

 **colonia**[®]

The city with a view to the future



INTRODUCTION

// THE GLOBAL CHALLENGE

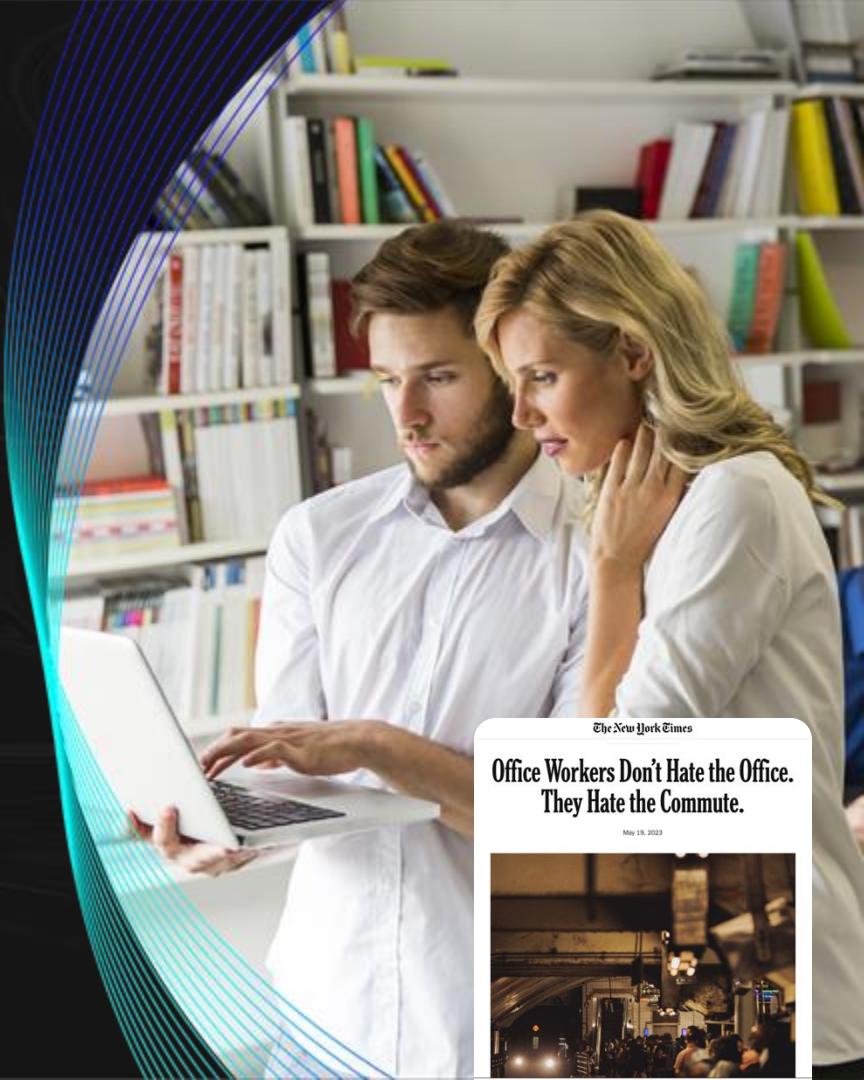
The knowledge economy is growing globally requiring talent.

Companies are facing multiple challenges:

-  Recruit, train and retain talent
-  Keep and boost the company's culture
-  Reconnect teams to enhance creativity and agile problem solving.

The new generations demand an environment where they can challenge themselves professionally alongside a vibrant lifestyle.

Currently, **no office can solve the challenge of the on-site work** because the problem lies in the “pain” of the daily commuting of workers.



THE OPPORTUNITY

// +COLONIA

The largest innovation hub in Latin America.

The goal of +Colonia is to become the destination of choice for the key players in the knowledge economy sector as a place to live, work, learn and enjoy.

+Colonia is conceived as an open and integrated community, built for people and not for traffic, providing a quality of life that is highly committed to its residents and visitors.

THE PLACE OF CHOICE FOR THE YOUNG

With the presence of startups, innovative companies with global vision, entrepreneurs, universities, research centers and Venture Capital funds.

It will be a unique center in its category, combining young talent for quality jobs, access to long-term credit, recreation, sports, nature and fun.





TWO INSPIRATIONS



THE CITY OF THE 2 SHORES /
THE DISTRICTS OF THE FUTURE

INSPIRATION #1

// THE CITY OF THE TWO SHORES



7 linear kilometers of riverfront views with sand and beaches.



Is located east of the historical city of Colonia del Sacramento in Uruguay.



Is just 800 meters away from the port that connects with Buenos Aires, through a 45 minutes ferry ride.



Is also accessible by plane, bus and car.

