



**POLO P=CEM**  
M U L T I M O D A L

# THE SMART CHAIN CITY

*Innovative, Sustainable, Social*





Polo Swiss Development AG is a Swiss company based in Zug that operates in the Real Estate and Blockchain sectors with the objective of implementing worldwide Smart Chain Cities.

In this regard, the Polo Multimodal Pecém Smart Chain City is the first smart city in the world to be powered by blockchain technology.





# POLO MULTIMODAL PECÉM SMART CHAIN CITY

*With more than 20 million m<sup>2</sup> of private land, the Polo Multimodal Pecém is strategically located within the logistic corridor of the Porto do Pecém region, in the municipality of São Gonçalo do Amarante, state of Ceará, in Northeast Brazil.*

An innovative location designed to house companies and businesses from around the world, it was designed under the most modern and rigorous criteria for infrastructure, technology, sustainability and governance with the integration of industrial areas, businesses, services, residences, utilities and rail and road access, in addition to the building of structures such as a Technology Centre, a “Valley” for renewable energy generation, as well as an Airport.



**POLO PECÉM**  
M U L T I M O D A L

Take a look at our institutional film by scanning the QR code below.





## PURPOSE

Create new territories through a technology-base, sustainable, inclusive and replicable urban and real estate development model, positively impacting the companies' performance, conditions that reproduce social exclusion and inequality, and natural resources management.

## MISSION

Lead companies and people, through the construction of innovative territories, towards competitiveness and sustainability, through infrastructure, technologies, services and incentives, promoting productive, digital and social inclusion.

## VISION

Be a benchmark in reputation and standard of excellence in the development of urban ecosystems, at any time and place, thus expanding the conditions that favor economic, urban and social innovation.

## VALUES

- Seek constant innovation in all areas.
- Maintain the highest professional standards.
- Lead by example at all levels.
- Work collaboratively and responsibly.
- Develop, attract and retain talent.



**POLO PECEM**  
M U L T I M O D A L



Location







## LOCATION

*Brazil, one of the largest economies in the world, offers numerous business and investment opportunities.*

