

GeneralShopping BRASIL



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Ações com Governança
Corporativa Diferenciada **IGC**

Índice de
Ações com Top Along
Diferenciado **ITAG**

abrasca
companhia associada

**Bradesco BBI - 1st Brazil Investment Forum
São Paulo – April 2014**

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Sector Overview

Company Overview

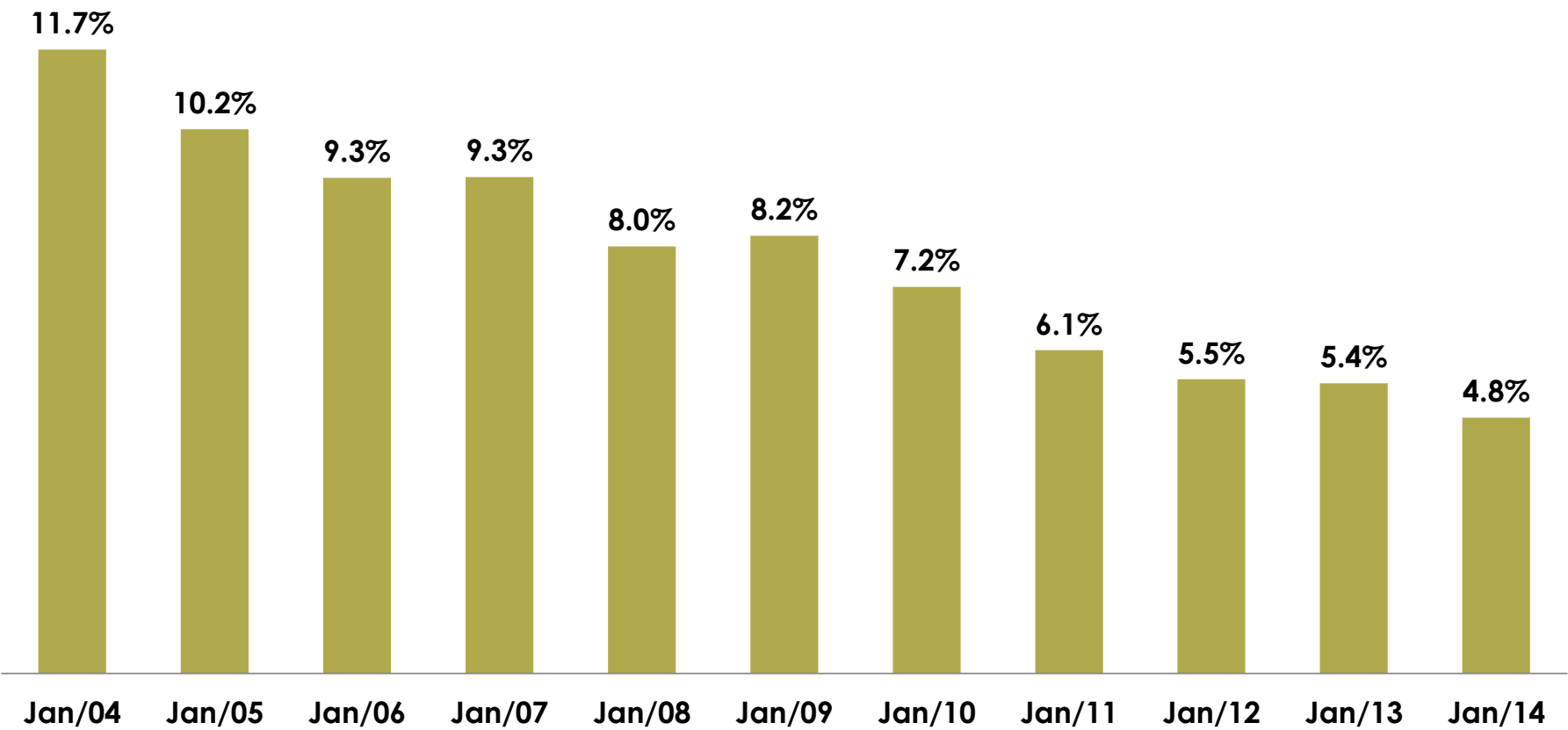
Financial Performance

GeneralShopping^{BRASIL}

Sector Overview

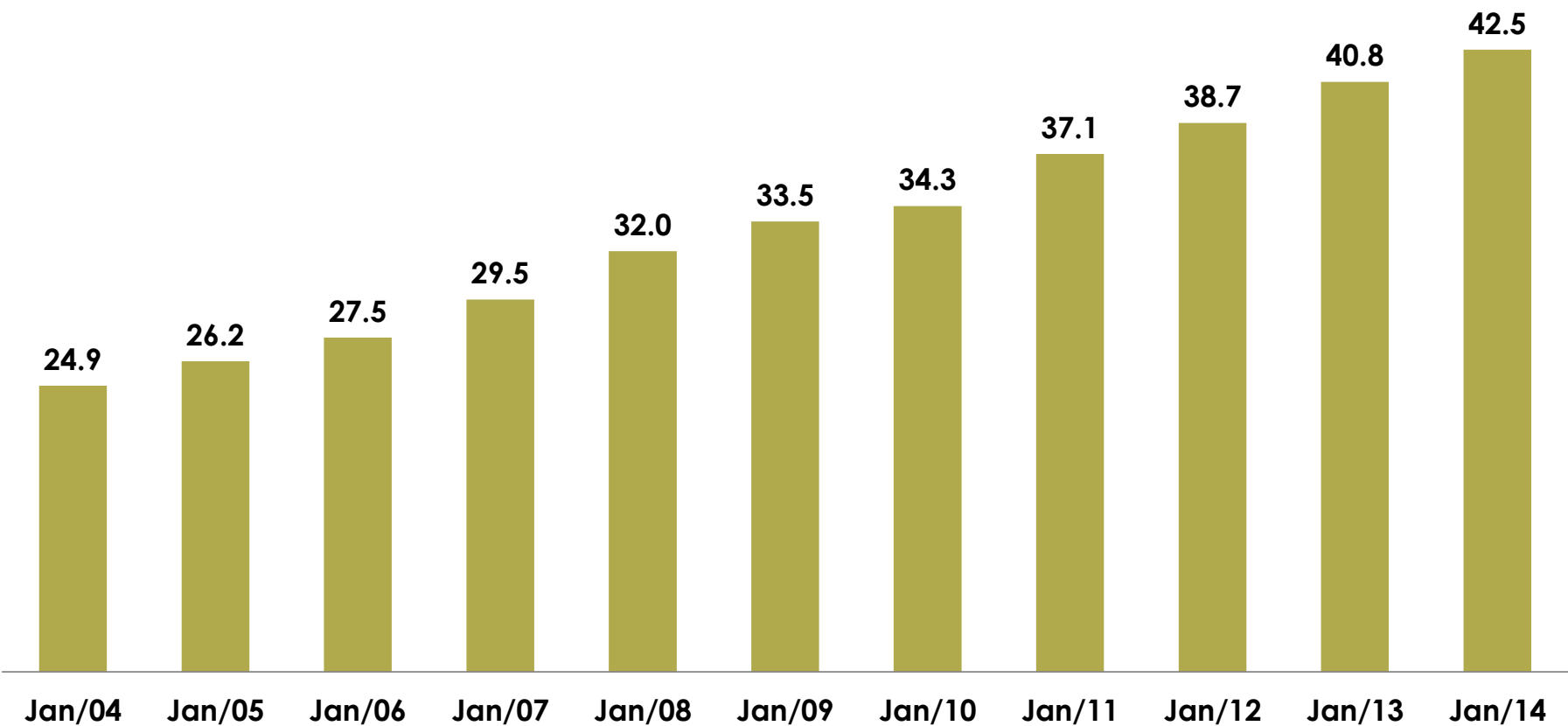


Unemployment Rate in January



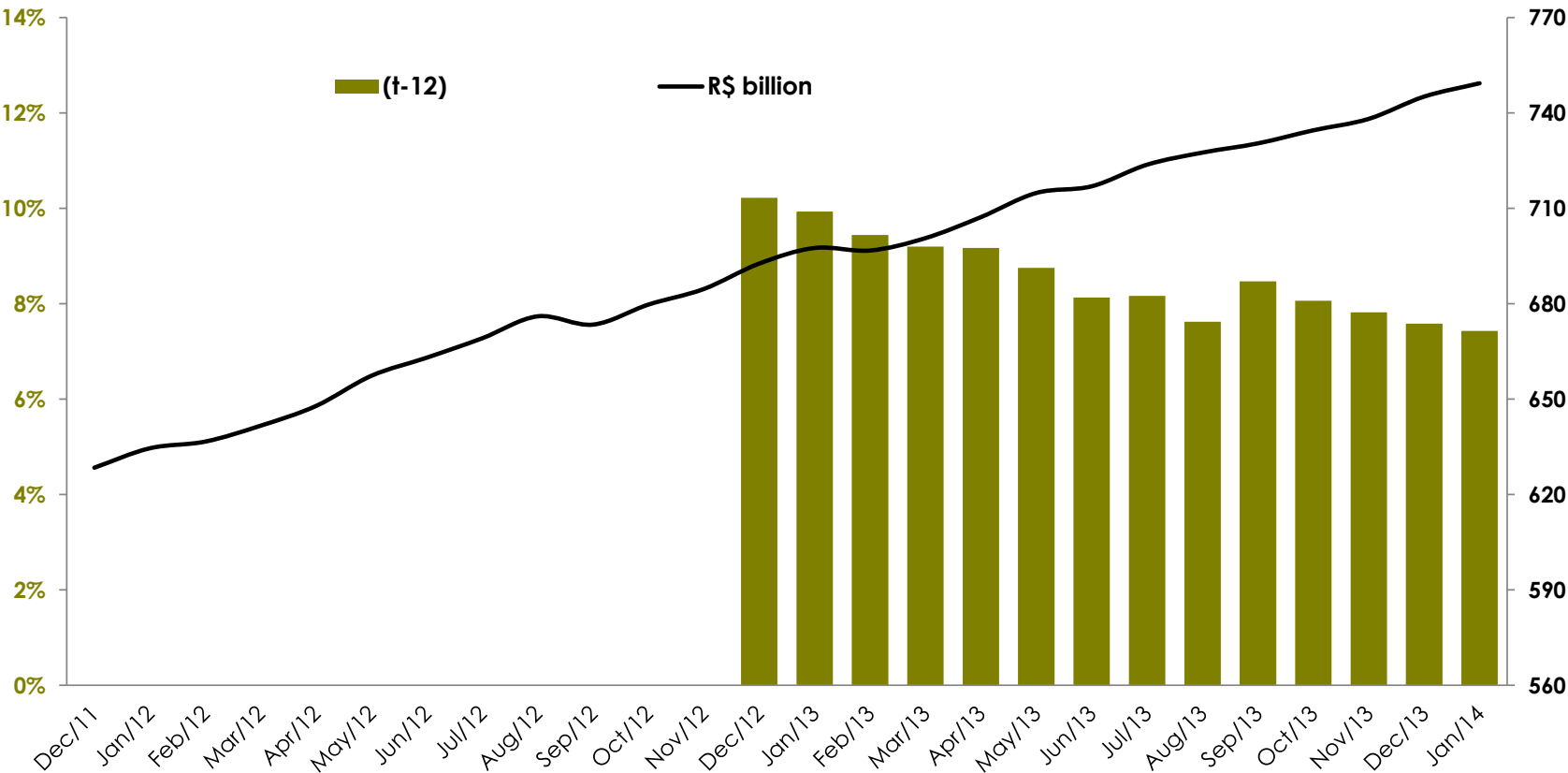
Source: PME-IBGE
Table prepared by General Shopping Brasil

