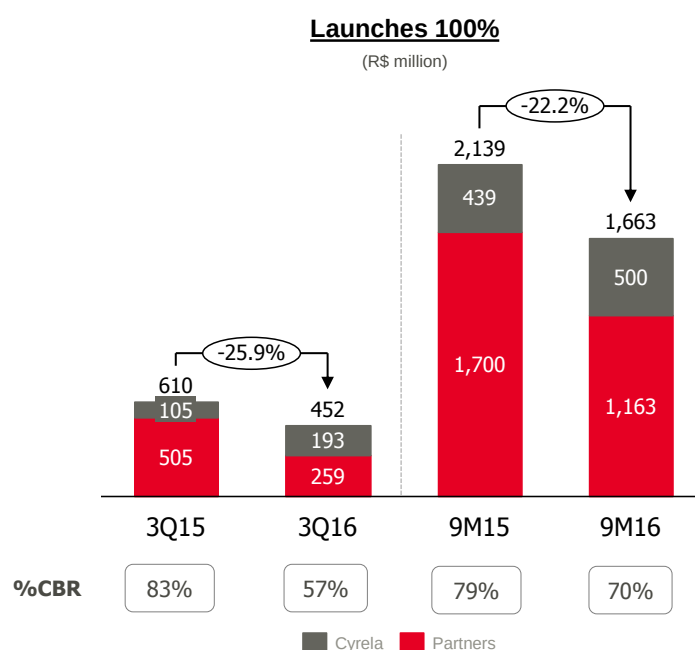


CYRELA SELLS R\$ 573 MN AND LAUNCHES R\$ 452 MN IN THE QUARTER

São Paulo, October 14, 2016 - Cyrela Brazil Realty S.A. Empreendimentos e Participações (Bovespa: CYRE3; OTCQX: CYRBY), informs the preview of the operating results for the third quarter of 2016 (3Q16 and 9M16) versus the same period of 2015 (3Q15 and 9M15), which are subject to review by auditors.

LAUNCHES

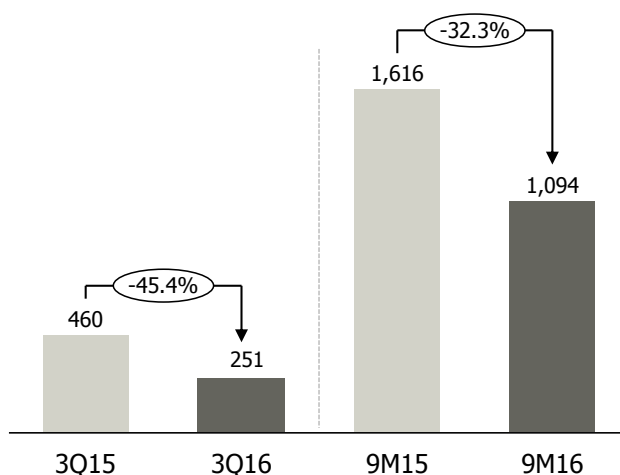


Cyrela ended the third quarter of 2016 with a volume of launches that reached R\$ 452 million, 26% lower than 3Q15 (R\$ 610 million). Swaps accounted for R\$ 16 million in the launches of the quarter vs. R\$ 59 million in the same period of 2015. In 9M16, the volume launched accounted for R\$ 1,663 million, a decrease of 22% vs. R\$ 2,139 million in 9M15. Swaps accounted for R\$ 96 million in the launches of the year vs. R\$ 104 million in 9M15.

Cyrela's stake in 3Q16 launches reached 57%, lower than the 83% stake presented in 3Q15. In the year, the Company's stake in launches reached 70% versus 79% in 9M15.

Excluding MCMV Faixa 1 and swaps, and considering only the %CBR, the volume launched in 3Q16 was R\$ 251 million, 45% lower than the R\$ 460 million launched in the same period of 2015. In 9M16, the volume launched totaled R\$ 1,094 million, a decrease of 32% vs. R\$ 1,616 million in 9M15

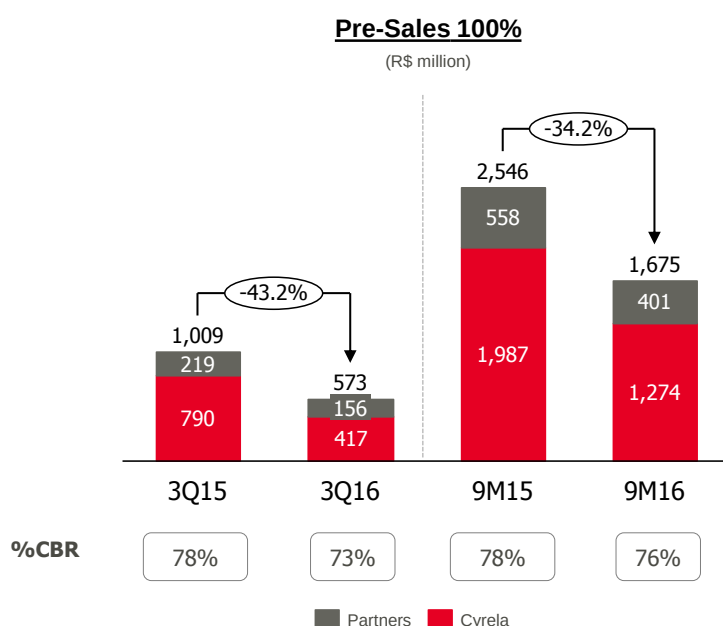
Launches ex-swaps and
"Faixa 1" %CBR
(R\$ million and %CBR)