INSPIRATION #1

// THE CITY OF THE TWO SHORES

Expansion of
Buenos Aires → **colonia®**

- » Validated market: **400 sales in 2023**
- » High connectivity: **16 daily frequencies**
- » Benefits: **1MM free tickets**

Allows us to offer 500 to 1,200 tickets per unit for the first 3,000 +Colonos.



INSPIRATION #2

/THE DISTRICTS OF THE FUTURE

Districts from the past:

Urbanizations in places where there was no local labor



Quilmes Brewery
and Malt Plant



Loma Negra
in Olavarría



Establishment
“Las Marías” in Misiones



YPF



“Ingeniero
Ledesma”
in Jujuy

The new districts:

Companies involved in urbanization for their own employees.

- Recover physical identity and sense of belonging
- Invitation to move within the same city to live **in proximity**
- Ability to create a corporate culture



GOOGLE – Middle Field Park



META – Meta HQ in Menlo Park



AMAZON – Crystal Park

→ The districts of the future **are inside or around the big cities**

INSPIRATION #2

// THE DISTRICTS OF THE FUTURE

LIVE, WORK, LEARN & ENJOY

Districts are the new HUBS for companies expanding their office space proposition.



THE PROJECT

colonia°

Deep Dive

THE PROJECT

// ECOSYSTEM



Double the population of Colonia del Sacramento by attracting talent



6,000 new jobs in the knowledge economy.



Estimated investment of **USD 1.9 billion**.



Construction of **8,000 new homes**.



+**100 new companies** in the next 20 years.



THE SITE

// STRATEGIC LOCATION
/ 1272 Acres



HISTORICAL
SITE

BOAT PORT

AIRPORT

colonia

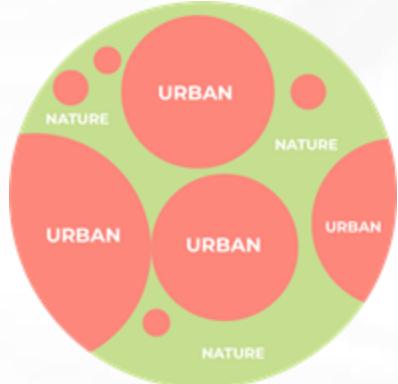
RUTA 1

THE PROJECT

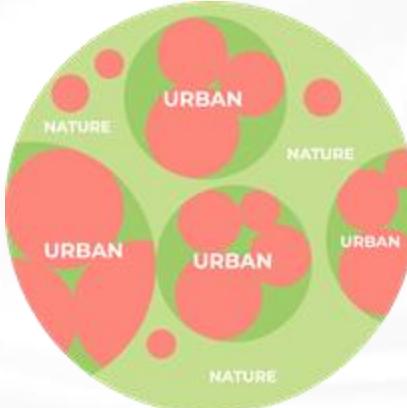
// MODULAR URBAN CONCEPT

15' MINUTE CITY

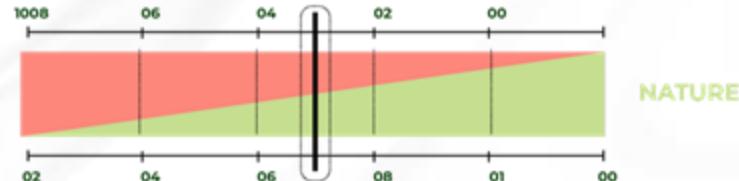
URBAN



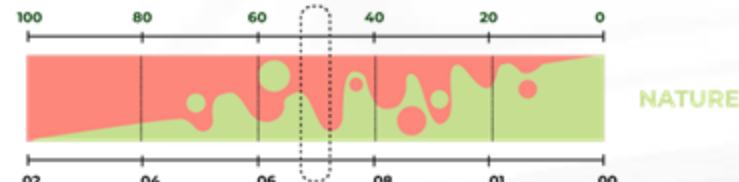
NATURE



EXISTENTE



PROPOSAL



+Colonia is designed as an Open City, an urbanistic project created by the globally renowned uruguayan firm *Gomez Platero* integrating nature with urbanism, through flexible zones of a cellular framework, to enable the **"15 minute city"** modern concept.

MASTERPLAN

// MASTERPLAN



THE PROJECT

// INFRASTRUCTURE

SUSTAINABLE

Urban design with +50% nature
City of 15" and efficient architecture
96% renewable energy matrix
Differentiated water management
Waste management
Preservation of native flora and forests
Zero Emission Program 2030



TECHNOLOGY

High speed 1 Gigabit/sec
Dedicated fiber optics
5G and Wifi 6 throughout the area
Data center
A&I solutions and home automation



+Founders Companies

- +30 Knowledge Economy Companies
- Partners in the co-design of the city of the future
- Projects and Initiatives bringing to life the future concept:
LIVING LAB
 - Shopper Experience of the future (Supermarket/Convenience)
 - Future of Mobility (e-Mobility center, Drones)
 - The future of Construction (Masstimer)
 - The future of workspaces (Outdoors Pods)
 - State of the art connectivity (5G, WiFi 6, Datacenter)
 - Governance (Blockchain)



PROJECT STATUS

+180 STAKEHOLDERS CO-CREATING THE CITY

- Contract plan and environmental approvals
- Genesis District sold: +400 units, now a reality
- Adhesion to the trust - OND 2024
- Infrastructure works already started: October 2023
- START of WORKS OCT 24

COMING SOON:

- Start of works Quartier and El Muelle / Nov 2024 - To deliver by 2nd semester 2026 end
- Launch of 1 new District: 200 new units - OND 2024.