Real Income of the Employed Population¹
R\$ billion



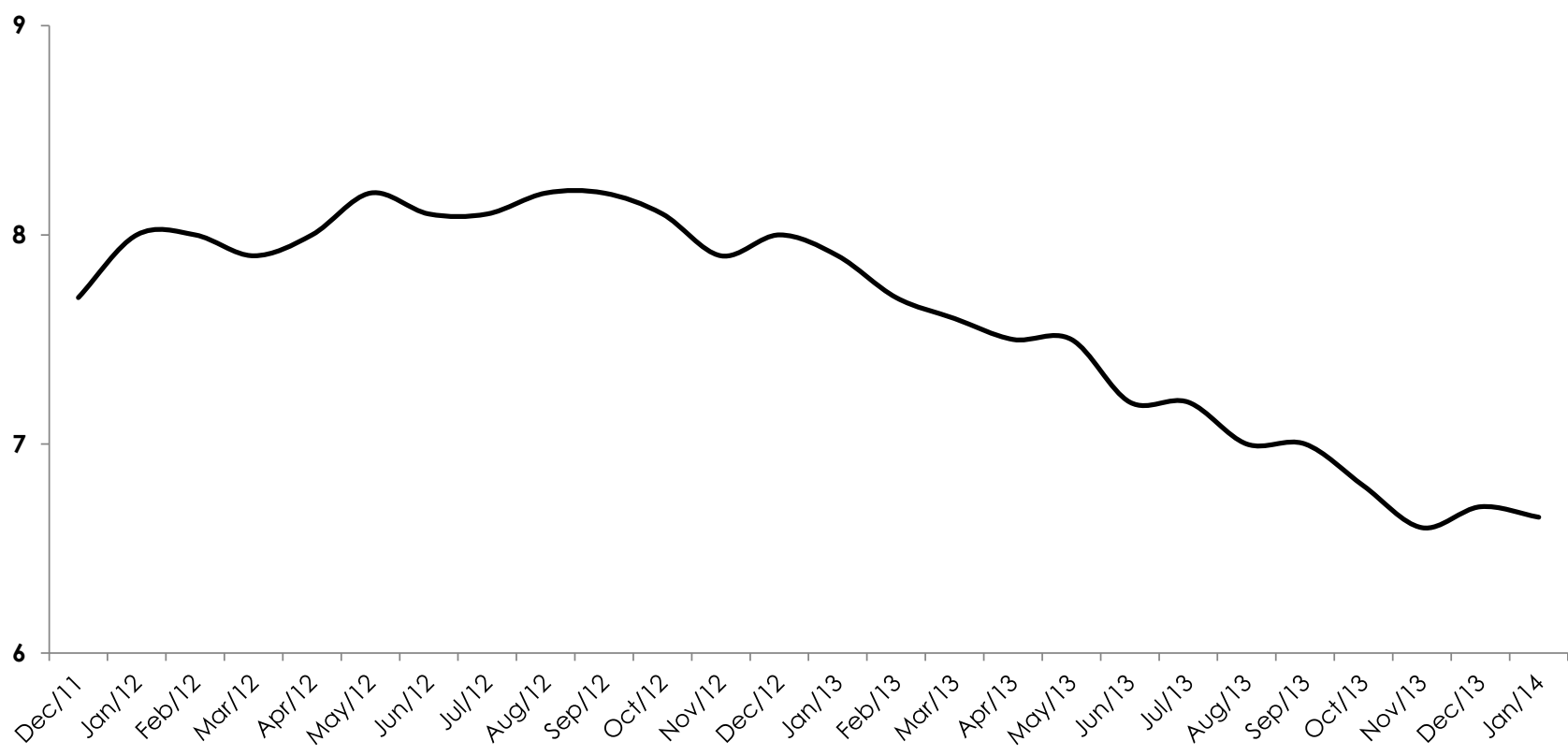
Source: PME-IBGE; Table prepared by General Shopping Brasil
⁽¹⁾Based on the employed population and their average income

Credit Volume – Individuals
Volume and Monthly Change



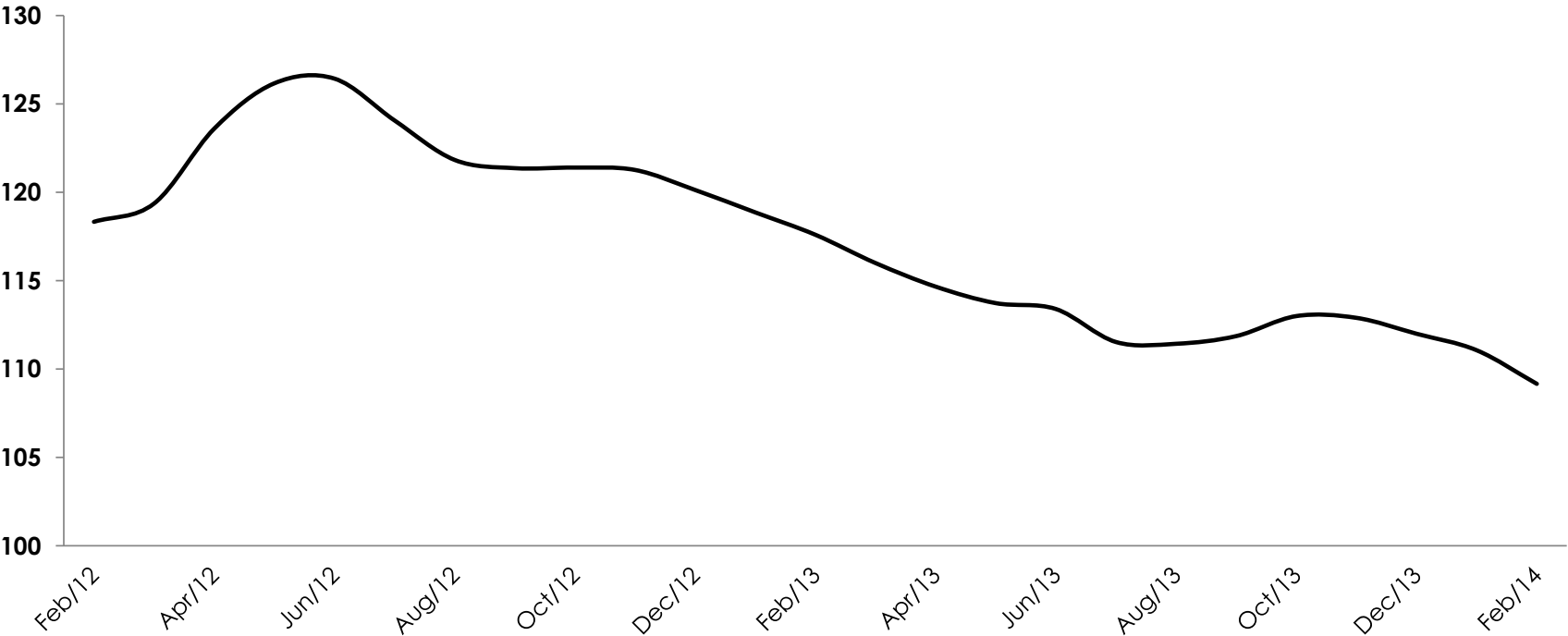
Source: Central Bank
Table prepared by General Shopping Brasil

