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NHOOD MANAGEMENT AWARDS ALEGRO BRAND THE SUPERBRANDS® SEAL AGAIN

Consecutive recognition reinforces Nhood's role in creating valuable brands and innovative, sustainable, people-centered spaces.

Lisbon, September 17, 2025 – Under Nhood's management, the Alegro brand has once again been distinguished with the Superbrands® seal, consolidating its position among Portugal's leading brands of excellence. This distinction, awarded based on consumer perception and evaluation by an independent panel of experts, reinforces the brand's trust and relevance in the national market. More than recognition of Alegro's notoriety, this seal validates Nhood's strategic work as the managing entity, which has positioned the shopping centers as spaces of experience, proximity, and positive impact in the territories where it operates.

Present in Alfragide, Castelo Branco, Setúbal, and Sintra, the Alegro centers are strategic assets in Nhood's management portfolio, reflecting a vision that combines retail, services, and experiences with positive community impact, adapting to contemporary lifestyles and fostering lasting territorial connections.

"This distinction reflects the trust that Alegro customers have placed in the brand over nearly two decades, establishing it as a benchmark for proximity, authenticity, and innovation. It is a collective achievement of teams, retailers, partners, and local communities, whose joint efforts enable us to make a difference every day. For Nhood, managing Alegro is, above all, about creating destinations: placemaking that gives more to the community, connects people, and generates belonging, while elevating the experience for visitors and maximizing the value of the assets we manage. This award is not an endpoint; it is another step in our journey. We create living spaces that go beyond commerce: humanized, rooted in the community, and designed to connect people." — Maura Teixeira, Marketing & Innovation Iberia Director at Nhood

Nhood's approach is based on mixed-use models that combine retail with services and experiences capable of meeting diverse territorial needs. Applied to the Alegro shopping centers, this management model sets a standard of excellence that ensures consistency in experience quality, while preserving each asset's unique identity and connection to local communities.

The result is positioning that establishes Alegro centers as urban ecosystems, promoting human connections, strengthening belonging, and actively addressing social and environmental challenges.

Among the most recent initiatives, urban art projects with local expression stand out, along with the creation of new meeting and gathering spaces, such as the basketball court opened this year at Alegro Sintra, in partnership with Hoopers and with artistic design by Vasco Costa; as well as promoting solidarity actions and inclusive practices like Silent Hour, reinforcing Alegro's role as a living, close, and constantly evolving space. After all, at Alegro, every detail of the experience reflects the signature of the brand's new campaign: "It's so Alegro."

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Alongside the Superbrands® seal are other historic achievements, including four SOLAL Marketing Awards won by Alegro, among them the top "Best of the Best" accolade, one of the sector's most prestigious international distinctions. Together, these recognitions confirm the value that Nhood brings in enhancing brands and assets through purposeful, bold management aligned with owners', occupants', and territorial trends and expectations.

More information here: tinyurl.com/nhood-superbrands-2025

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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