

EXPANSION PROJECTS



ADDING VALUE TO A PROPERTY, IN AN EVOLVING RETAIL UNIVERSE

As the retail revolution continues to transform the shopping centre industry, expansions are crucial for adding value to a property, as the retail revolution continues to transform the shopping centre industry. Savvy retail real estate owners and managers face rapidly evolving challenges and opportunities on the road to success. Today's omnichannel world means that the role of the shopping centre is shifting. Due to changing consumption trends, the experiential aspect has become more significant than ever in the battle to attract and retain footfall. In turn, creating a diverse tenant mix and compelling experiences in well-equipped, vibrant venues now requires a much broader

slate of skills – plus the vision to execute timely upgrades. Sonae Sierra is an expert at executing market-leading expansions, deploying professional services that cover a shopping centre's complete lifecycle to deliver stand-out solutions. Sonae Sierra's multidisciplinary team understands the full lifecycle of a centre and apply transformational strategies to enable our clients to seize the opportunities of a stronger real estate asset in the long term. Our track record in creating amazing places is only matched by our reputation for pioneering change.

INTEGRATED SOLUTIONS

ASSET MANAGEMENT SERVICES	PROPERTY MANAGEMENT SERVICES	ARCHITECTURE & ENGINEERING SERVICES	SUSTAINABILITY SERVICES
<ul style="list-style-type: none"> - Identification and execution of value creation opportunities 	<ul style="list-style-type: none"> - Operations - Leasing - Marketing - Administrative management 	<ul style="list-style-type: none"> - Market Research - Layout Definition - Costing and feasibility study - Project and construction management - Licensing and urban planning - Architecture design - Engineering design - Development management 	<ul style="list-style-type: none"> - Green building certification - ISO14001 and OHSAS 18001 certifications - Safety, health and environment management system - Fine-tuning and efficiency programmes

This programme is tailor-made not all the services here mentioned need to be applied.

CREATING VALUE

- Repositioning the asset's role in the urban fabric and reinventing its significance for multi-generational users;
- From analysing the importance of Food & Beverage (F&B), leisure and the overall tenant mix, to architectural innovation and even incorporation into ambitious mixed-used developments;
- Minimum disruption during a centre's transformation, to maintain footfall, rents and sales;
- A stronger and more competitive real estate asset in the long term, adding financial value and increased returns.

TO OFFER UNIQUE EXPERIENCES

- Differentiated spaces, according to the ever-changing needs of customers and catchment area;
- Distinguished and modern retail spaces, with a tailored offer filled with novelty and excitement;
- Multifunctional spaces, adapted to every aspects of the consumers life.

OUR EXPERIENCE



NORTESHOPPING · PORTUGAL

Inaugurated in 1998, the most successful shopping centre in the north of Portugal has completed an expansion in 2020 that added more than 13,000 m² of GLA, representing a €77 million investment. This expansion allowed to increase the offer adding spaces like The Cookbook, a 3rd generation food court inspired in the traditional markets with differentiated gastronomic concepts; Galleria an exquisite and sophisticated mall area with top luxury brands; new lobbies for major tenants with renovated layout; relocated modern cinema with top technology; increased car parking; new accesses to the shopping centre; and improved sustainability measures to increase energy efficiency in lighting, travellers and escalators.



PLAZA MAYOR · SPAIN

Plaza Mayor Parque de Ocio opened in 2002 with 34,192 m² of GLA and 92 units. It was considered one of the most important leisure and retail references in Málaga, with a strong identity due to its innovative concept focused on leisure. An analysis revealed that Plaza Mayor needed a complementary retail offer, to reinforce shopping habits in the area and avoid a loss of visits caused by future competition.

Maintaining the Mediterranean theme in the architecture, Plaza Mayor Shopping opened in October 2008 with 18,812 m² GLA all 100% let. Overall, the scheme grew to nearly 53,000 m² GLA, with 88 fashion stores, Malaga's biggest cinema complex and a supermarket. From 2007 to 2009, with an expansion from a total of 92 to 151 units, traffic increased 92%, total sales rose 140%, and total rents climbed by 83%.



LEIRIASHOPPING · PORTUGAL

LeiriaShopping successfully expanded in three phases between 2008 and 2010. Initially comprising a commercial gallery with 23,785 m² GLA, the site benefited from excellent visibility and access from key highways. Trading since 1992, the hypermarket had a high penetration rate, serving 70% of the inhabitants in the catchment area and generating an annual traffic of 4.4 million visitors.

The expansion included a remodelling of the former gallery, with a brand-new multi-storey carpark completing the transformation. With architecture inspired by the Atlantic Ocean and the Leiria Pine Forest, sources also for building materials, the new centre grew from to a GLA of 43,419 m². From 2007 to 2011, with an expansion from 33 to 124 shops, total tenant sales grew 181% after the expansion, while sales per visit rose by 85%, and rental income increased by 455%.

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