Default Rate
Individuals %



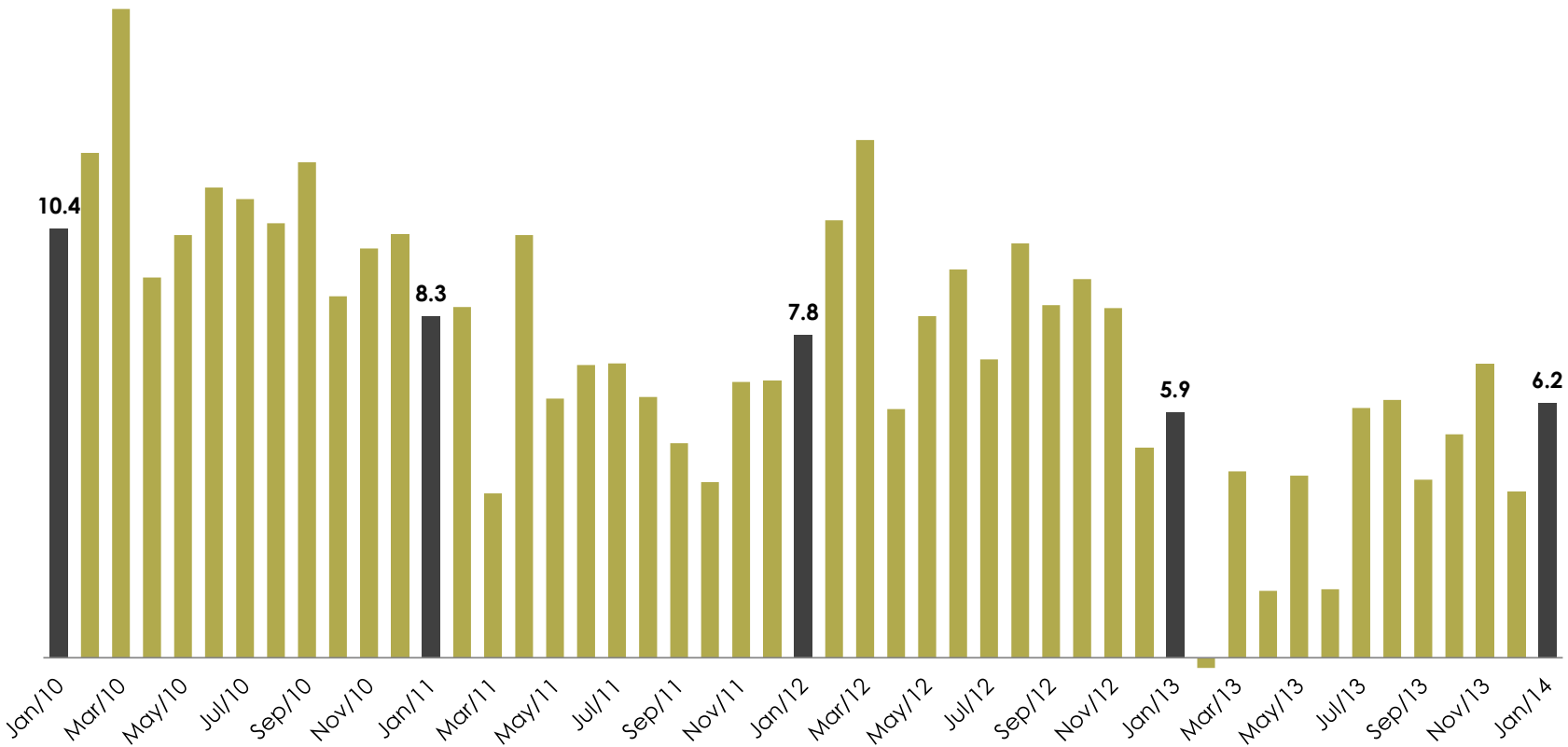
Source: Central Bank
Table prepared by General Shopping Brasil

Consumer Confidence Index
Index - Quarterly Moving Average



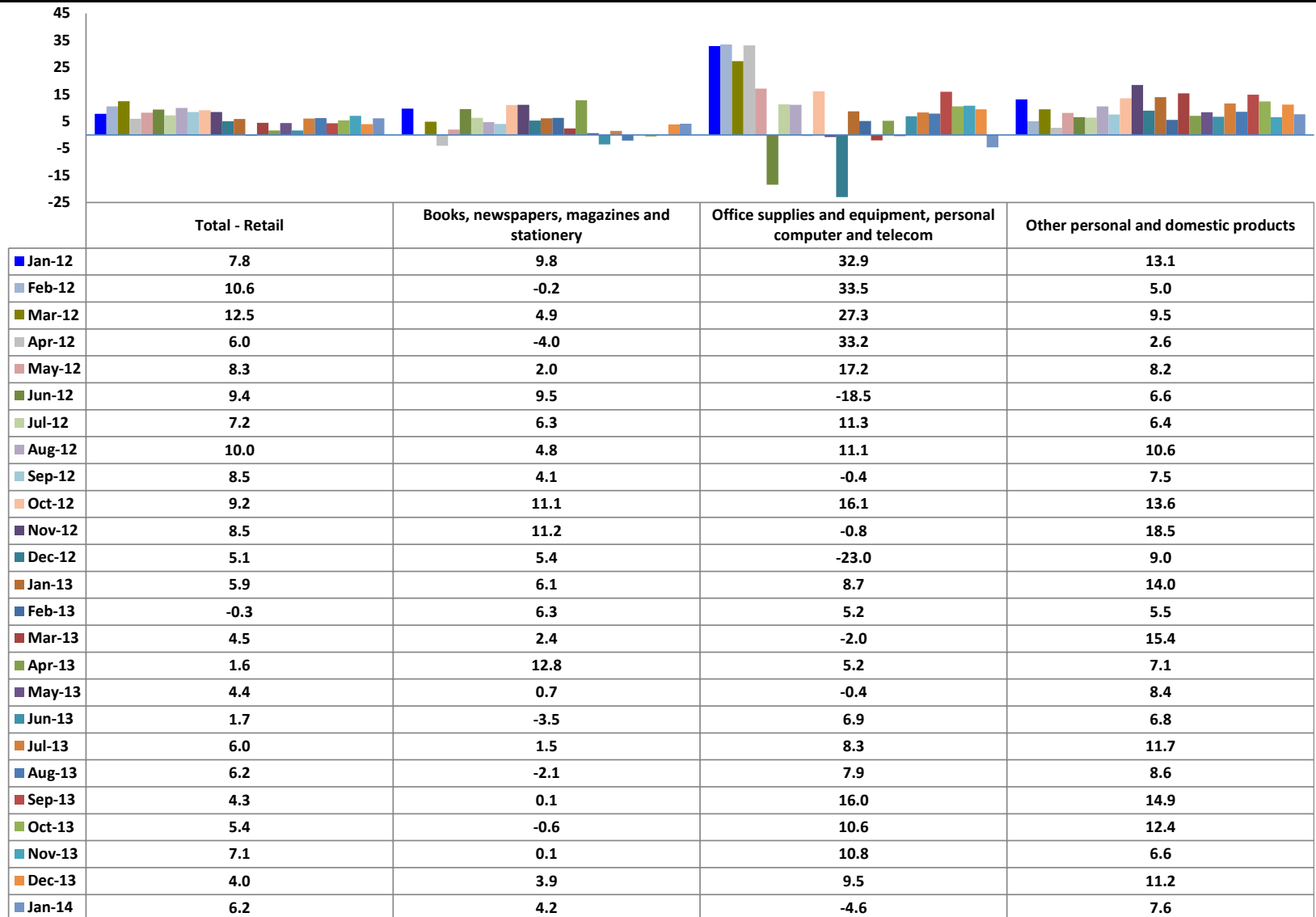
Source: Fundação Getulio Vargas - FGV
Table prepared by General Shopping Brasil

Sales Volume - Monthly change (%)
As compared with same year-ago period

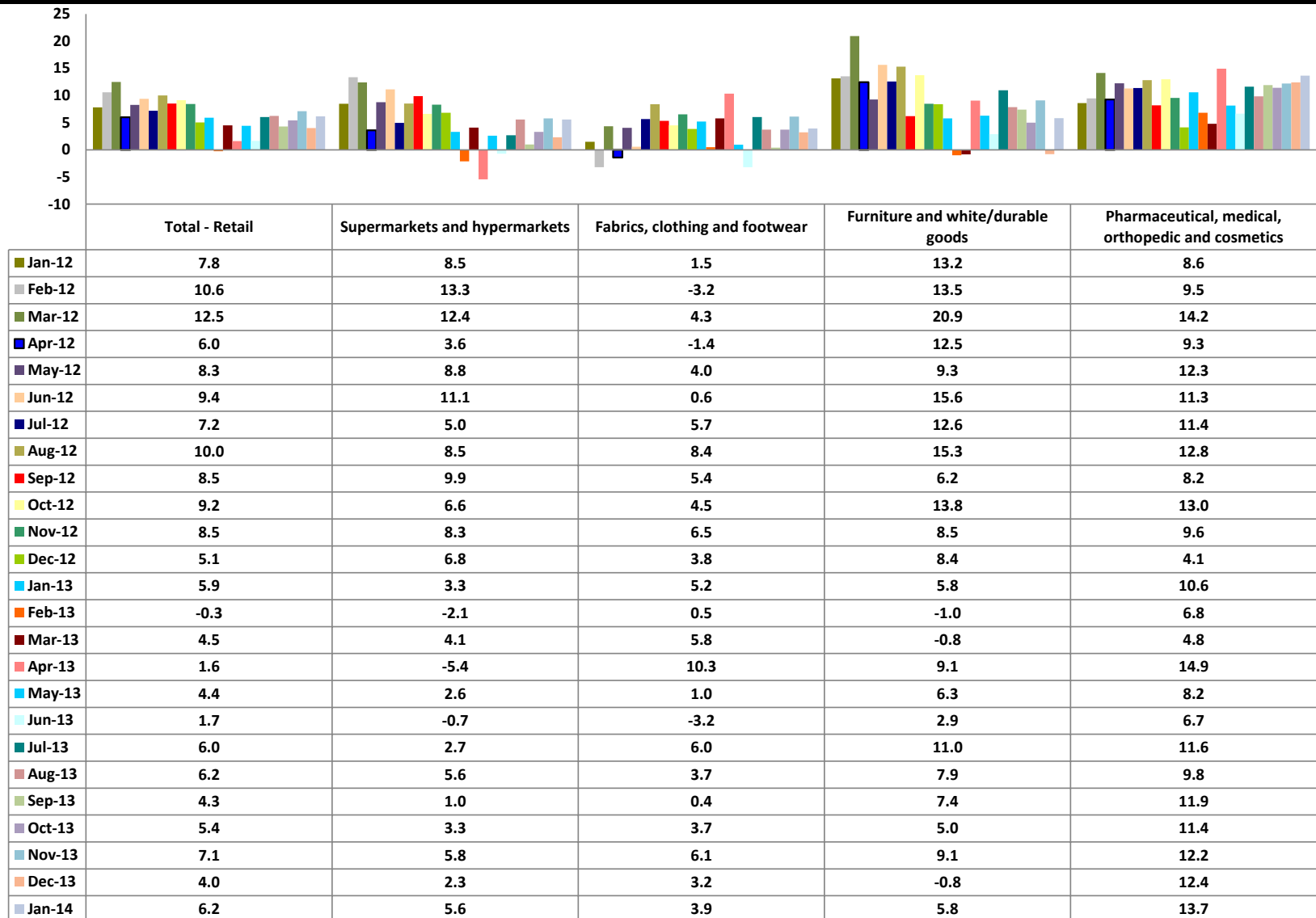


Source: PMC-IBGE
Table prepared by General Shopping Brasil

Retail Industry: Monthly Change (VS Same Year-Ago Period) of Sales Volume (Jan/12-Jan/14)



Retail Industry: Monthly Change (VS Same Year-Ago Period) of Sales Volume (Jan/12-Jan/14)



GeneralShopping^{BRASIL}

Company Overview



- Market-driven company with retail approach
- B and C consumption classes as target market
- Innovative complementary services
- Majority ownership: 75.3% average interest

