COMUNICADO DE IMPRENSA LISBOA, 18.06.2025

On a historic night for Alegro Shopping Centers

NHOOD WINS 5 AWARDS AT SOLAL AWARDS 2025, INCLUDING THE "BEST OF THE BEST" AWARD

Nhood was widely recognized at the SOLAL Awards 2025 ceremony, held yesterday afternoon in Poland, securing five standout awards. The Alegro shopping centers, managed by Nhood in Portugal, received four of these distinctions, while Zenia Boulevard shopping center, located in Spain and also managed by Nhood, claimed the fifth award.

The highlight of the night was Alegro Setúbal, which won the Gold Award in the Customer Services category for the "Silent Hour" project. This pioneering initiative in Portugal, implemented in collaboration with APPDA – the Portuguese Association for Developmental Disorders and Autism – creates an inclusive environment for people with autism spectrum disorders and other neurodivergent conditions. In addition to this distinction, "Silent Hour" received the ceremony's top honor, the "Best of the Best Winner 2025" trophy, awarded to the most voted project across all categories.

Alegro Alfragide was awarded the Bronze Award in the Placemaking category for its Christmas show "Aladdin on Ice," developed in partnership with AM Experience, combining high-quality entertainment with strong local community ties.

Alegro Sintra also secured the Bronze Award in the Corporate Social Responsibility category for the "Christmas in Pairs" project, a solidarity initiative that brought magic to the Christmas season at Amadora Sintra Hospital Center. On the international stage, Zenia Boulevard in Orihuela Costa, Spain, was honored with the Bronze Award in the Grand Refurbishment category for its comprehensive transformation into a more human, sustainable space connected to the community.

"This is a historic achievement, not only for the assets managed by Nhood but for the entire sector in Portugal. This international recognition confirms that our strategic approach delivers relevant experiences with real community impact and concrete results for the assets. It's a pride to see our teams' talent and dedication reflected in projects that create value – and are recognized by our peers." — Maura Teixeira, Marketing & Innovation Director Iberia at Nhood.

The SOLAL Marketing Awards are recognized as one of the most prestigious international distinctions in shopping center marketing and management, rewarding the best campaigns and initiatives.

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Sobre a Nhood

A Nhood é uma plataforma de soluções imobiliárias para projetos mistos, detida pela Associação Familiar Mulliez (AFM), que atua na regeneração imobiliária urbana com triplo impacto positivo: social, ambiental, económico (Pessoas, Planeta, Proveitos). A sua expertise inclui a dinamização, operação e comercialização de ativos de uso misto, através de serviços como Asset Management, Development, Property Management, Leasing e Tenant Representation. Partilha uma visão de cidade mais resiliente e ecológica, na qual os espaços assumem diferentes funções e usos de proximidade (comércio local, habitação, escritórios, urbanismo de transição e terceiros locais). A Nhood reúne o know-how de 1029 especialistas em 11 países na Europa e África, para regenerar e transformar de forma sustentável um portfólio inicial de quase 300 espaços comerciais, 30.000 unidades habitacionais e 40 projetos de desenvolvimento. Em Portugal, a Nhood gere mais de 700M€ de valor de ativos.

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