

## PRESS RELEASE

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# Sonae Sierra consolidates its activity in Morocco with the opening of Aeria Mall

- Sierra now manages three assets in Morocco, totaling 84,800 m2 of GLA
- Reify. optimised the layout, created different parts of the concept and provided technical assistance during all project phases

Sonae Sierra has consolidated its presence in Morocco with the management of a new shopping centre, **Aeria Mall**, which promises to be a landmark in the new heart of Casablanca (Casa Anfa) in Morocco, opening its doors on 1 March. With 25,000 m2 of Gross Leasable Area (GLA), **Aeria Mall** is part of the Casa Anfa mixed-use project, which also includes offices and a residential component, which will create more than 3,000 jobs in the region.

**Aeria Mall** is a unique, experiential destination, featuring original concepts and impressive entertainment – the ideal place to relax and enjoy quality time with family and friends. Sierra will be responsible for managing this asset, which will enrich the services available in this new space and improve the consumer experience.

**Cristina Santos, Executive Director of Property Management at Sierra**, says: *“With this project, we continue to grow our portfolio in Morocco, proving our ability to deliver our international experience with local knowledge to our partners. We are very satisfied with the confidence that the Moroccan market places in our know-how and our ability to create and manage differentiating destinations, which anticipate trends in shopping, services and leisure.”*

Reify.'s services for **Aeria Mall** included the successful delivery of market and layout studies. Reify. also developed a state-of-the-art Food Hall concept, created differentiating interior design experiences, and provided auditing services and technical assistance. With this latest creation, Reify. has now carried out more than 47 projects and market research services for over 15 clients in the country.

**Jorge Morgadinho, Executive Director of Reify.** says: *“We are very happy with the inauguration of yet another asset that will certainly be a point of reference in Morocco, given its mixed-use characteristics. This represents another challenge successfully overcome by Reify., which had the opportunity to work on the project from its inception. Aeria Mall is part of our philosophy of transforming cities, creating spaces where people feel comfortable, welcomed and safe, and we want to continue to do this all over the world.”*

**Aeria Mall** is a proximity shopping centre, distinguished by 93 stores, including a Marjane supermarket and national and international brand stores in the world of ready-to-wear, fashion accessories, beauty, furniture and much more. Aeria Mall also offers a unique Food Hall, with restaurants and different areas, as well as a cinema and a gym. The shopping centre represents a balanced space between retail and leisure.



With **Aeria Mall** in Casablanca (25.000 m2 of GLA), Sonae Sierra now manages three shopping centres in Morocco, including the Arribat Centre in Rabat (44,800 m2 of GLA), and Carre Eden in Marrakech (15,000 m2 of GLA) – a total of 84,800 m2 of GLA under management, representing more than 190 stores.

### **About Sonae Sierra**

Sierra operates in the real estate sector with an integrated business approach. We look for robust platforms from which we can create solid strategies for return on investment, in different parts of the world. From commercial spaces to public spaces or residential schemes, from project management to turnkey projects, we are at the forefront of knowledge in the sector and are therefore the ideal partner for the development of innovative concepts.

Currently, Sonae Sierra is present in 11 countries and manages on a global level more than €8 billion of real estate across different sectors and asset classes.

For more information, please visit [www.sonaesierra.com](http://www.sonaesierra.com)

### **About Reify.**

**Reify.** is an integrated player that provides a full range of property services - Architecture, Engineering, Development & Project Management, Intelligence and Urban Planning services, necessary to create, change or enhance projects, assets and cities.

With offices in 13 cities and having already completed over 300 projects in more than 30 countries across a full range of real estate sectors. Reify. is composed of a team of Urban Creators in different sectors such as Masterplanning, Mixeduse, Healthcare, Hospitality, Offices, Residential, Retail, Student Housing, Senior Living, Education and Transportation.

Reify. is part of Sonae Sierra, a real estate company and full real estate service provider, operating in Europe, South America, Asia and North Africa.

For more information, visit [www.wearereify.com](http://www.wearereify.com)