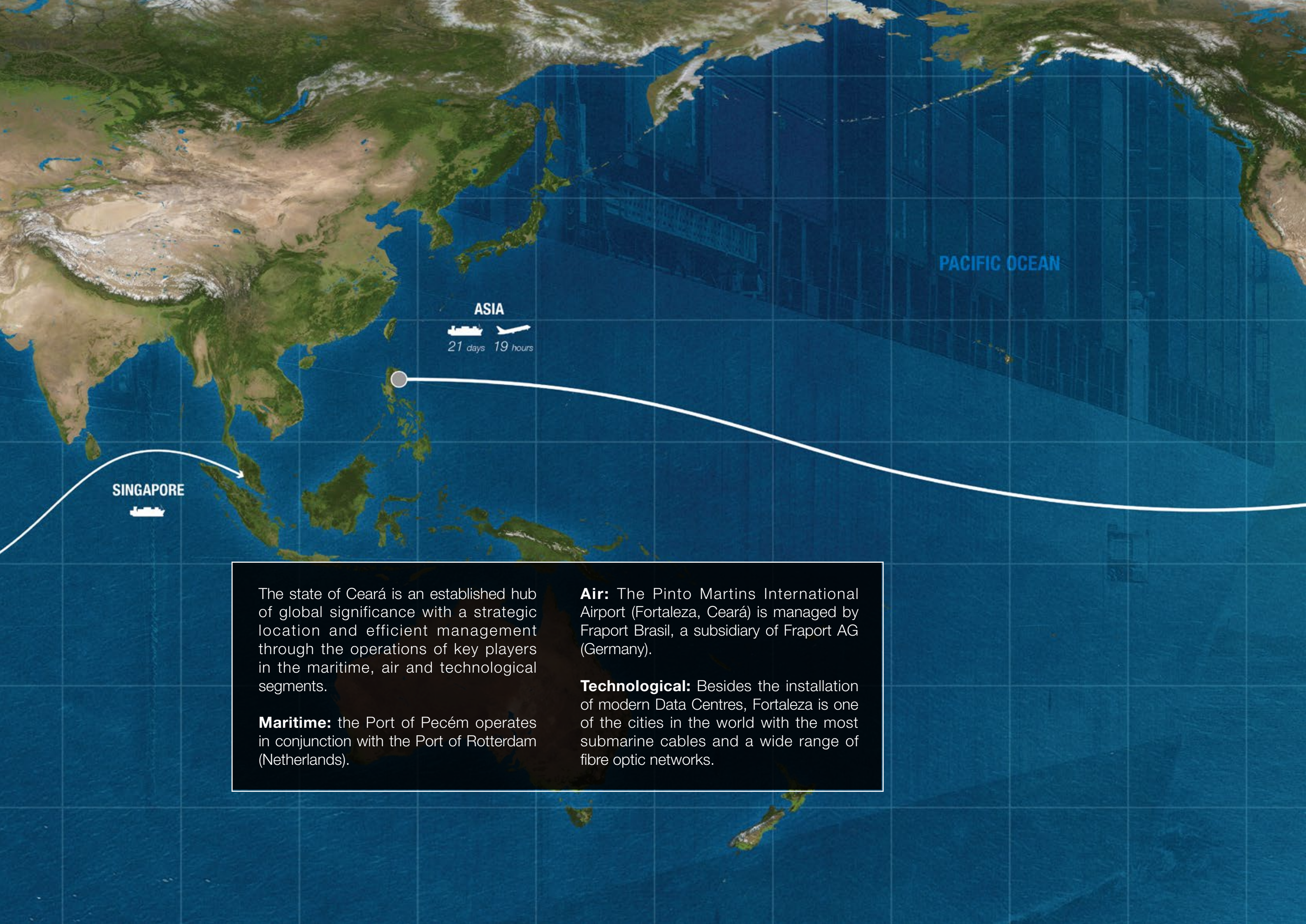
The country is divided into five regions, each with its own characteristics. The Northeast region is one of the most promising and houses 25% of the country's population. Made up of nine states, it is a new frontier to be explored where great business and investment opportunities can be found in various economic sectors.

Within the region, the state of Ceará stands out due to its proximity to the North American, European and Asian markets in terms of sailing time, its policy of attracting investment and tax

incentives, legal security, fiscal austerity, better rates of primary, secondary and higher education, low energy costs - with a clean and renewable supply – and it is one of the states that invests most in sustainable socio-economic development. Its strategic location makes it one of the largest tourist destinations in Brazil, with a total area of over 57 million square miles and a vast coastline full of natural beauty.

With a population of over 2.6 million, Fortaleza, the capital of Ceará, is one of the country's key cities.