+Wellness +Sports

Grupales/Big Hits
E-Sports
Individuales
Deportes
Eventos

+Enjoy +Arts

Eventos

Fiestas
Live Music
Ferias
Gastronómicas
Laborales
Artísticas

Amplificación

Influencers



Agencias



+CULTURA

+Sociedad Civil

Políticas Públicas



Comunidad local

Vecinos embajadores
Vecinos contra

Entidades Locales

Orgs. Tercer Sector
Hogar de ancianos
Clubes

+Colonos

Destacados embajadores

Edades: Niños, Jóvenes, Adultos

Servicios

Salud

Gendarmería, Policía,
Seg. Privada

Seguridad

Formación

CoWork
Carrera Profesional
Long Life Learning



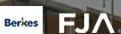
+URBANISMO

+Infraestructura

Servicios



Caminería



+Sustentabilidad

Gemma



Gestión de impacto
Reporte de impacto
Control

LKSur



Plan de gestión
Control

Entes reguladores

Dinacea



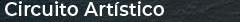
Control



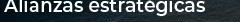
Ejes de proyecto

+Diseño urbano/ Ground Zero

Alianzas estratégicas



Distritos



+Desarrollo

Comercialización



Circuito Artístico

Distritos



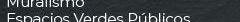
Paisajismo



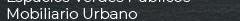
Next Living Generation



Muralismo



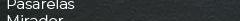
Espacios Verdes Públicos



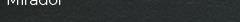
Mobiliario Urbano



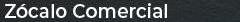
Senderismo



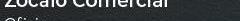
Pasarelas



Mirador



Zócalo Comercial



Oficinas Locales



Loteo



Celula 12



LAK Hotel Boutique



Bustillo

Temáticos

Sports

Circuitos Acuáticos

Bicicletas

Running

Wellness

Espacio Wellness

Pyramid 33

Diego y Lucre

+INNOVACIÓN

Partners estratégicos

NEWLAB+

AINI

AMBIENTACIONES CLIMÁTICAS

punta tech

meetup '25

Uruguay Innovation Hub

cuti

UATU

Uruguay XXI

IAO

Fraunhofer

IAO

BUQUEBUS

coloniaexpress

Marco regulatorio/

Sand Box

Latencia

Marca país

+Founders

newtopia[®]

farmacity

KEKO

endeavor IA

SMART CITY

AHK

HERCOSA

mobility

smart city



ABOUT URUGUAY AND COLONIA

// KEY FACTS AND LATAM RATING

 Democracy Index

#1

 Low Corruption

#1

 Civil Liberties

#1

 Rule of Law Index

#1

 Social Mobility

#1

 E-government Development Index

#1

Uruguay complies with environmental, social and governance requirements rating (ESG rating) and is positioned within the best indexes globally

#1



GREEN FUTURE INDEX

MIT Technology Review, 2021



ENERGY TRANSITION INDEX

MIT Technology Review, 2021



Source: UTE 2020, REN21 2019 REPORT

97%
RENEWABLE

HYDRAULIC 44%
WIND 32%
BIOMASS 18%
THERMAL 3%
PHOTOVOLTAIC 3%



ABOUT URUGUAY AND COLONIA

// KEY FACTS

ITS PROXIMITY AND CONNECTIVITY TO BUENOS AIRES

Positions the city as a strategic location to generate an innovation District; an ecosystem where people not only work and study but also live and enjoy a high quality life.

With 10X passengers capacity of Montevideo's port, Colonia currently receives 2.5MM passengers per year, and hosts a total capacity for 6MM



THE OTHER SHORE

// BUENOS AIRES



Buenos Aires is the 2nd largest metropolis in South America (14MM Inhab.), and is one of the most thriving startup ecosystems in Latin America.

It has 12 companies that have already reached unicorn status. Argentina is well known for its highly skilled developers and engineers, and its creativity.

Due to the macroeconomic and political situation, technology companies, startups and young talent are emigrating or intend to do so.



+Colonia will be an expansion of Buenos Aires in Uruguay with an even better interconnectivity compared to the north or south of the Greater Uruguayan compared to the north or south of the Greater Metropolitan Area.



