

LEASING SERVICES



FINDING THE RIGHT TENANT FOR EXCITING RETAIL SPACES

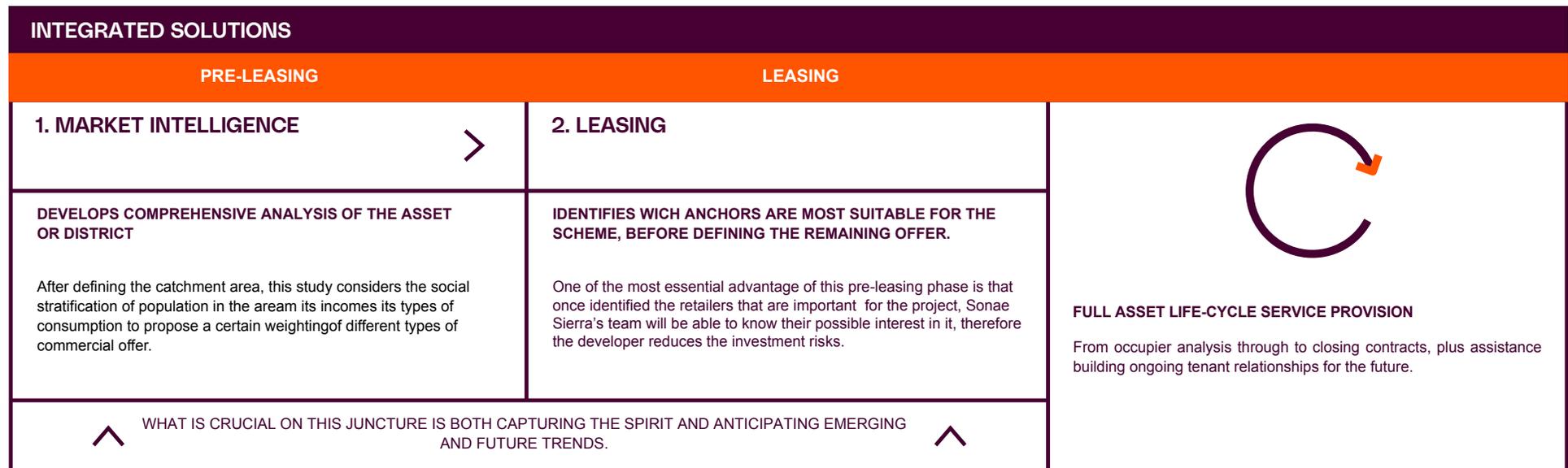
Contemporary retail's evolving trends have transformed the science of leasing. In today's world, where footfall can no longer be taken for granted, finding tenants which delight, innovate and serve is crucial to reward the physical journey made by shoppers. Also, in a world where competition thrives not just in the physical realm but also online, offering a diverse and stimulating tenant mix has never been more important.

All this means that expert leasing strategies have the potential to add significant value to mall operations. The right balance of stores, services and experiences combined drives multi-generational footfall, inspiring loyalty and raising revenues.

However, high occupancy rates are only a part of the revenue equation. The identity and

performance of the tenants, plus the overall balance of occupants and store types, is crucial for shopping centre success. The right tenant mix can only be secured through a global understanding of the catchment area, the competitive situation, and the shopping behaviours of local customers to identify the right mix of local and international tenants.

Sonae Sierra's leasing capabilities have delivered profitable performance metrics across a portfolio of assets for both landlords and tenants, as well as resulting in several industry awards. We have made pioneering progress in our approach to leasing contracts. We are adapting to a brave new world of tenant needs to create space for exciting, emergent retailers alongside international star acts.



CREATING VALUE

- The right mix to differentiate from competition;
- Higher and more loyal multi-generational footfall;
- Increased revenues and sales;
- High occupancy rate and satisfied tenants.

TO OFFER UNIQUE EXPERIENCES

- A delightful and innovative physical journey;
- Compelling retail concepts in well-appointed vibrant venues;
- The right balance of stores, services and experiences.

OUR EXPERIENCE



ALEXA · BERLIN · GERMANY

The iconic Alexa, located in Berlin's Alexanderplatz, proved one of the country's most successful shopping centres over its decade of life. After ten years, its leasing mix was enhanced with the Alexa First Store competition, offering innovative brands a trial space in the centre, as well as rewarding successful on-line retailers with an experimental physical space.



NORTESHOPPING · PORTO · PORTUGAL

NorteShopping which brings together many nationally and internationally renowned brands, recently inaugurated a new food hall named The CookBook, inspired in the traditional markets with differentiated gastronomic concepts and also Galleria an exquisite and sophisticated mall area with top luxury brands, enriching the centre's offer with diversity and modernity.



CASCAISHOPPING · LISBON · PORTUGAL

CascaiShopping partnered with Mercedes, in an innovative project aimed at bringing the famous car brand closer to its customers. This partnership included the redesign of one of the centre's entrances to become a modern and informal merchandising store with 87,36m², with a dedicated sales manager and a car simulator for visitors to enjoy a Mercedes drive experience. Also, within the mall, it was assigned two exhibition spots for the latest models of Mercedes, so that visitors could enjoy them in-person. Lastly, the parking lot has also 3 parking spaces reserved for clients to test drive or to make a check-up of their Mercedes-Benz vehicle while doing some shopping, using the Drop Me service.

ABOUT US

We find solid platforms from which we can create sound investments, all around the world. From shopping to public or living spaces, from management to turnkey projects, we are the most far-sighted partner to have when developing innovative concepts.

Sonae Sierra operates from corporate offices located in more than 10 locations providing services to clients in geographies as diverse as Europe, South America, North Africa and Asia.

Incorporated in Portugal in 1989, Sonae Sierra is owned by Sonae, SGPS (Portugal) with 90% and Grosvenor Group Limited (United Kingdom) with 10%.

Open mind
Greater value

PRAGMATIC DOERS

We have the know-how and the muscle, the enthusiasm and determination to make things happen. That's our biggest strength: to be experts in "done".

AN INTERNATIONAL
PLAYER

with a thing for localism. We learn about places, their substance and appeal. Their worth and potential. We believe that local value is what makes the world interesting. Our heart is on the street, our eyes on the world.

URBAN DRIVEN

We are in love with the city. How it breathes, how it grows, who lives there, what people do, how they move, how they work. We love to push for its constant transformation. The city is our muse. Urbanity our home.

www.sonaesierra.com