General Shopping Brasil

Shopping Center	Interest	Total GLA (m ²)	Own GLA (m ²)	Own GLA Expansion (m ²)
Poli Shopping Guarulhos	50.0%	4,527	2,264	15,400
Internacional Shopping	100.0%	76,845	76,845	-
Auto Shopping	100.0%	11,477	11,477	-
Shopping Light	85.0%	14,140	12,019	-
Santana Parque Shopping	50.0%	26,538	13,269	-
Suzano Shopping	100.0%	19,583	19,583	-
Cascavel JL Shopping	85.5%	8,877	7,590	2,953
Top Center Shopping	100.0%	6,369	6,369	-
Parque Shopping Prudente	100.0%	15,148	15,148	-
Poli Shopping Osasco	100.0%	3,218	3,218	-
Shopping do Vale	84.4%	16,487	13,913	-
Unimart Shopping Campinas	100.0%	14,961	14,961	-
Outlet Premium São Paulo	50.0%	17,716	8,858	-
Parque Shopping Barueri	48.0%	37,420	17,962	-
Outlet Premium Brasília	50.0%	16,094	8,047	-
Shopping Bonsucesso	63.5%	24,437	15,517	-
Outlet Premium Salvador	50.0%	14,964	7,482	-
Parque Shopping Sulacap	51.0%	29,059	14,820	-
	75.3%	357,860	269,342	18,353

Greenfield	Interest	Total GLA (m ²)	Own GLA (m ²)
Outlet Premium Rio de Janeiro*	98.0%	32,000	31,360
Parque Shopping Maia	63.5%	30,492	19,362
Parque Shopping Atibaia	100.0%	24,043	24,043
Convention Center	100.0%	25,730	25,730
	89.5%	112,265	100,495

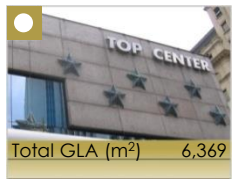
(*) Company may sell up to 48% of the project to BR Partners Fund.

Geographic Distribution

Internacional Shopping Guarulhos



Top Center Shopping



Poli Shopping Guarulhos



Santana Parque Shopping



Outlet Premium Rio de Janeiro



Poli Shopping Osasco



Suzano Shopping



Shopping Bonsucesso



Parque Shopping Atibaia



Shopping Light



Shopping do Vale



Outlet Premium São Paulo



Parque Shopping Maia



Parque Shopping Prudente



Cascavel JI Shopping



Parque Shopping Sulacap



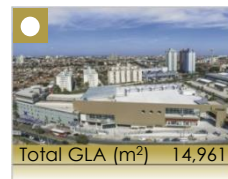
Parque Shopping Barueri



Auto Shopping



Unimart Shopping Campinas



Convention Center



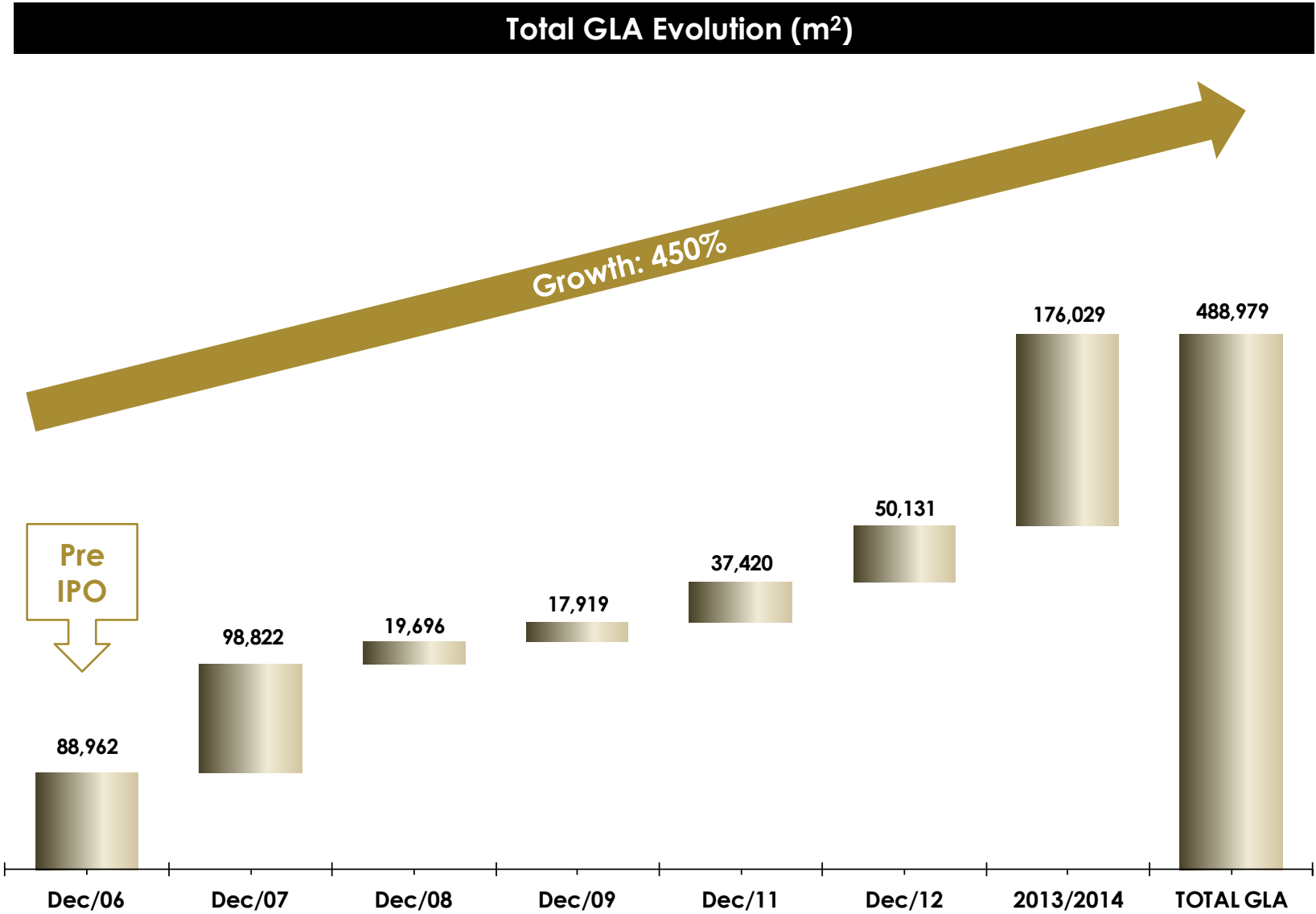
Outlet Premium Brasília



● Shopping in operation
▲ Greenfield

Region	GDP	Retail Mkt
South + Southeast	71.6%	72.3%

⁽¹⁾ Estimated



Diversified Growth Strategy

Consolidation

- Shopping center acquisitions

Greenfields

- Concept and development of new shopping centers

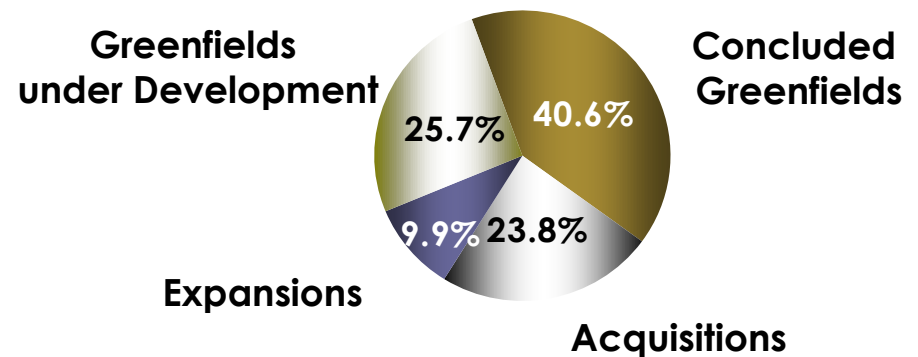
Expansions

- Interest stake increase in assets
- GLA expansion of the original portfolio
- Implementation of mixed-use projects
 - Synergies + Profitability

Turnaround

- Remodeling and retrofit of tenant mix
- Innovation in complementary services

Own GLA⁽¹⁾



⁽¹⁾ Considering current shopping centers, expansions and announced greenfields.



Parque Shopping Maia

Type: Neighborhood

Stake: 63.5%

Total GLA: 30,492 m²

Social Classes: A, B and C

Overall Population (within 5Km): 737 thousand people

Event: On June 28, 2013, we entered into a Purchase and Sale Agreement for a notional fraction of 36.5% of the property and a Purchase and Sale Agreement of 36.5% of Project, Improvements and Construction with the Fundo de Investimento Imobiliário General Shopping Ativo e Renda – FII for R\$ 167.0 million

Parque Shopping Maia- Greenfield





Outlet Premium Salvador

Type: Outlet

Stake: 50%

Total GLA: 14,964 m²

Opening: October 2013

Influence area (inhabitants): super-regional

Description: Third Outlet from General Shopping Brasil, located next to Salvador, the biggest city in northeastern states, on the road to the tourism resorts

Event: On June 18, 2013, we signed with BR Partners Bahia Empreendimentos Imobiliários S.A., a purchase and sale agreement of a notional fraction of 48% of the property for R\$ 5.0 million, where they spent the proportional CAPEX for 48% of the total investment

Outlet Premium Salvador - Greenfield





Parque Shopping Sulacap

Type: Neighborhood

Stake: 51%

Total GLA: 29,059 m²

Opening: October 2013

Description: First Project developed by General Shopping in the Rio de Janeiro state. It is located in the Jardim Sulacap, western area of Rio de Janeiro city

Parque Shopping Sulacap - Greenfield



Increasing Complementary Services Activities

Atlas			Management	Parking	Water	Energy	
Stake Held	100%	Energy	ISG	✓	✓	✓	✓
			Auto	✓	✓	✓	✓
			Poli	✓	✓	✓	✓
			Light	✓	✓	✓	✓
	100%	Wass	Santana	✓*	✓	✓	✓
			Suzano	✓	✓	✓	✓
			Cascavel	✓	✓	✓	✓
			Prudente Parque	✓	✓	✓	✓
	100%	I Park and GSPark	Poli Shopping Osasco	✓	✓		
			Top Center	✓		✓	
			Do Vale	✓	✓	✓	✓
			Unimart Campinas	✓	✓	✓	✓
	100%	GSB Adm	Outlet Premium São Paulo	✓	✓	✓	✓
			Parque Shopping Barueri	✓	✓	✓	✓
			Outlet Premium Brasília	✓	✓	✓	✓
			Shopping Bonsucesso	✓	✓	✓	✓
100%	ASG Adm	Outlet Premium Salvador	✓	✓	✓	✓	
		Parque Shopping Sulacap	✓	✓	✓	✓	