STRATEGIC ALLIANCES

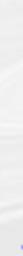
// DRIVING THE PROJECT FORWARD



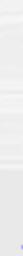
The Quartier brand creators, aiming at the enhancement of urban heritage and social commitment



70 years of experience in high quality construction in emblematic engineering works.



A benchmark in the development of technology parks and offices of the region.



German applied research organization, thought leaders in smart city developments globally.

WORLD ARCHITECTURE FORUM RECOGNITION

- The +Colonia project reached the final stage of the World Architecture Forum, the prestigious global competition of the architecture and urban planning sector.
- +Colonia stood out among the most advanced and visionary urban planning projects worldwide.
- This recognition highlights +Colonia's innovation, sustainability and design quality.





+BE THE
FUTURE

Live, Work, Learn, Enjoy

BIO-TECH DISTRICT

INTEGRATING SCIENCE, HEALTH AND URBAN INNOVATION

VISION

// BIO-TECH DISTRICT PROPOSAL

WHY A BIO-TECH DISTRICT IN +C

To build a smart and sustainable urban ecosystem centered on biotechnology, public health, and education, positioning Uruguay as a regional innovation leader

A New Latin American Biotech Hub

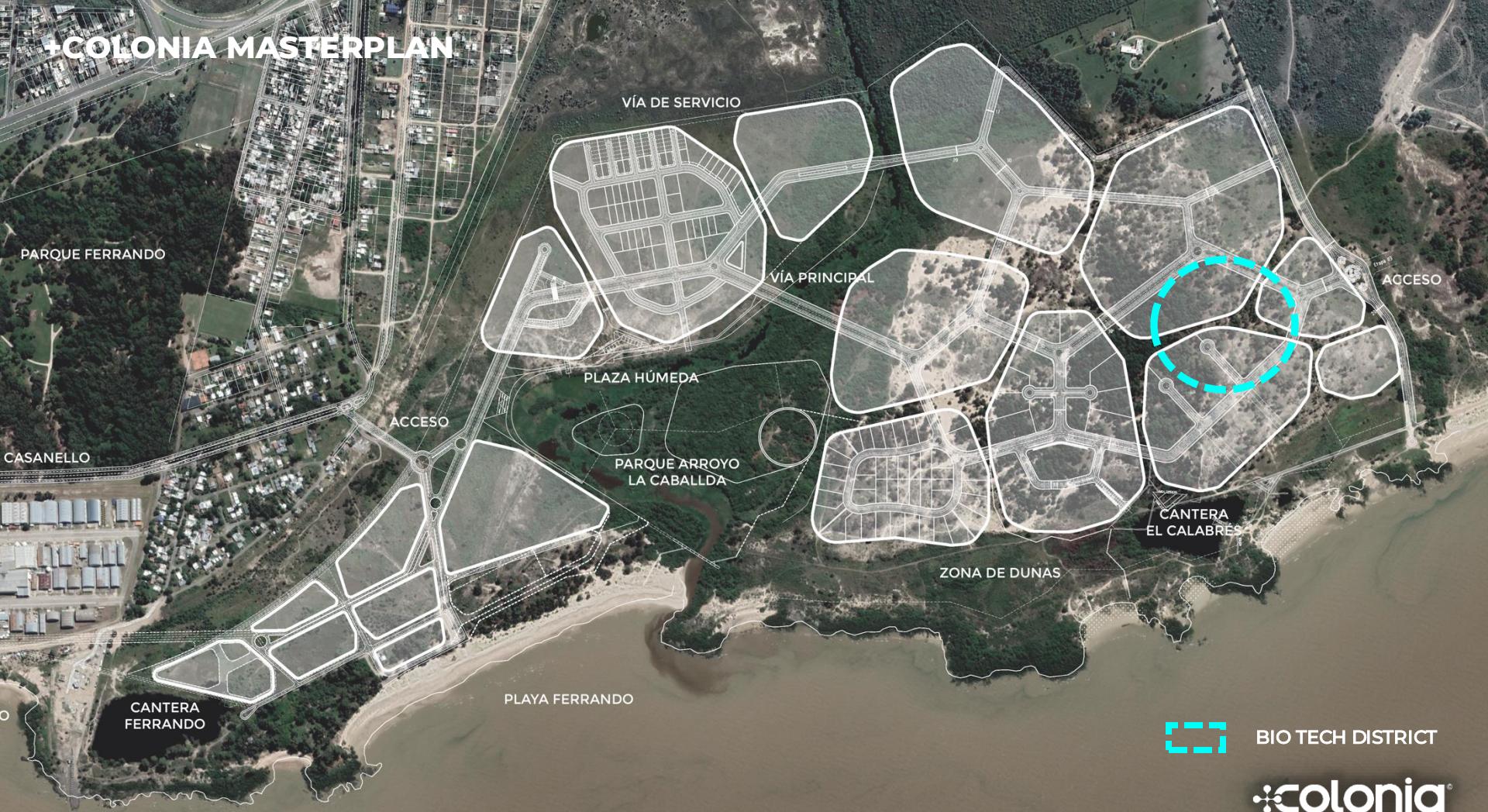
- Foster regional leadership in biotech
- Attract international R&D and investment
- Integrate education, production, and public health