SINGAPORE



ASIA



PACIFIC OCEAN

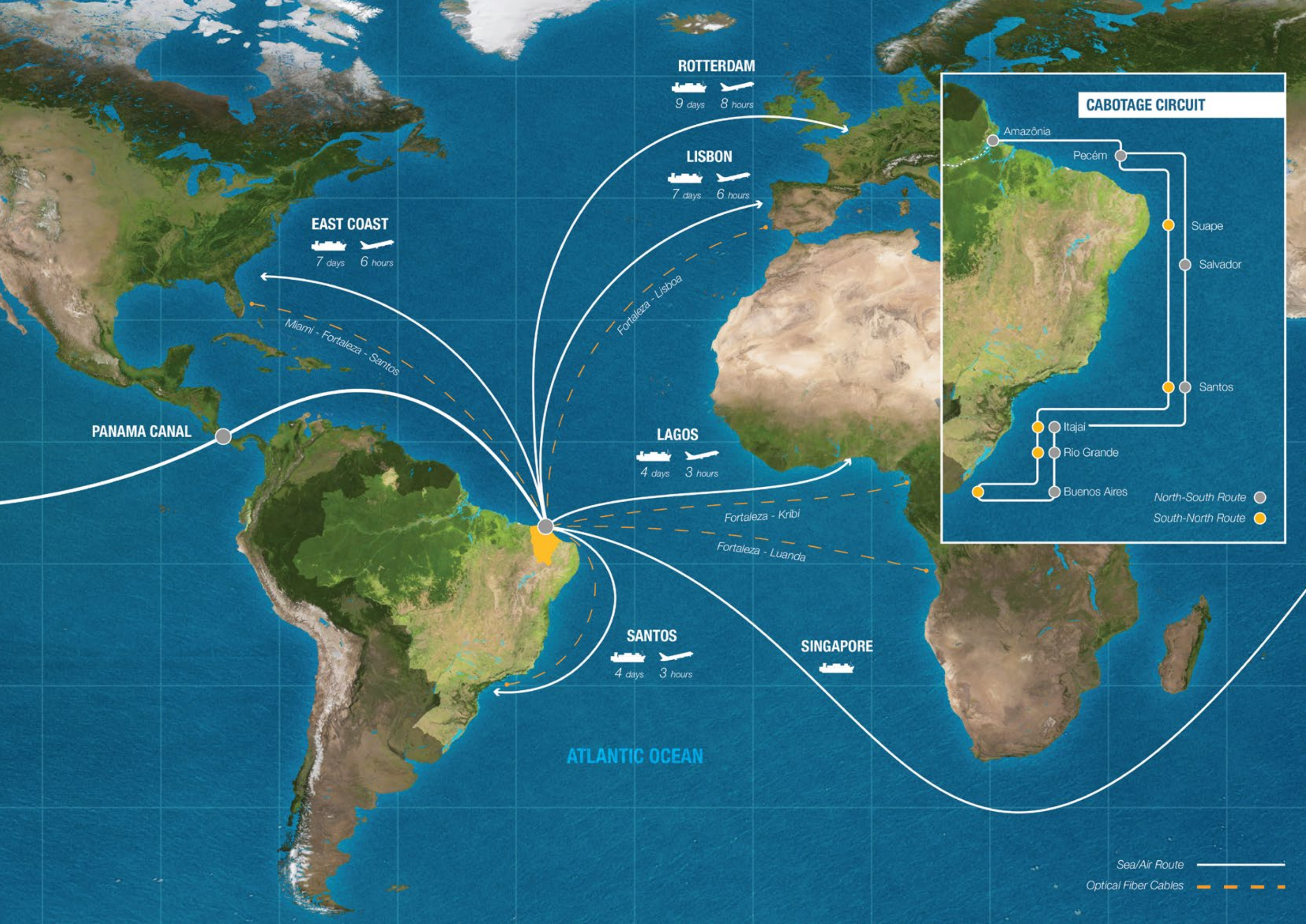
The state of Ceará is an established hub of global significance with a strategic location and efficient management through the operations of key players in the maritime, air and technological segments.

**Maritime:** the Port of Pecém operates in conjunction with the Port of Rotterdam (Netherlands).

**Air:** The Pinto Martins International Airport (Fortaleza, Ceará) is managed by Fraport Brasil, a subsidiary of Fraport AG (Germany).

**Technological:** Besides the installation of modern Data Centres, Fortaleza is one of the cities in the world with the most submarine cables and a wide range of fibre optic networks.