✓ Services currently provided to the mall

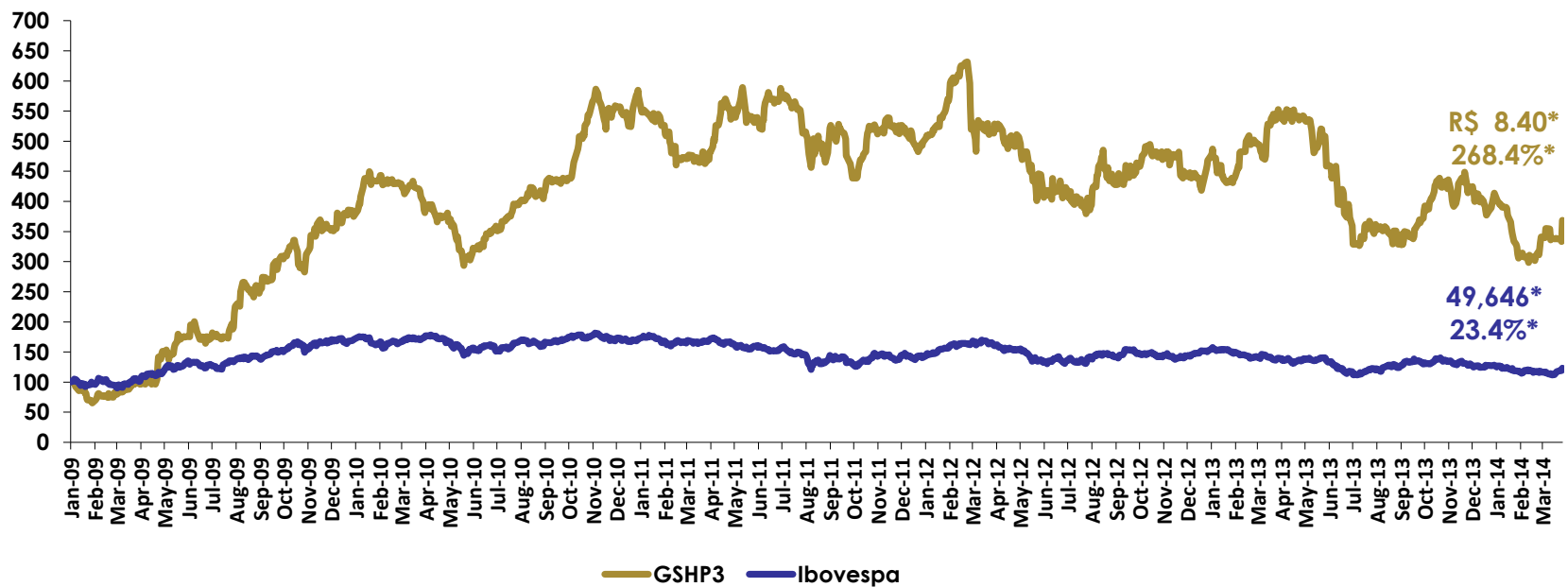
✓ Potential services / currently being implemented

✓* Partial

✓ Services currently provided to the mall ✓ Potential services / currently being implemented ✓* Partial

Stock Performance

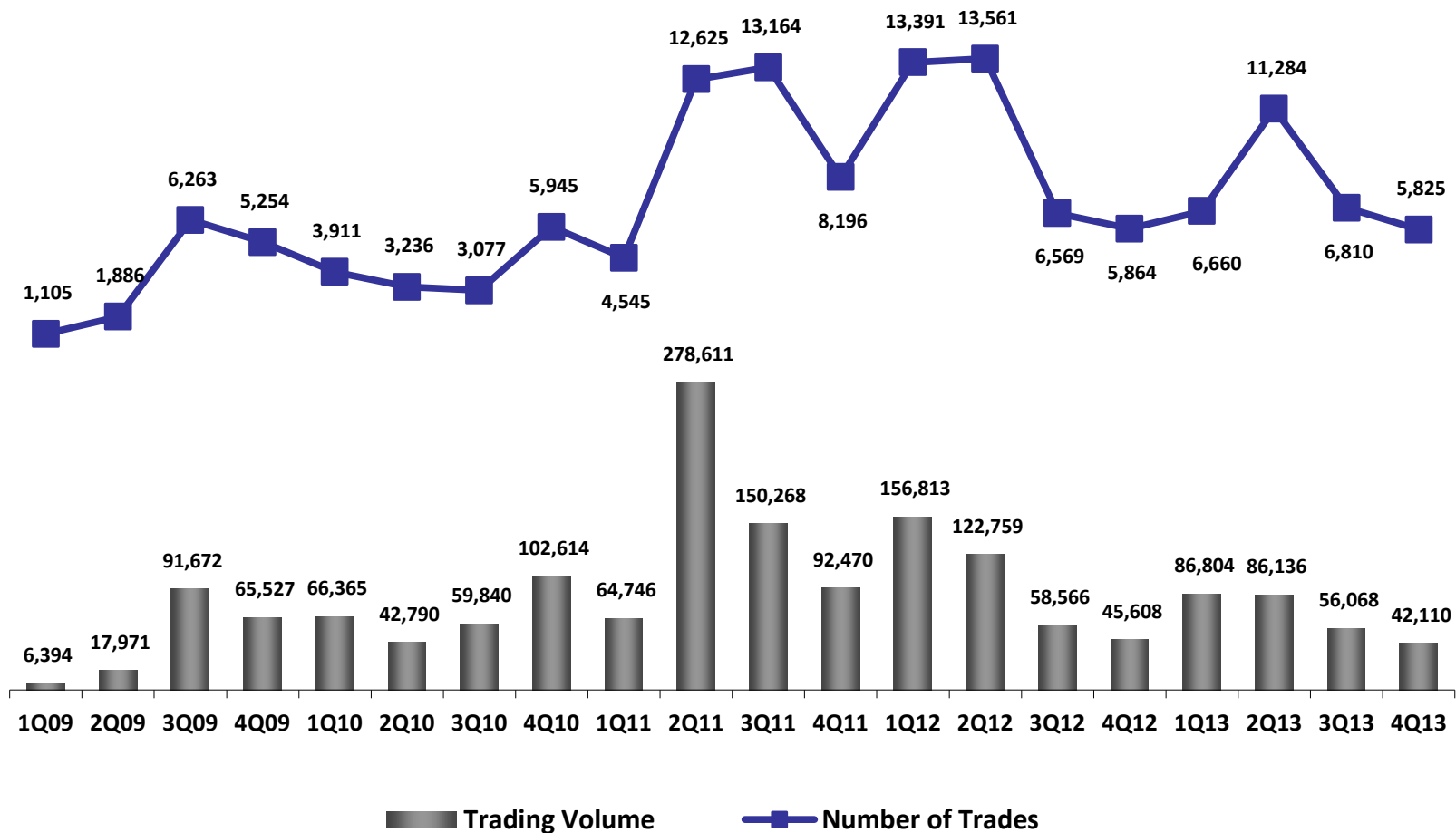
Stock Performance (Basis 100 – JAN 2, 2009)



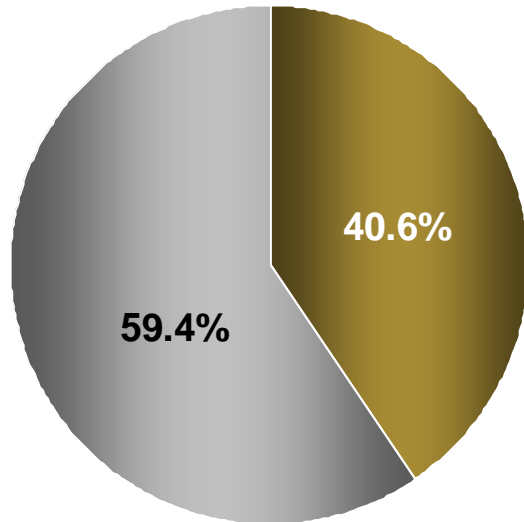
(*) In March 27, 2014
 Until DEC 31, 2013: GSHP3 = 313.6%
 Ibovespa = 28.0%

GSHP3

Volume (R\$ thousand)



Shareholders



■ Free float ■ Controlling shareholder

	Nr. Shares	Type of investor ^(*)
Controlling shareholder	30,000,000	-
Free float	20,480,600	30.0% - Brazilian
		66.5% - Foreign
		3.5% - Individual
Total	50,480,600	-