Apply the One Health approach holistically



colonia®

+COLONIA MASTERPLAN



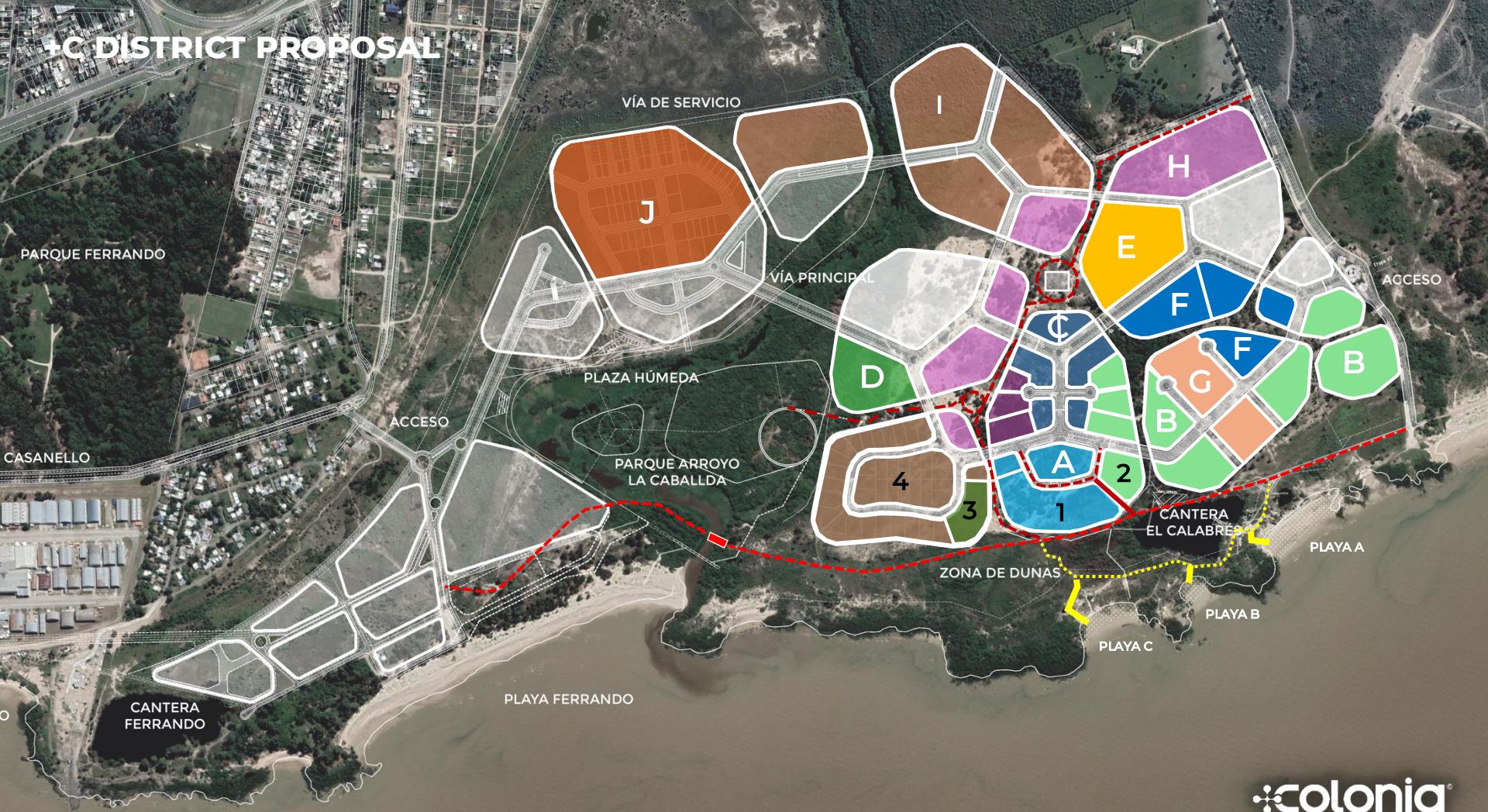
BIO TECH DISTRICT

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BIO-TECH DISTRICT LOCATION

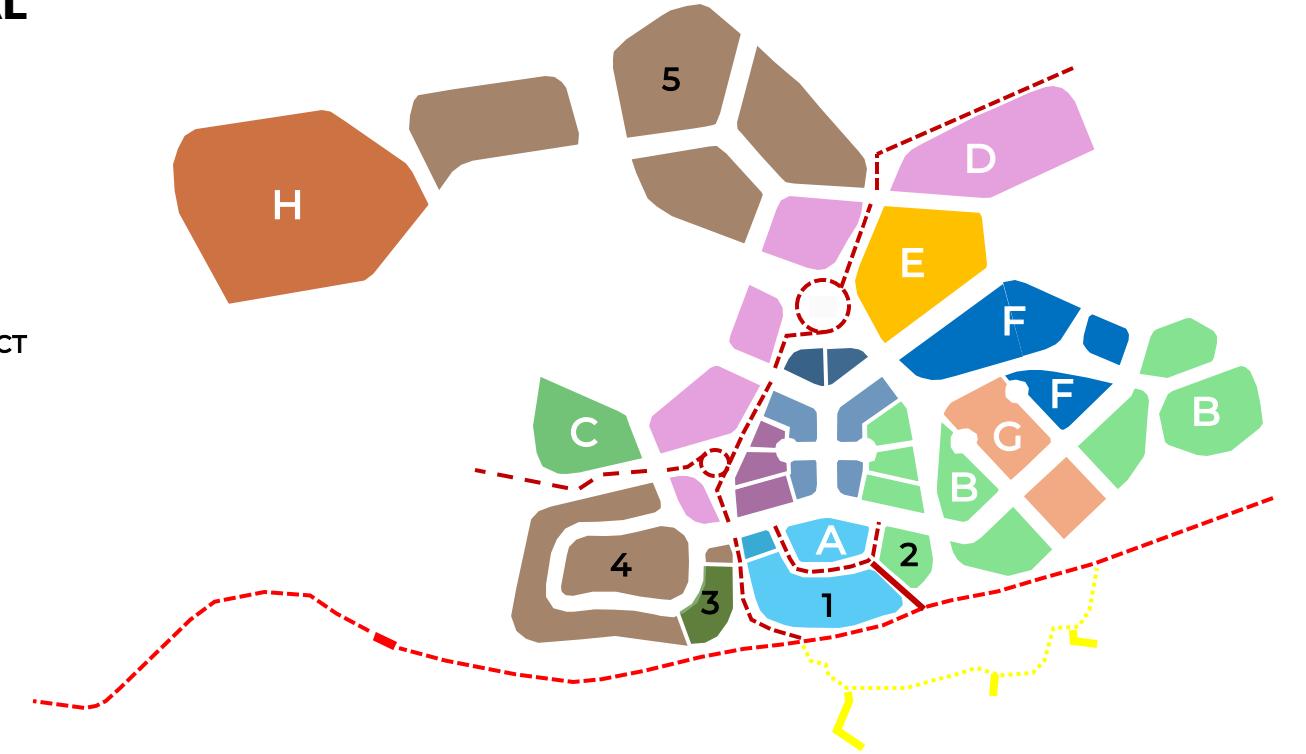


+C DISTRICT PROPOSAL



