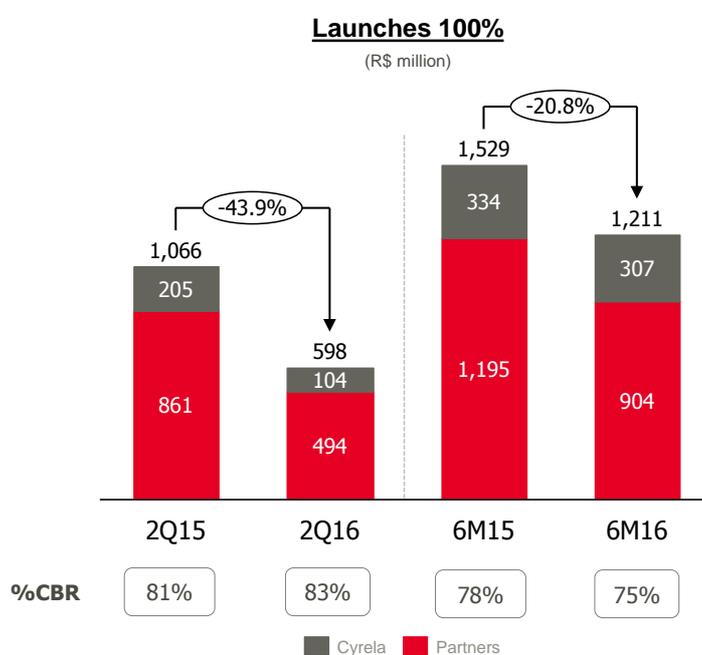


CYRELA SELLS R\$ 558 MN IN THE QUARTER AND LAUNCHES R\$ 598 MN

São Paulo, July 20, 2016 - Cyrela Brazil Realty S.A. Empreendimentos e Participações (Bovespa: CYRE3; OTCQX: CYRBY), informs the preview of the operating results for the second quarter of 2016 (2Q16) and the first semester of 2016 (6M16) versus the same period of 2015 (2Q15 and 6M15), which are subject to review by auditors.

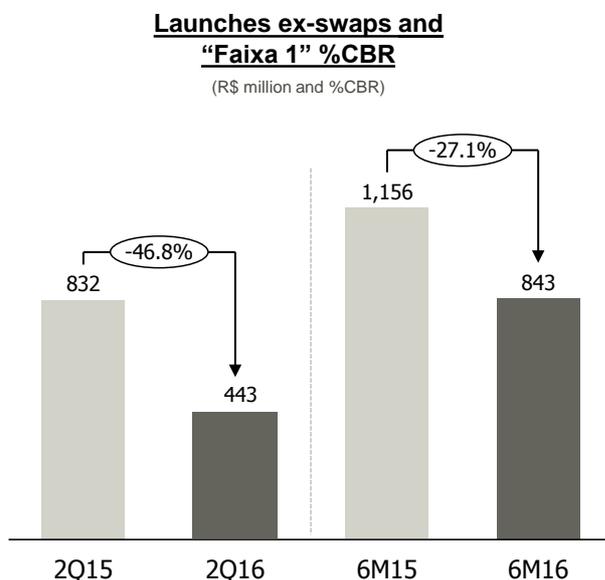
LAUNCHES



Cyrela ended the second quarter of 2016 with a volume of launches that reached R\$ 598 million, 44% lower than 2Q15 (R\$ 1,066 million). Swaps accounted for R\$ 59 million in the launches of the quarter vs. R\$ 36 million in the same period of 2015. In 6M16, the volume launched accounted for R\$ 1,211 million, a decrease of 21% vs. R\$ 1,529 million in 6M15. Swaps accounted for R\$ 80 million in the launches of the year vs. R\$ 45 million in 6M15.

Cyrela's stake in 2Q16 launches reached 83%, higher than the 81% stake presented in 2Q15.