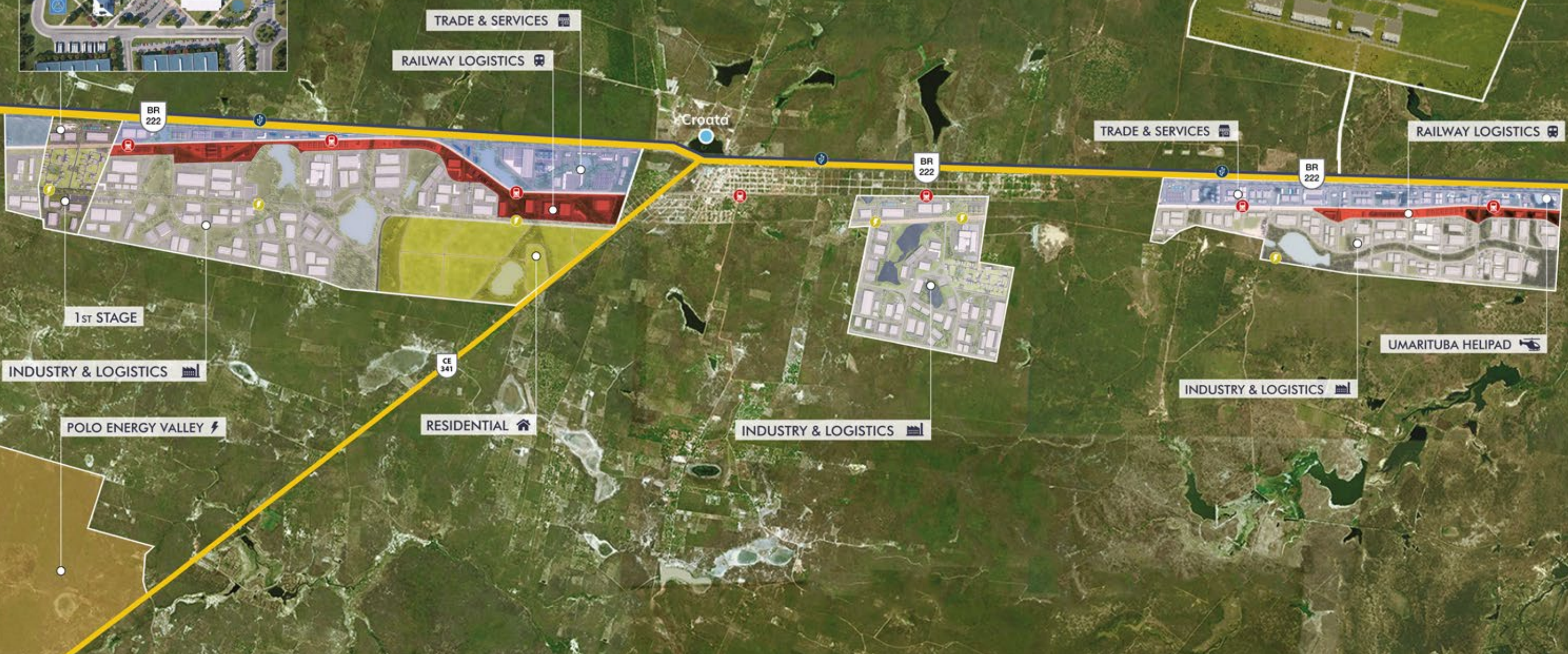


Project



<b>TERRITORY</b>	<b>20,000,000 m<sup>2</sup></b>
<b>Useful Area:</b>	
Productive Activities & Logistics	7,700,000 m <sup>2</sup>
Trade & Services	2,330,000 m <sup>2</sup>
Residences	1,850,000 m <sup>2</sup>
Green Zones	4,700,000 m <sup>2</sup>
<b>General Numbers (Until 2050):</b>	
Investment	R\$ 4.4 billion
Revenue	R\$ 12.5 billion
Direct and Indirect Jobs	87,577 jobs

<b>COMPLEMENTARY PROJECTS</b>	
Airport Polo Pecém	4,000,000 m <sup>2</sup>
Polo Energy Valley	5,000,000 m <sup>2</sup>



AIRPORT POLO PECÉM ✈

TRADE & SERVICES

RAILWAY LOGISTICS

TRADE & SERVICES

RAILWAY LOGISTICS

1st STAGE

INDUSTRY & LOGISTICS

POLO ENERGY VALLEY

RESIDENTIAL

INDUSTRY & LOGISTICS

INDUSTRY & LOGISTICS

UMARITUBA HELIPAD



# BUSINESS MODEL

The innovative Polo Multimodal Pecém Smart Chain City business model is based on the actual demand of companies and businesses that need guarantees and integration of infrastructures, services, mobility and security for their businesses to grow efficiently.

