



Caring for people in the event of Health Emergencies

Sudden cardiac arrests are responsible for 22,000 deaths a year in Portugal, with 95% of cases proving fatal. The chances of survival are inextricably linked to how and how quickly the patient is treated. With some 190 million visitors a year in our Portuguese shopping centres, the risk of cardiac arrest occurring on Sonae Sierra's premises is genuine. Because Sonae Sierra is fully committed to safety and health at all levels, we deem it essential to be able to provide the best emergency care needed.

For several years, Sonae Sierra pursued the idea of install Automated External Defibrillators (AEDs) in our shopping centres, but the legislation in force at the time only allowed the use of this equipment by doctors. In 2010 a new legislation was introduced in Portugal, and this allowed us to install AEDs in our shopping centres in this country. These portable electronic devices automatically diagnose potentially life-threatening cardiac arrhythmias and are able to treat them through defibrillation, the application of electrical therapy, which stops the arrhythmia and allows the heart to re-establish a normal rhythm.

They are very effective when applied promptly after the occurrence. We acquired 28 AEDs and trained 182 staff to use them. We also made sure that at least one trained member of staff is on-site during opening hours. Thanks to this initiative, a man's life was saved in Centro Colombo in Portugal in December 2010.

We also have already installed AEDs in some of our owned shopping centres in Spain, Germany and Brazil. Sonae Sierra has already decided to introduce AEDs in all other shopping centres in Europe.