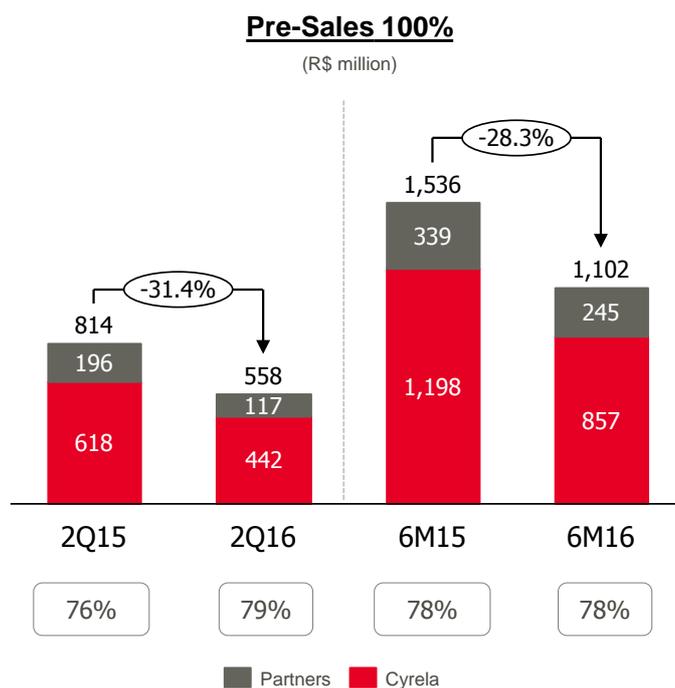
Excluding MCMV Faixa 1 and swaps, and considering only the %CBR, the volume launched in 2Q16 was R\$ 443 million, 47% lower than the R\$ 832 million launched in the same period of 2015. In 6M16, the volume launched totaled R\$ 843 million, a decrease of 27% vs. R\$ 1,156 million in 6M15



In the quarter, Cyrela launched 2 projects in São Paulo – Other Cities, 2 projects in south region, 1 in Rio de Janeiro and 1 in São Paulo.

PRE-SALES

Pre-sales volume totaled R\$ 558 million in the quarter, 31% lower than in 2Q15 (R\$ 814 million). In the year, pre-sales reached an amount of R\$ 1,102 million vs. R\$ 1,536 million in 6M15.

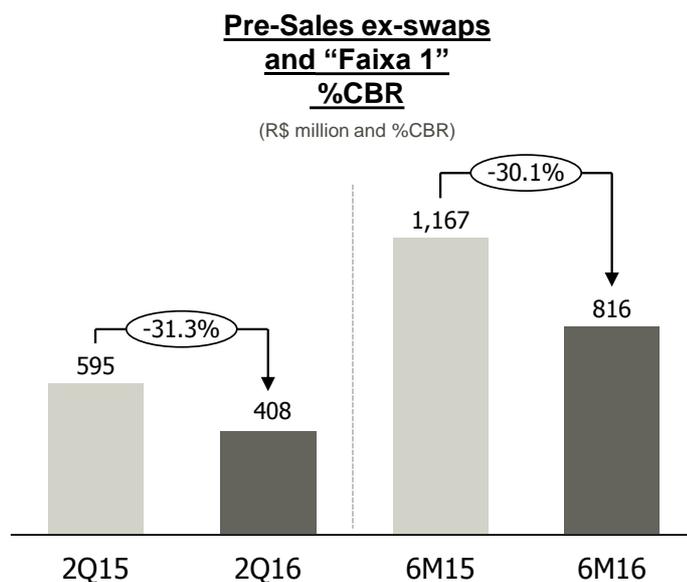


In 2Q16, 55% of total net pre-sales refers to inventory sales and 45% refers to launches sales. In this way, over 42% of the units in projects launched in 2Q16 have been sold.

The Company's share of contracted sales was 79% in 2Q16 compared to 76% in the same quarter of 2015. In the year, Cyrela's share was 78% vs. 78% in the 6M15.

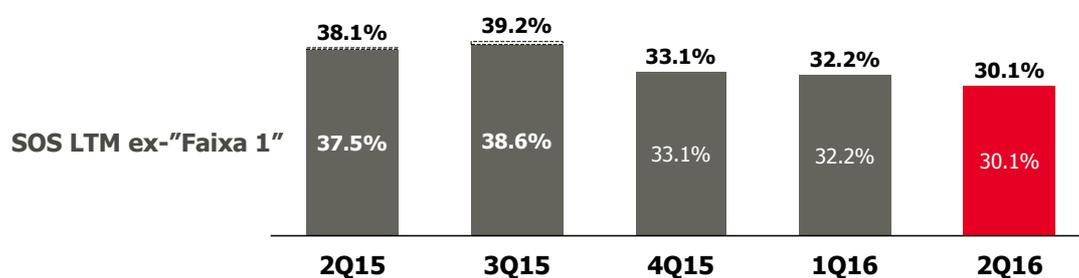
Of the 2Q16 sales, 77% are recognized through full consolidation and 23% through the equity method.

Excluding MCMV Faixa 1 and swaps, and building on only %CBR, sales volume reached R\$ 408 million in 2Q16, 31% lower than the same period last year (R\$ 595 million in 2Q15). In 6M16, pre-sales totaled R\$ 816 million, 30% inferior vs. the same period of last year (R\$ 1,167 million in 6M15).



SALES SPEED

The performance reported resulted in a sales' speed LTM (Sales over Supply) of 30.1%, below of sales' speed LTM presented in the same quarter of 2015 (38.1%) and below to the one presented in 1Q16 (32.2%).



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.

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