Listed since July 2007



(*) Position as of March 20, 2014

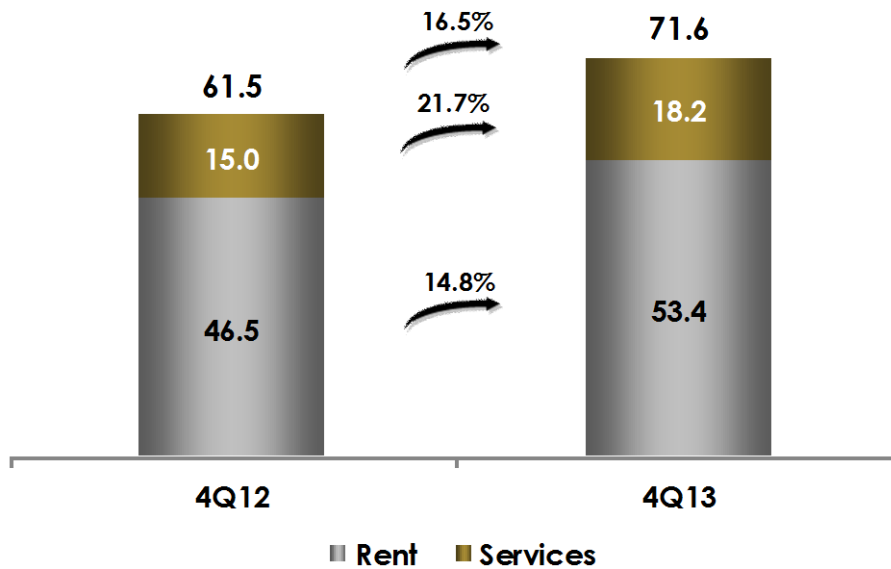
GeneralShopping^{BRASIL}

Financial Performance

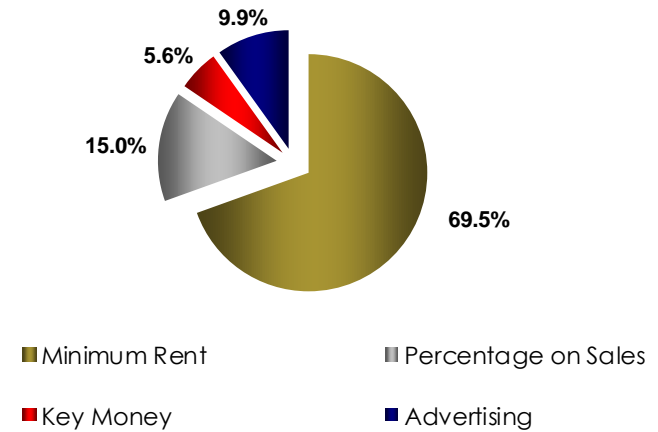


Gross Revenue – R\$ million

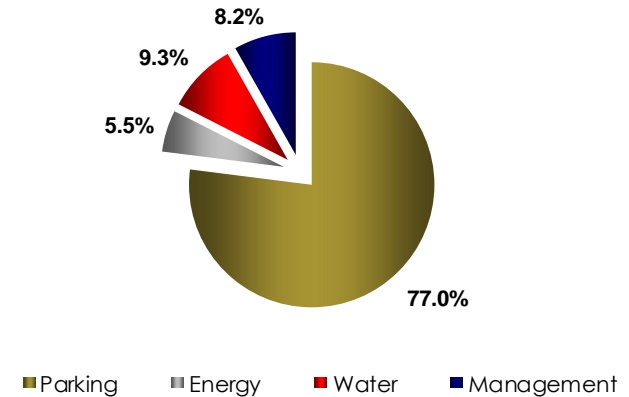
Total Gross Revenue



Rental Revenue Breakdown - 4Q13

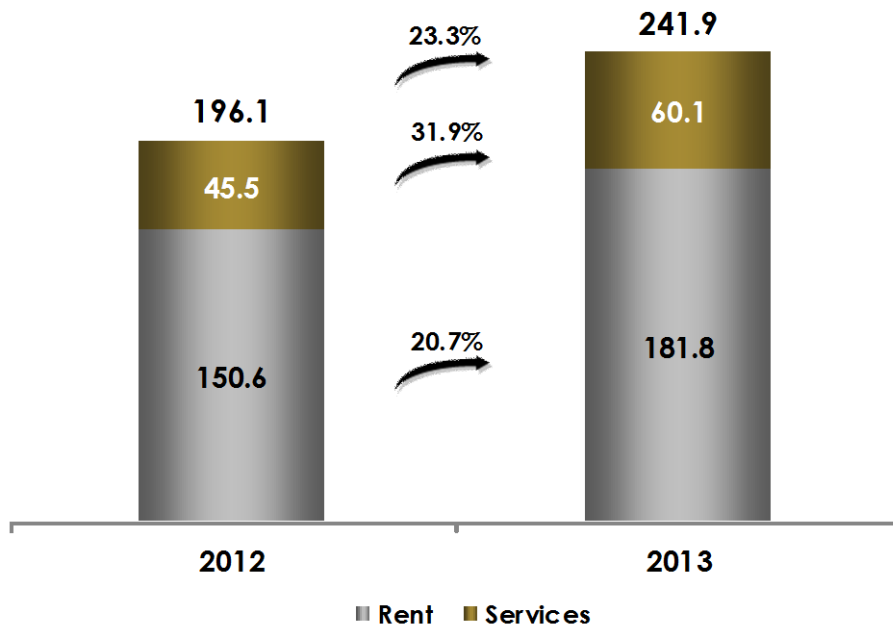


Services Revenue Breakdown - 4Q13

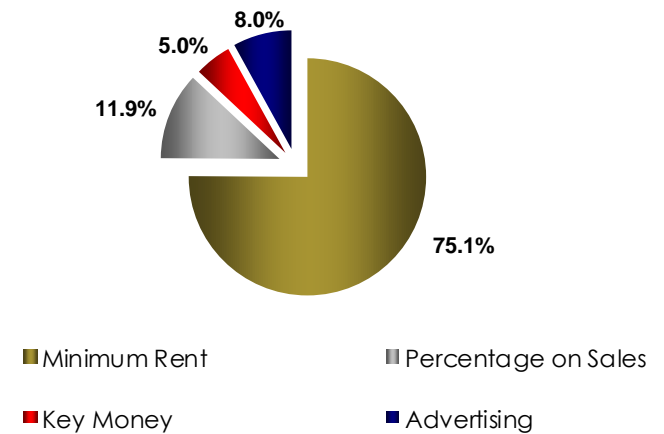


Gross Revenue – R\$ million

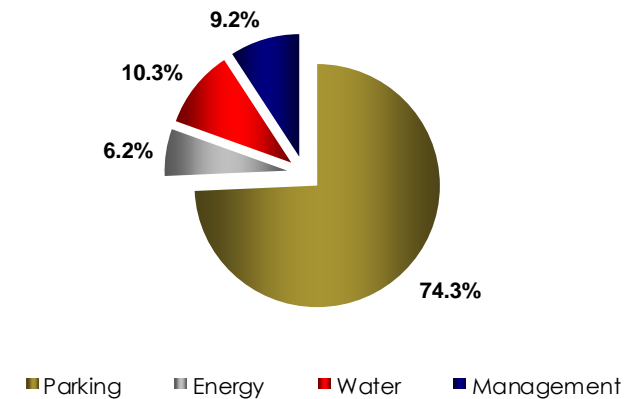
Total Gross Revenue



Rental Revenue Breakdown - 2013



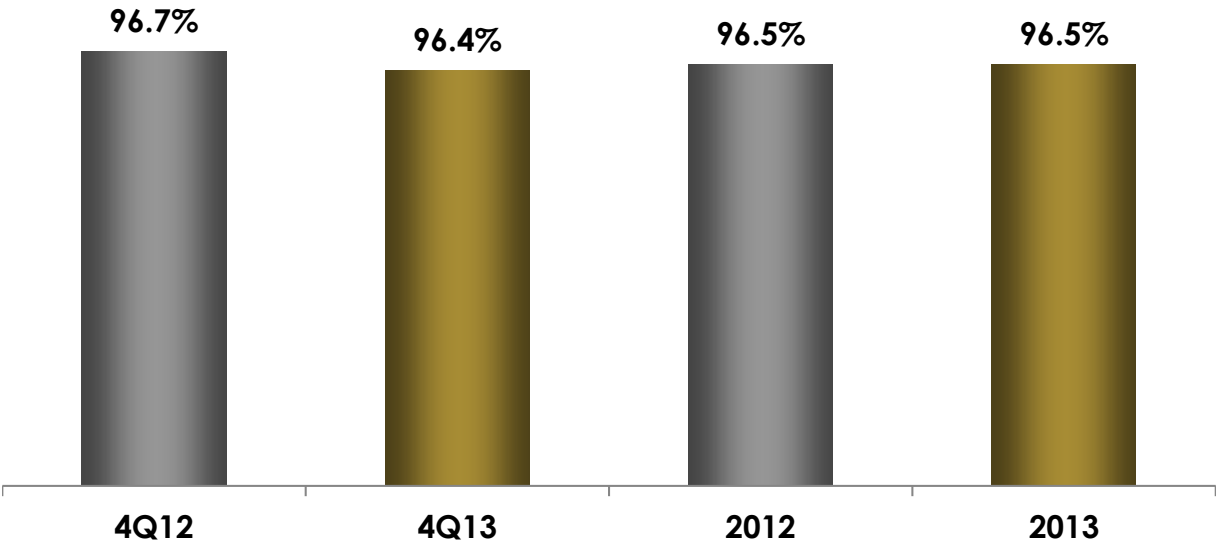
Services Revenue Breakdown - 2013



Performance

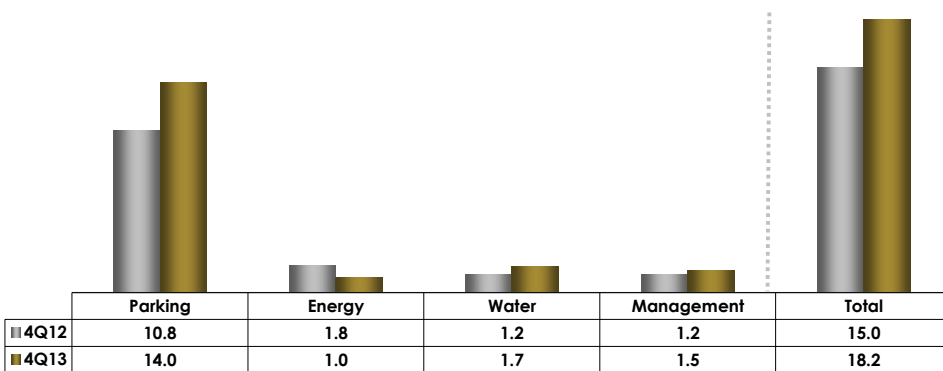
Description	4Q12	4Q13	Chg %	2012	2013	Chg %
GSB (Total)						
Average GLA (m ²)	255,073	264,402	3.7%	230,710	255,175	10.6%
Rent (R\$/m ²)	182.29	201.91	10.8%	652.57	712.41	9.2%
Services (R\$/m ²)	58.74	68.94	17.4%	197.47	235.49	19.3%
Total (R\$/m²)	241.03	270.85	12.4%	850.04	947.90	11.5%