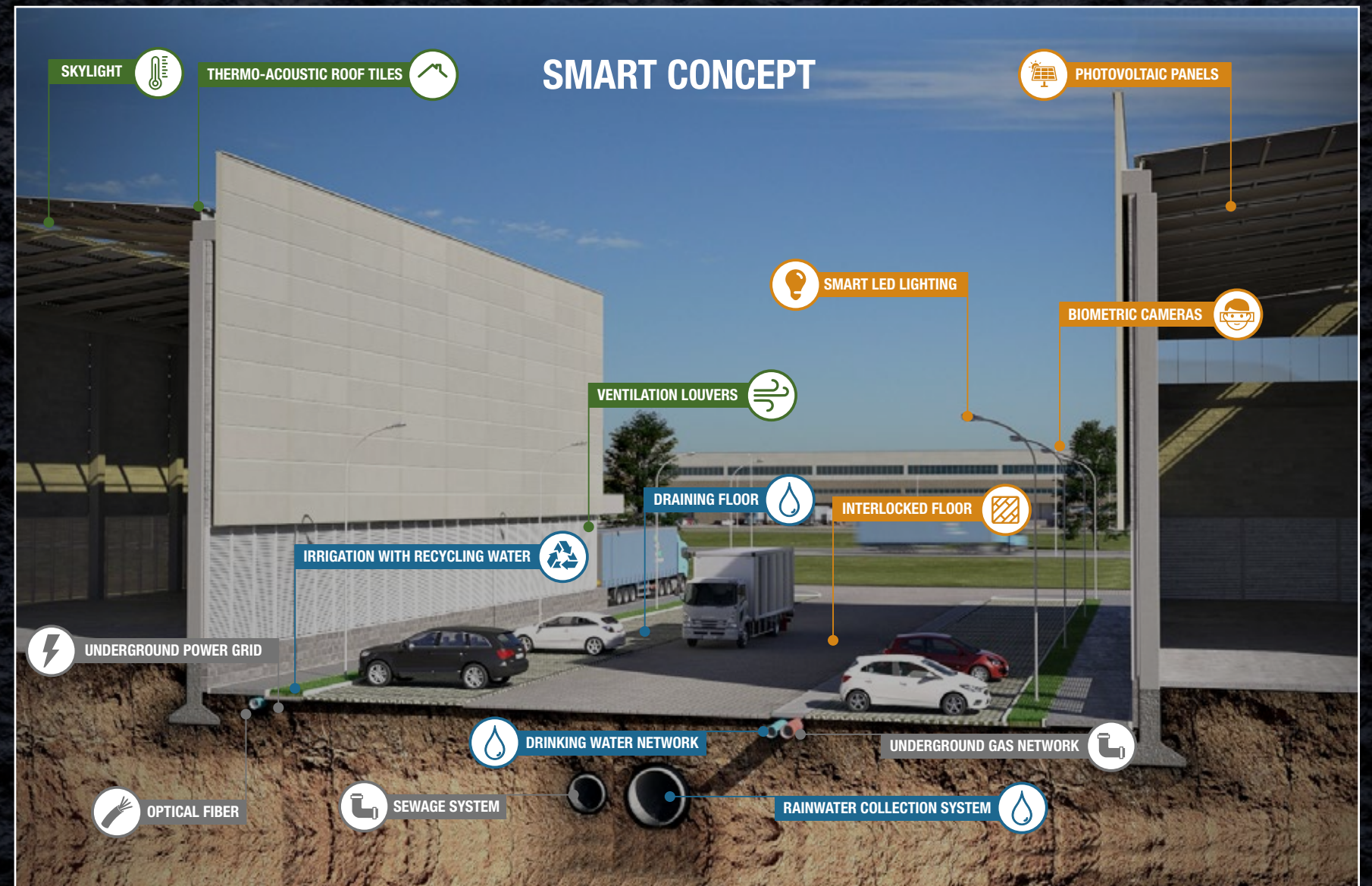
This model generates economic, social and environmental impacts, as well as contributing to the organic and sustainable development of the various economic activities that are part of the Smart Chain City (shops, banks, hotels, schools, universities, entertainment, hospitals, restaurants, housing, etc.).