+C DISTRICT PROPOSAL

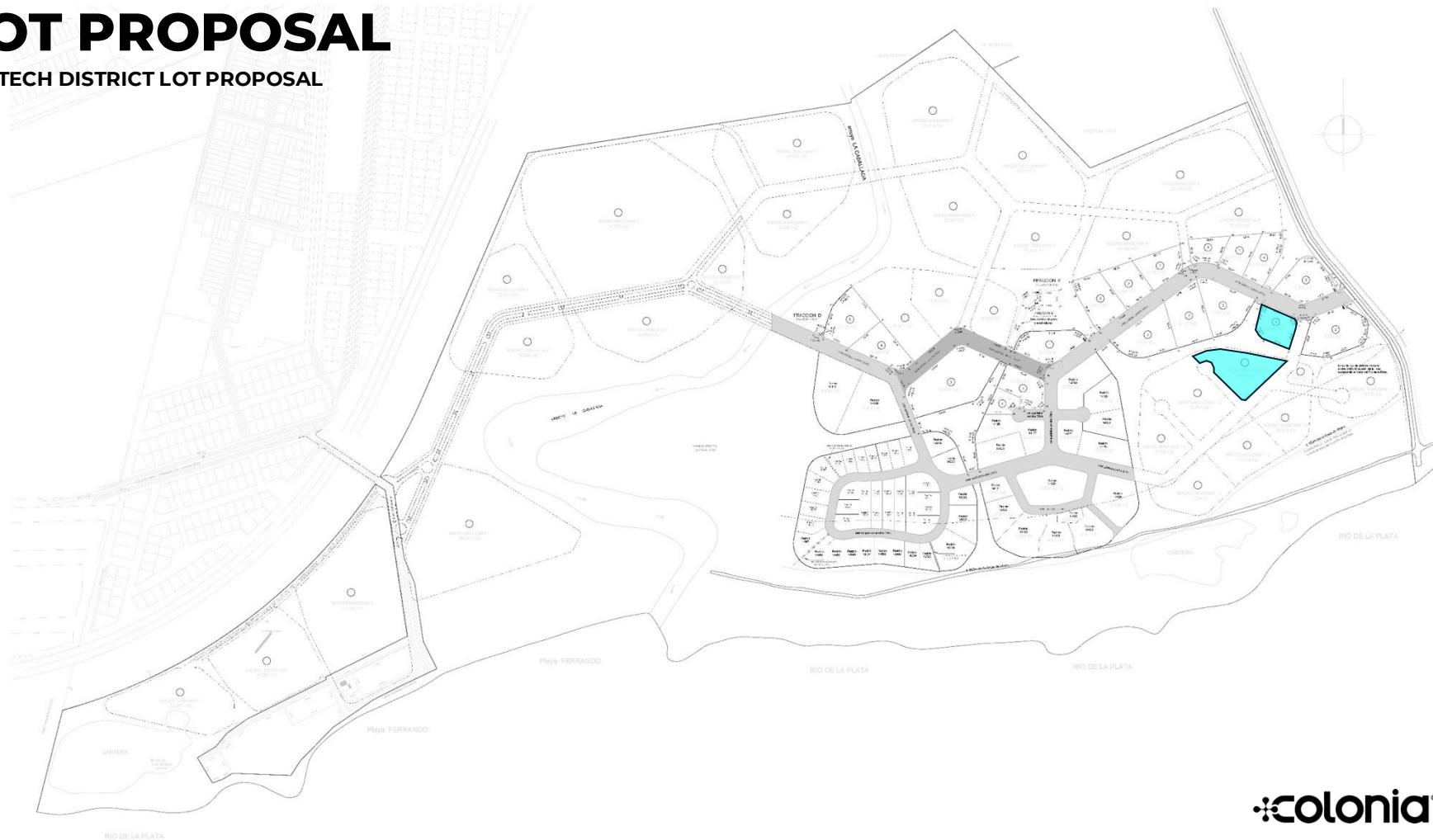
- A** GENESIS DISTRICT
- B** CORPORATIVE DISTRICT
- C** WELLNESS DISTRICT
- D** SPORTS/GAMING DISTRICT
- E** QUANTIC DISTRICT
- F** BIO-TECH DISTRICT
- G** FIN-TECH DISTRICT
- H** EDUCATIVE DISTRICT