Occupancy Rate Performance

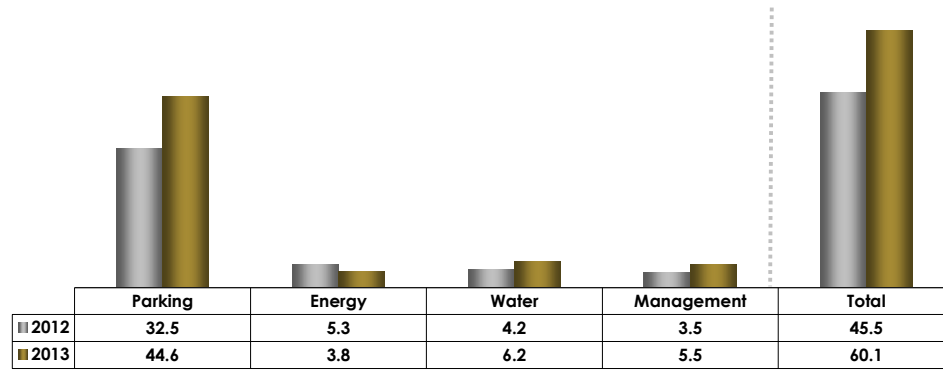


Services Revenue – R\$ million

4th Quarter

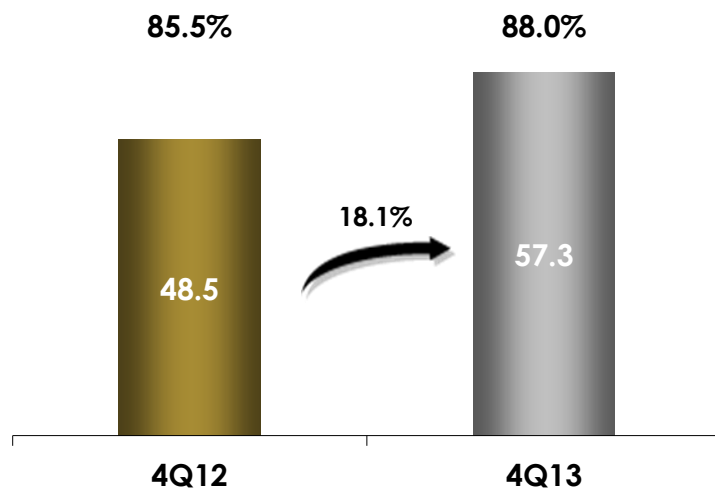


2013

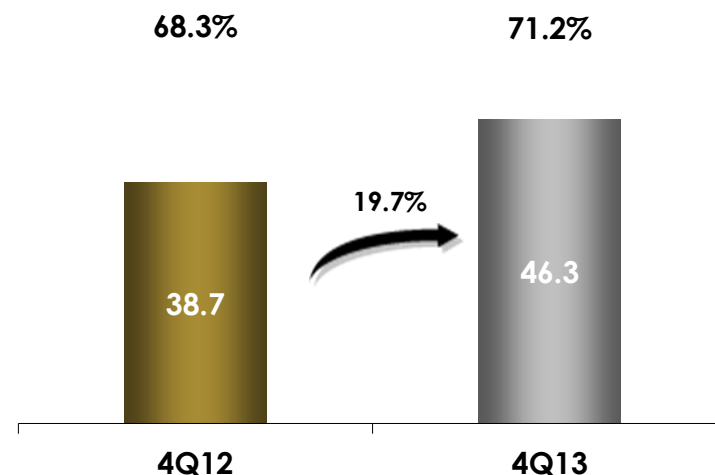


Performance Indicators – R\$ million

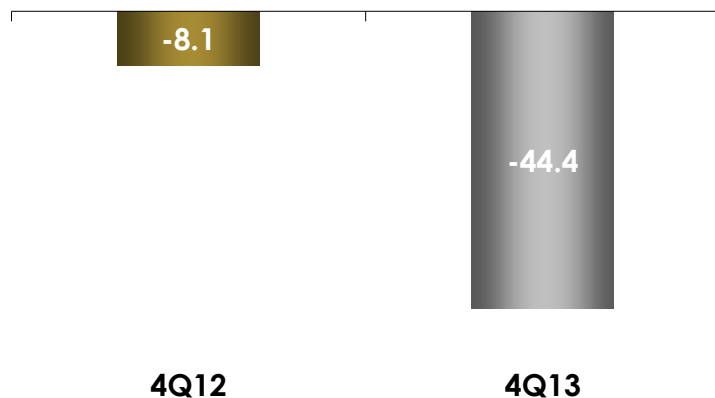
NOI Consolidated and Margin



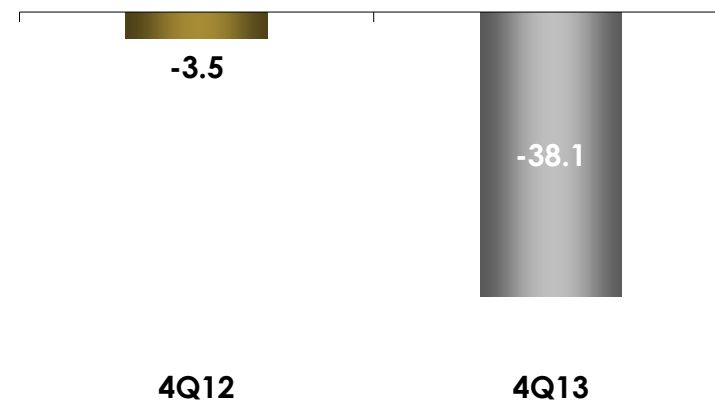
Adjusted EBITDA and Margin



Adjusted Net Result

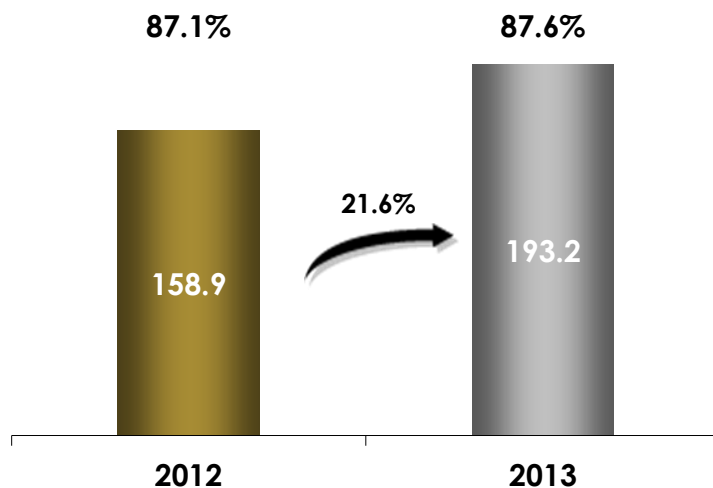


Adjusted FFO

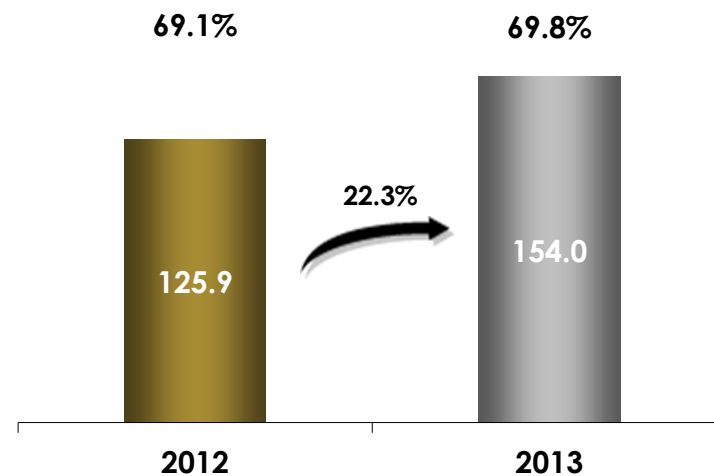


Performance Indicators – R\$ million

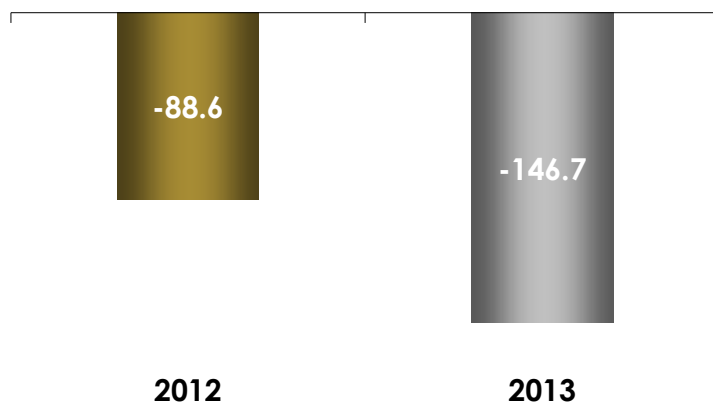
NOI Consolidated and Margin



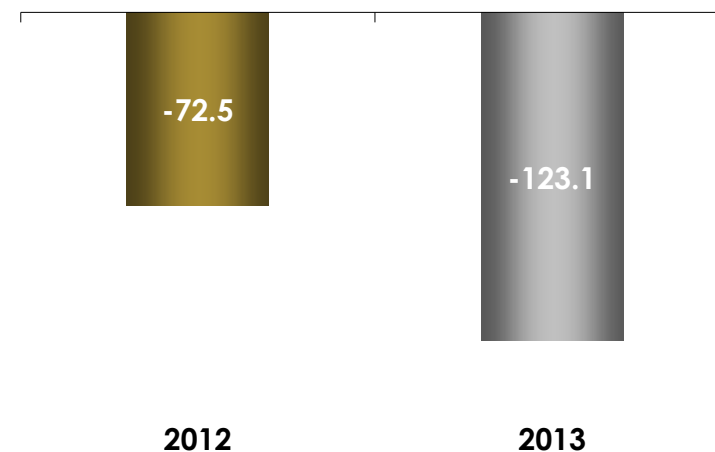
Adjusted EBITDA and Margin



Adjusted Net Result

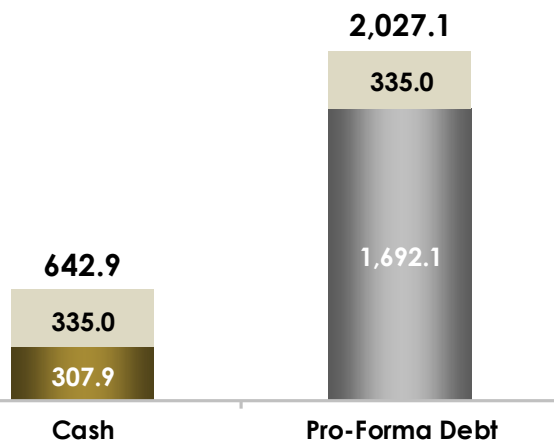


Adjusted FFO

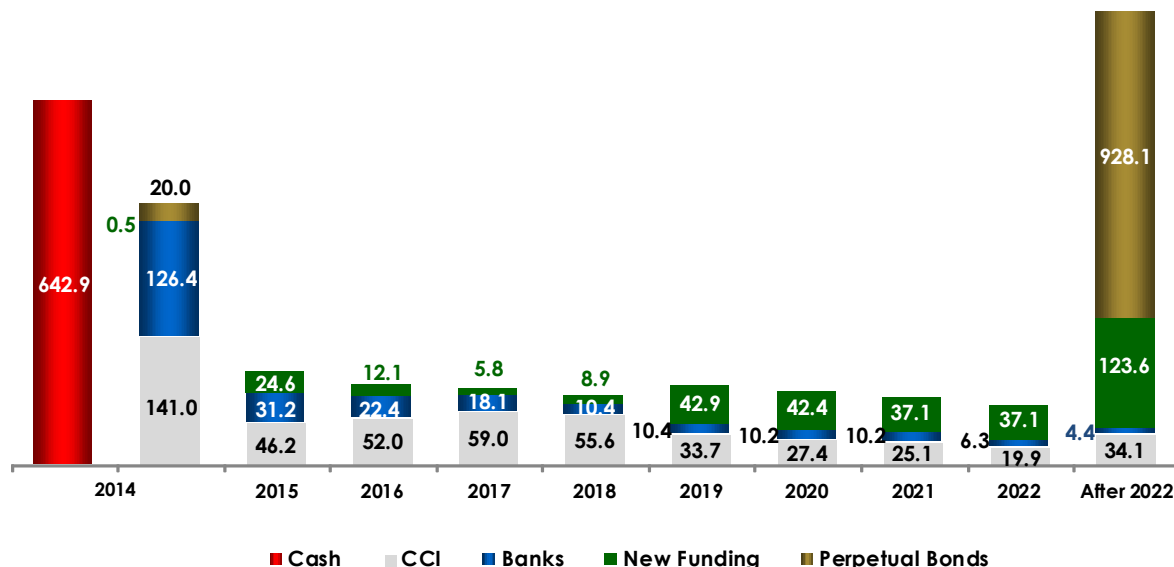


Cash X Debt (R\$ million)

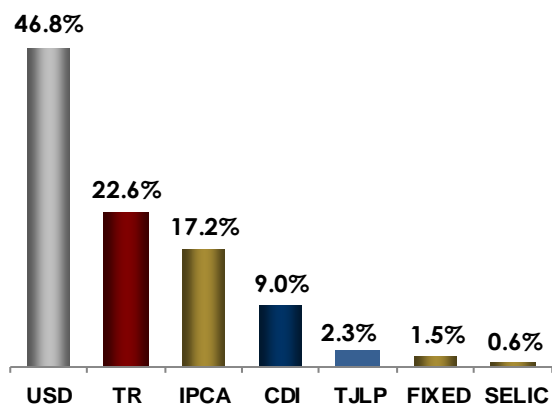
Cash X Debt



Amortization Schedule

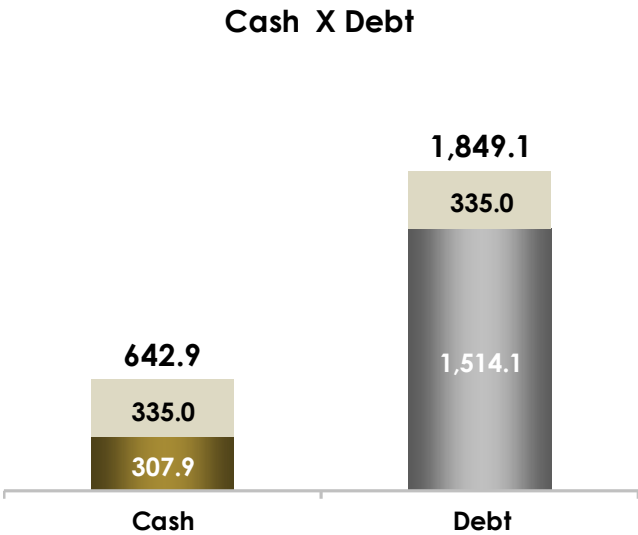
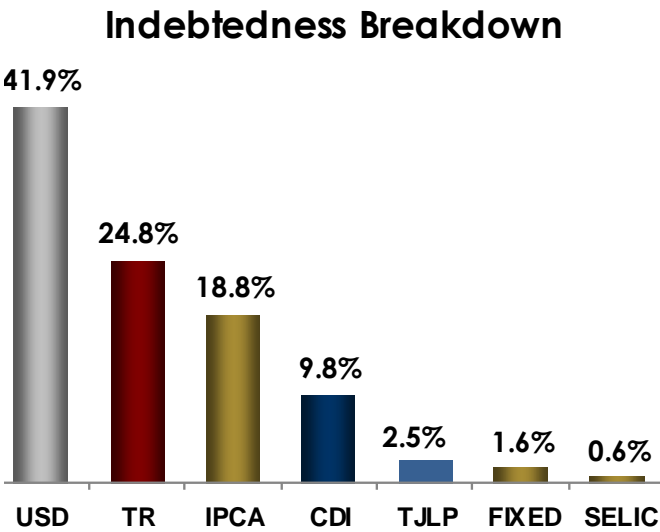


Indebtedness Breakdown