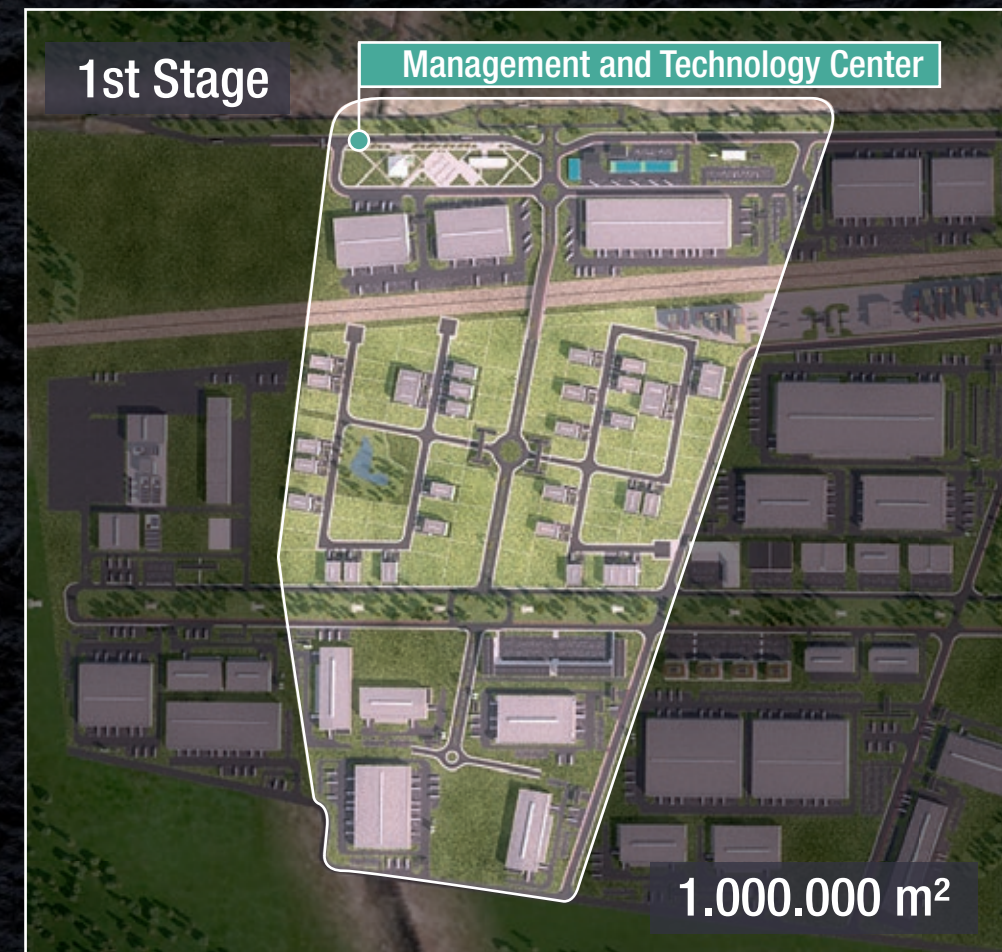
The Polo Multimodal Pecém analyses the needs of each company, proposing customised solutions, guiding and supporting the choice of the best installation and future expansion options:

- Rental of modular logistic sheds with modules from 500m<sup>2</sup> for fast and efficient installations in “plug and play” mode.
- Construction of tailor-made industrial enterprises in the built-to-suit modality with the addition of a startup service for productive plants in the turn-key system.

