

Sonae Sierra Brasil Launches its First Marketplace

São Paulo, July 11, 2019 - Sonae Sierra Brasil SA (B3: SSBR3) ("Company") announces to its shareholders and to the market general that it launched the pilot project of the Company's marketplace, in Parque D. Pedro Shopping.

The project offers Parque D. Pedro's customers the opportunity to buy online products of the brands present in the mall, thus creating a unified shopping experience. Parque D. Pedro's marketplace begins its operation with more than 100 thousand items, and gives retailers the opportunity to sell products that go beyond the inventory of their physical store. Among the segments already available are women, men and kids fashion, cosmetics, electronics, smartphones, accessories and home appliance, and, in a few months, all the mall's stores will have the opportunity to be a part of the marketplace.

The new platform brings different logistics modalities to meet the consumers, and they will be implemented through steps during the first six months of the project. The first step consists of the products' delivery from each tenant to the consumers' homes. Afterwards, the delivery will begin inside the mall itself, with the option of the customer receiving the goods at home, picking up at the stores or with a concierge. Finally, we will have the withdrawal of products in a drive-thru and lockers inside the mall.

After the pilot project of Parque D. Pedro Shopping, the Company's strategy is to expand this platform, giving each mall in our portfolio its own marketplace.

Sincerely,
Carlos Alberto Correa
CFO and Investor Relations Officer

About Sonae Sierra Brasil

Sonae Sierra Brasil is a leading owner, manager, and developer of shopping malls in Brazil. The Company owns and manages nine enclosed malls in high-quality markets aggregating 354 thousand square meters of owned gross leasable area and manages one-third party enclosed mall. Sonae Sierra Brasil is publicly-traded on the B3: Brasil Bolsa Balcão under the symbol SSBR3 and is headquartered in São Paulo.