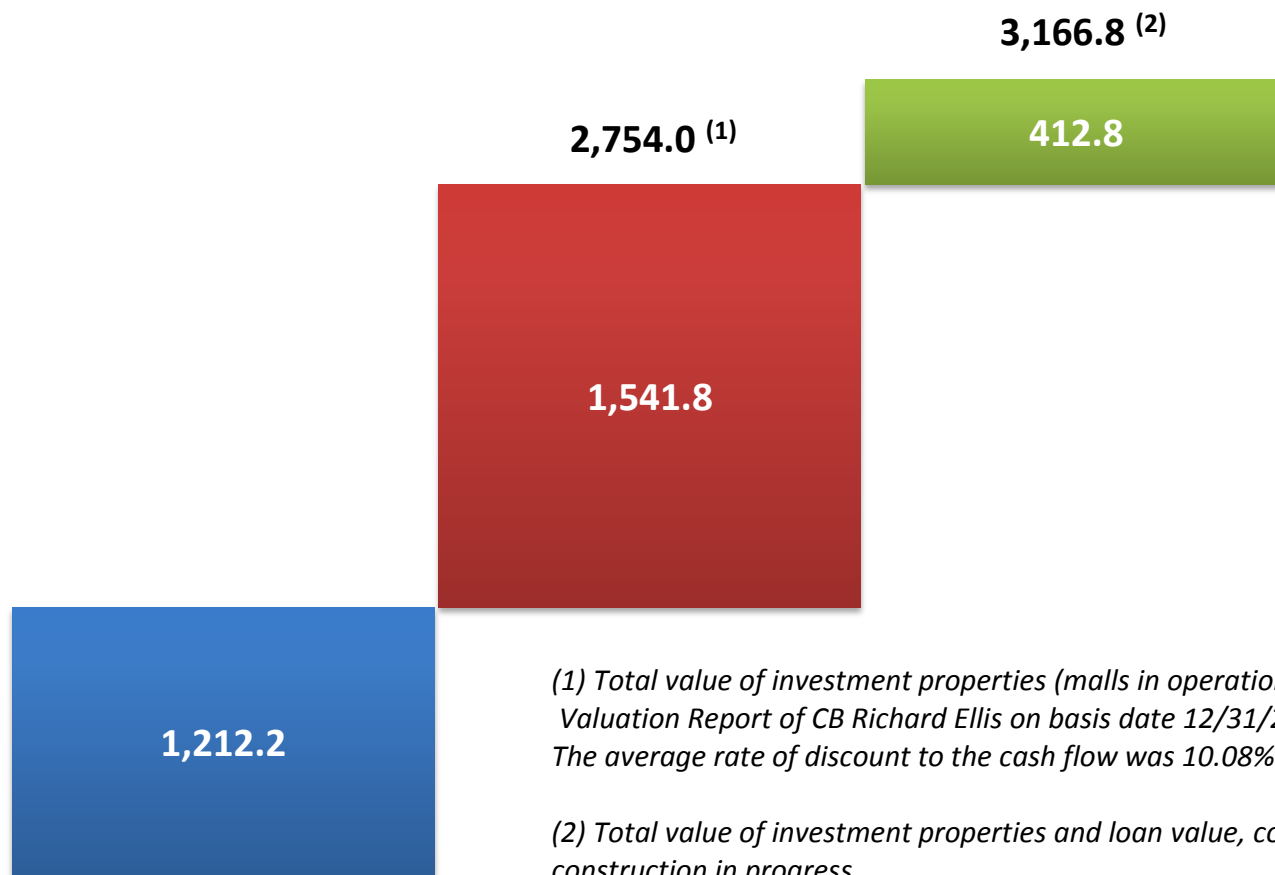
Amortization Schedule												
	2014	2015	2016	2017	2018	2019	2020	2021	2022	After 2022	Total	%
CCI	141.0	46.2	52.0	59.0	55.6	33.7	27.4	25.1	19.9	34.1	494.0	24.4%
Banks	126.4	31.2	22.4	18.1	10.4	10.4	10.2	10.2	6.3	4.4	250.0	12.3%
New Funding	0.5	24.6	12.1	5.8	8.9	42.9	42.4	37.1	37.1	123.6	335.0	16.5%
Perpetual Bonds	20.0	-	-	-	-	-	-	-	-	928.1	948.1	46.8%
Total	287.9	102.0	86.5	82.9	74.9	87.0	80.0	72.4	63.3	1,090.2	2,027.1	100.0%

According to Rating Agencies' Criteria*



* Considering 50% of the Subordinated Perpetual Bonds' balance as Equity, amounting to R\$ 178.1 million.
Include loans related to the Subsequent Events, amounting R\$ 335.0 million.

Investments Properties

■ **Book Value**■ **Adjustments to Fair Value (Operational Assets)**■ **Constructions in Progress**

GSB INVESTOR RELATIONS

Alessandro Poli Veronezi

IR Officer

Marcio Snioka

IR Superintendent

Rodrigo Lepski Lopes

IR Analyst

55 11 3159-5100

dri@generalshopping.com.br

www.generalshopping.com.br