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Adora Mall in Romania and the expansion of Parque D. Pedro in Brazil

## Sonae Sierra continues to expand in Europe and Brazil

- Adora Mall is the new brand for Sonae Sierra's Craiova project, Romania;
- The new shopping centre in Romania already has 60% of its GLA pre-leased;
- Adora Mall will boast 190 shops and 59,000 m<sup>2</sup> of GLA;
- Sonae Sierra Brazil will invest € 9,1 million (R\$ 23.6 million) in the expansion of Parque D. Pedro Shopping, in Campinas.

In the scope of its international growth strategy, Sonae Sierra has just announced the beginning of Parque D. Pedro expansion in Campinas-São Paulo, Brazil, and the agreement with another important tenant for the Adora Mall in Craiova, Romania.

Owned and developed by Sonae Sierra, Adora Mall will represent the main shopping and leisure attraction in the city of Craiova with 59,000 m<sup>2</sup> of GLA, 190 shops and 1800 parking spaces. We highlight the recent agreement for the presence of Cinema City, the largest cinema offer - 3,000 m<sup>2</sup> - in the region. With more than 60% of its GLA (Gross Lettable Area) already pre-leased, Adora Mall will offer a unique combination of shops, services and entertainment for the biggest city in the south-west region of Romania, Oltenia.

The architecture of the new Shopping Centre is inspired by the Four Seasons, due to its location next to the landmark of the city, the Romanescu Park. Its architecture and decoration, will recreate nature in its different stages, reproducing different phases and images of the flora, which together recreate the feeling of nature's environment in each of the four seasons.

Located in the Central-Southeast area of town, facing one of the main streets in the city and connected to the Romanescu Park, Adora Mall has a privileged location in terms of access roads, and will serve a population of 420,000 inhabitants in its catchment area within a 30 min. distance.

PRESS RELEASE



## Sonae Sierra Brazil begins the expansion of Parque D. Pedro Shopping

Sonae Sierra Brazil just announced the beginning of the expansion work of Parque D. Pedro Shopping, in Campinas, state of São Paulo. The € 9.1 million (R\$ 23.6 million) investment will create a new area in the centre, containing 34 new shops in 5,400 m<sup>2</sup> of GLA (Gross Lettable Area). The conclusion of this important expansion is scheduled for November.

The expansion of Parque D. Pedro is part of the strategy defined by Sierra Brazil for 2010, with a total of € 116 million (R\$ 300 million) in investments, this year alone. "That value includes the expansion of Shopping Metr pole, in S o Bernardo do Campo (SP), and the first construction stages of three new developments located in the states of Paran , Minas Gerais and Goi s", explains the CEO of Sonae Sierra Brazil, Jo o Pessoa Jorge.

The main innovation in architectural terms is the new Alameda Parque D. Pedro which is a new and totally innovative concept in the shopping centre industry in Brazil, since it's based on the architectural diversified solutions of the shops' faades. The architecture of this new area enables tenants to tailor, from pre-established criteria, brand implementation on the faades of their stores. Different levels in shop windows will lend the new space the look of a charming, open-space boulevard. Further to that, the landscape project includes exuberant plants and water mirrors, so that visitors can enjoy the experience of outdoors shopping, in a modern, attractive, and sophisticated environment.

Parque D. Pedro Shopping, inaugurated in March 2002, is one of the largest shopping centres in Latin America, with 389 shops and about 120,000 m<sup>2</sup> of GLA. In 2009, Parque D. Pedro welcomed more than 20 million visits.

### **About Sonae Sierra**

*Sonae Sierra, <http://www.sonaesierra.com/>, is an international shopping centre specialist, with a passion for bringing innovation and excitement to the shopping centre industry. The Company owns 52 Shopping Centres in Portugal, Spain, Italy, Germany, Greece, Romania and Brazil, with a total Gross Lettable Area (GLA) of more than 2 million m<sup>2</sup>. Currently, Sonae Sierra has 2 projects under construction and 10 new projects in different phases of completion in Portugal, Italy, Germany, Greece, Romania and Brazil. In 2008 our Shopping Centres had more than 429 million visits.*