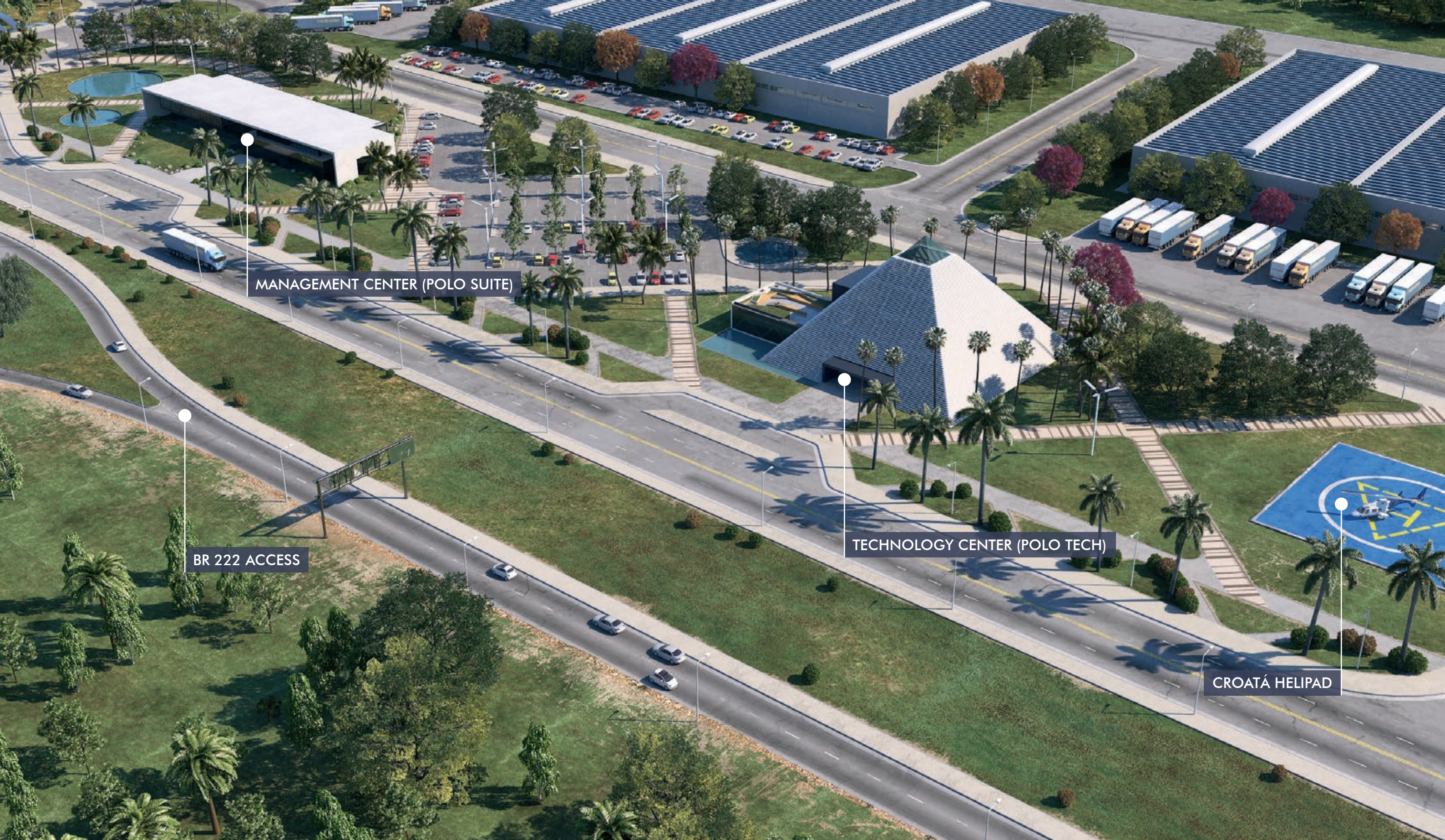




- Lease and sale of urbanised areas for the installation of businesses (industry, commerce and service).
- Rental of areas for warehousing and the storage of cargo and containers connected to the Transnordestina railway via railway branches with loading and unloading yards.
- Area planned for the construction of 20,000 houses of various types and designs for sale and rental, mainly to meet the housing demand from companies installed in the Polo Multimodal Pecém.







MANAGEMENT CENTER (POLO SUITE)

BR 222 ACCESS

TECHNOLOGY CENTER (POLO TECH)

CROATÁ HELIPAD

Smart core responsible for management, services and innovations aimed at providing operational and strategic support to companies and businesses installed in the Polo Multimodal Pecém Smart Chain City.



# Pillars



**POLO PECEM**  
MULTIMODAL



## MULTI-MODALITY



Integration of key modalities to reduce costs and increase efficiency in logistics processes.

## INNOVATION



Application of innovative and disruptive technologies to add value to activities, products and services.

## SOLUTIONS



Promotion and internationalisation by means of customised and integrated installation and operating solutions.

## SUSTAINABILITY



Green building standard, renewable energy matrix, best practices in ESG aligned with the Sustainable Development Goals proposed by the UN.