- 1 QUARTIER+MUELLES+HOTEL+EMC
- 2 WORKNOMAD
- 3 HOTEL BOUTIQUE
- 4 BARrio PIONEROS
- 5 BARrio HUERTAS

LOT PROPOSAL

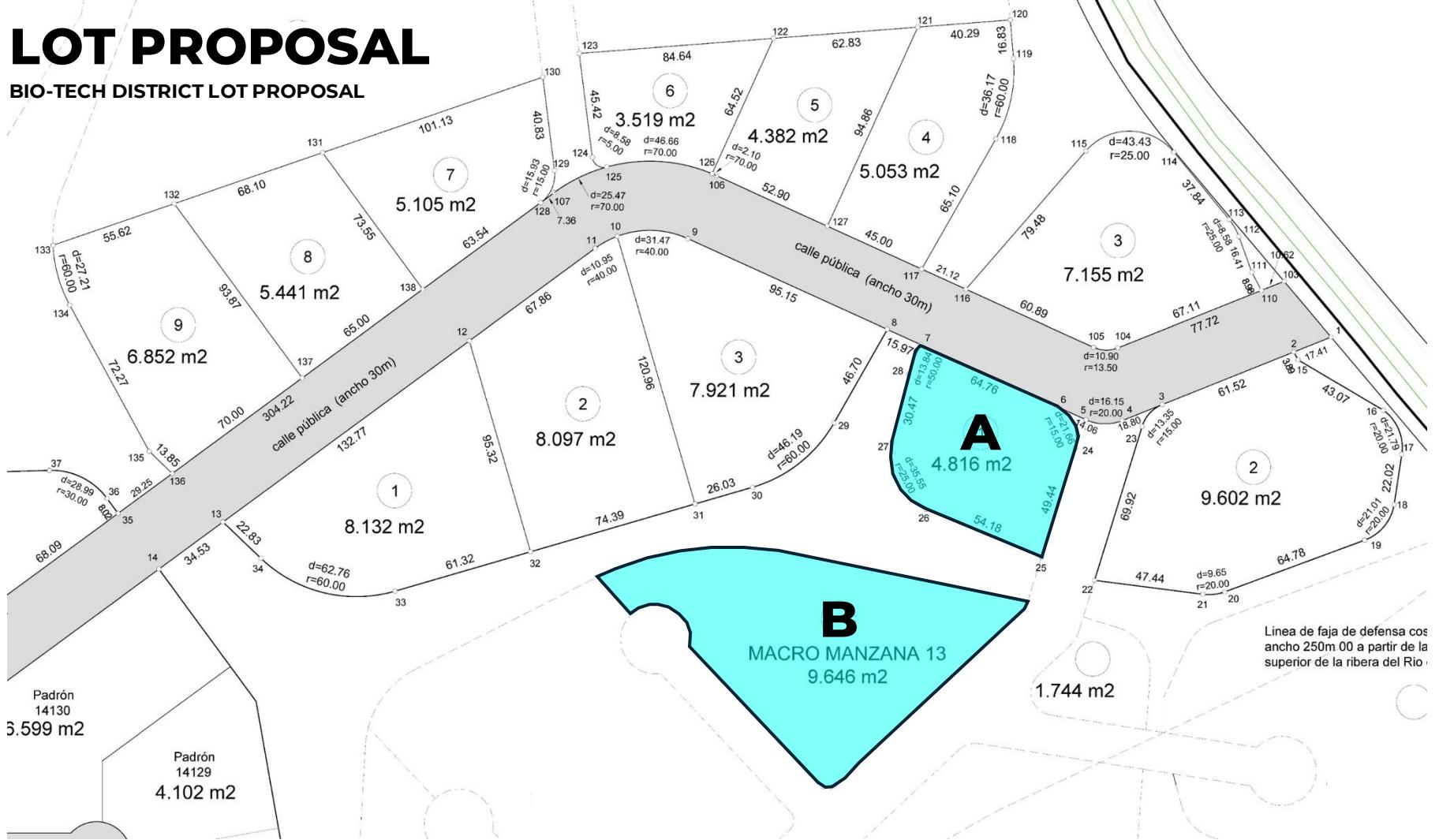
BIO-TECH DISTRICT LOT PROPOSAL



•colonial•

LOT PROPOSAL

BIO-TECH DISTRICT LOT PROPOSAL



LOT PROPOSAL

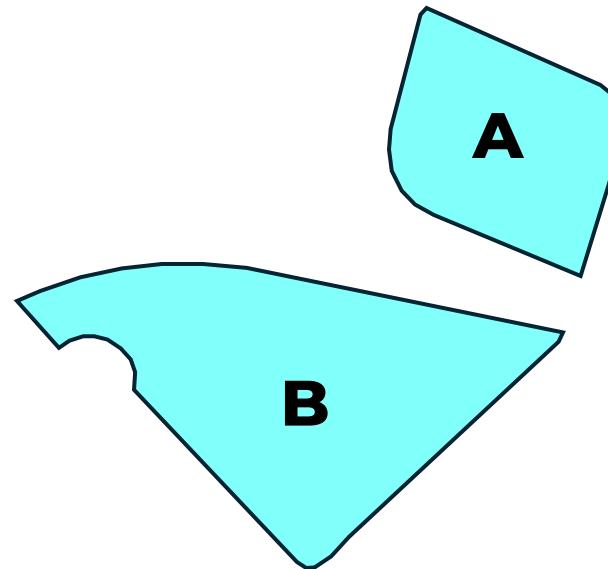
BIO-TECH DISTRICT LOT PROPOSAL

BIO TECH DISTRICT
FOT Z2C: 250%
5 LEVEL FLOOR (PB+4)

MACROLLOT A = 4.816 M2
MACROLOT B = 9.646 M2

MACROLOT A: 4.816 M2
MAX SURFACE BUILDING: 12.040 M2
 $150\text{uss} \times M2 = 1.806.000 \text{ USS}$
Adjustable American Inflation
Exercising purchase LOT A has 12 months to purchase LOT B

MACROLOT B: 9.646 M2
MAX SURFACE BUILDING : 24.115 M2
 $150\text{uss} \times M2 = 3.617.250\text{USS}$
Adjustable American Inflation





WHY +COLONIA?

Natural beauty + strategic location

Human-centered urban design

Progressive governance and international connectivity

Ideal setting for sustainable knowledge economies

LETS BUILD THE FUTURE OF HEALTH AND INNOVATION

+Colonia offers a unique platform to shape Latin America's most advanced biotech and health innovation district. This is a call to collaborate, invest, and lead





THANK YOU
colonia®



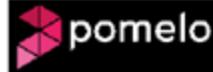
colonia°

iTHANKS!



+FOUNDERS COMPANIES

Those companies that have already joined in the co-design of the city with a view to the future.



VI. ABOUT US



**Eduardo Bastitta
Harriet**
CEO



**Geraldine
Assmus**
COO



**Francisco
Tezanos Pinto**
CMO



Nicolás Mieres
Director Design
& Urban Planning



**Ramiro
Vasquez**
CCO - Commercial
Director



Barbara Mainzer
Institutional
Relation



**Demetrio
Siderakis**
Infraestructure work



APPENDIX

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