In the quarter, Cyrela launched 3 projects in São Paulo, 1 project in Minas Gerais and 1 in Rio de Janeiro.

PRE-SALES

Pre-sales volume totaled R\$ 573 million in the quarter, 43% lower than in 3Q15 (R\$ 1,009 million). In the year, pre-sales amounted to R\$ 1,675 million vs. R\$ 2,546 million in 9M15.

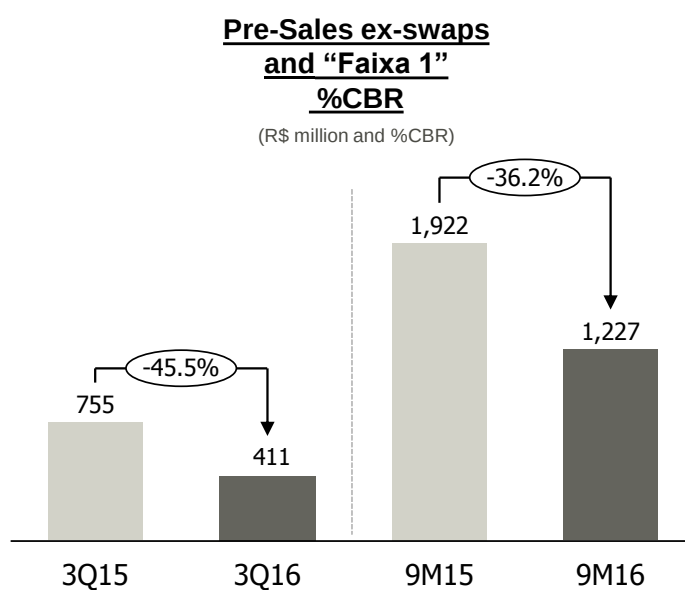


In 3Q16, 52% of total net pre-sales refers to inventory sales and 48% refers to launches sales. The speed of sales of projects launched in 3Q16 reached 61%

The Company's share of contracted sales was 73% in 3Q16 compared to 78% in the same quarter of 2015. In the year, Cyrela's share was 76% vs. 78% in the 9M15.

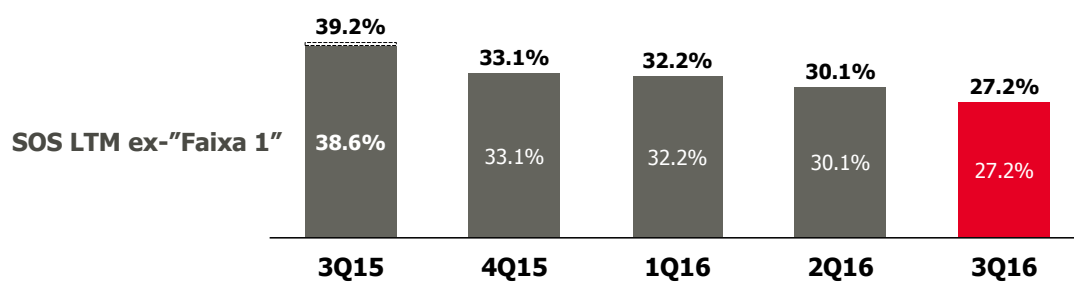
71% of the 3Q16 sales are recognized through full consolidation and 29% through the equity method.

Excluding MCMV Faixa 1 and swaps, and considering only %CBR, sales volume reached R\$ 411 million in 3Q16, 46% lower than the same period of 2015 (R\$ 755 million in 3Q15). In 9M16, pre-sales totaled R\$ 1,227 million, 36% lower vs. the same period of last year (R\$ 1,922 million in 9M15).



SALES SPEED

The performance reported resulted in a sales' speed LTM (Sales over Supply) of 27.2%, below of sales' speed LTM presented in the same quarter of 2015 (39.2%) and below to the one presented in 2Q16 (30.1%).



About Cyrela Brazil Realty: Cyrela Brazil Realty S.A. Empreendimentos e Participações is one of the best residential real estate developers in Brazil. Cyrela is listed on Bovespa's Novo Mercado under the ticker CYRE3.

For further information, please contact:

Investor Relations

ri@cyrela.com.br | www.cyrela.com.br/ir