban places in various sectors of real estate, such as Masterplanning, Mixed-use, Healthcare, Hospitality, Offices, Residential, Retail, Student Housing, Senior Living, Education and Transportation.

Reify. specialises in architecture, engineering, development & project management, intelligence and licensing.

Maia – Portugal, 29 March 2021



With over 30 years of experience across several markets, **Reify.** is the new brand from Sonae Sierra that reinforces its commitment to offering multidisciplinary services to real estate investors. With a local presence in 13 cities and 300 projects developed in more than 30 countries, it has 200 professionals in the areas of architecture, engineering, project management, intelligence and licensing to create, change or boost projects, assets and cities.

Jorge Morgadinho, Managing Director of **Reify.**, affirms: “This business area is the continuation of more than 30 years of work, knowledge and experience across projects for a wide range of clients, which now evolves to assert itself as the leading and best integrated provider of professional services for real estate investors in all areas of a project’s development cycle. We are transforming cities, creating places where people feel welcome, happy and safe. We want to continue to do so around the world; we aim to grow, as we have always done, in a sustainable way.”

Previously known as Sierra Development Services, **Reify.** will continue to design, manage and deliver innovative, sustainable and inspiring urban places in various sectors of real estate, such as Masterplanning, Mixed-use, Healthcare, Hospitality, Offices, Residential, Retail, Student Housing, Senior Living, Education and Transport.

Reify. is developing, among many others, several student housing projects in Spain and Portugal; the refurbishment of two historic retail buildings, Quarree Wandsbek and Mercado, in Germany; several mixed-use projects combining residential, offices and/or re-tail, the sustainable boutique resort Umay and a senior residence, in Portugal. Recently, it joined a consortium for a Hospital in Colombia; developed a masterplan in Brazil, including offices, hotels, residential and transportation, and another in Romania, with 1,000,000 m2 of construction area. It also designed the expansion and renovation of the Eurovea project, in Slovakia; and several mixed-use projects for TGV stations, in Morocco.

From the portfolio, CityLife Shopping District in Milan, a project recently developed in partnership with Zaha Hadid Architects (Pritzker in 2004), also stands out as it is one of the largest and most important urban regeneration projects in Europe.

About Reify.

A **Reify.** is a multidisciplinary team in the areas of architecture, engineering, development & project management, intelligence and licensing. Relying on an integrated approach, it provides a full spectrum of real estate services necessary to create, change, or boost projects, assets and cities

For more information, visit: www.wearereify.com and the **Reify.** pages on [LinkedIn](#), [Instagram](#) and [Facebook](#).

About Sonae Sierra

Sonae Sierra is a property company and full real estate services provider, globally active in Europe, South America, Asia and North Africa. As the partner of choice, we create shared value for our business and society, applying our unique know-how to offer world-class solutions - including investment management, architecture and engineering, asset management, leasing and sustainability services - covering the entire real estate life cycle.

Sonae Sierra has 4 development projects and 1 expansion currently underway and approximately € 9.8 billion in assets under management, for which it provides property-level services. The company also manages 12 investment vehicles for institutional investors, qualified investors or retail investors, worth €5.5 billion in OMV, in which it has a stake of € 1.4 billion.

For more information, visit: www.sonaesierra.com