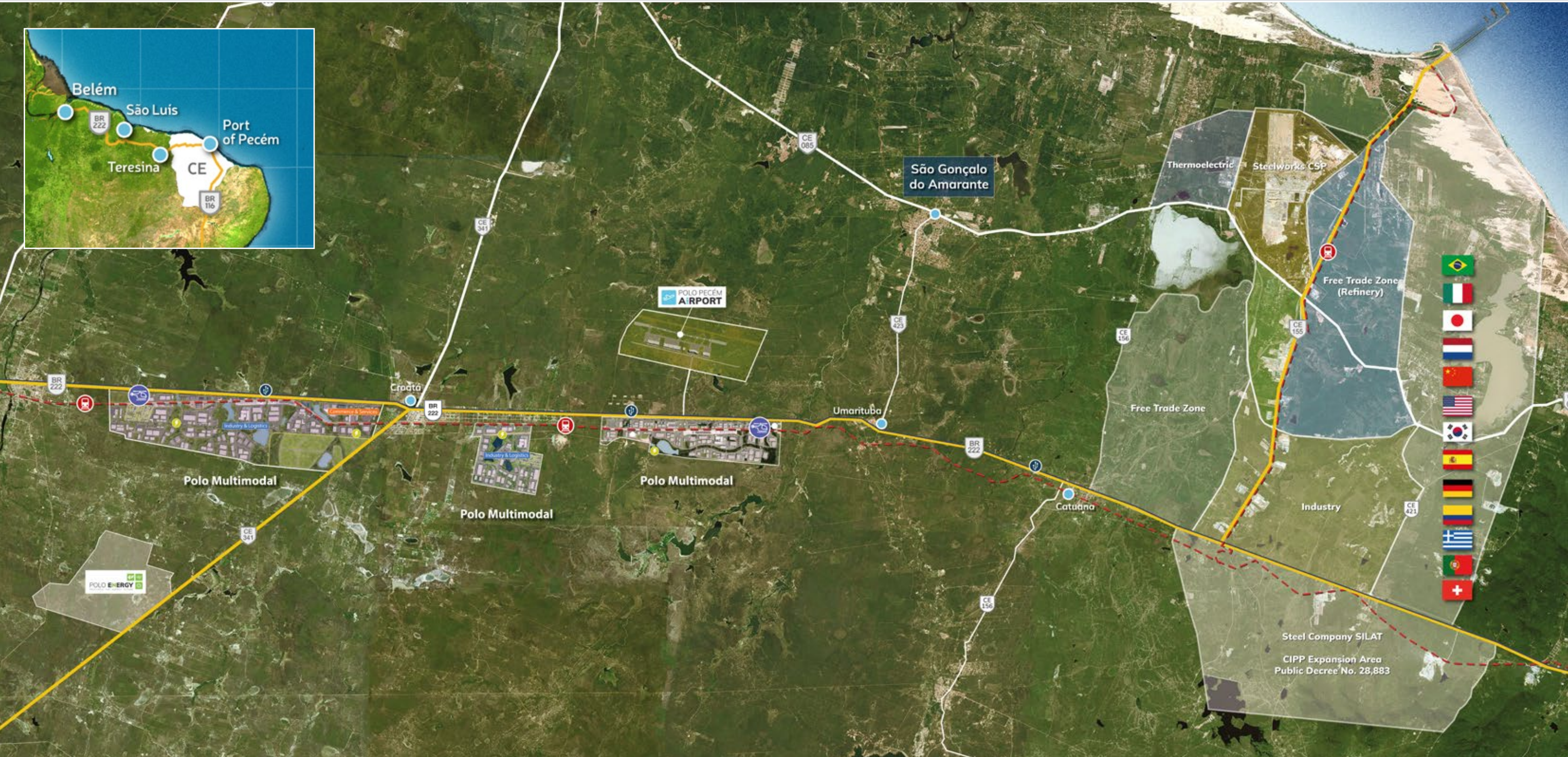


# Multi-modality

Access and integration of key means of transport (sea, road, rail and air) are a major attraction as they contribute to greater speed, safety, optimisation and efficiency in logistics processes, as well as expanding Brazil's connectivity potential with the rest of the world.







## FEDERAL HIGHWAY BR 222

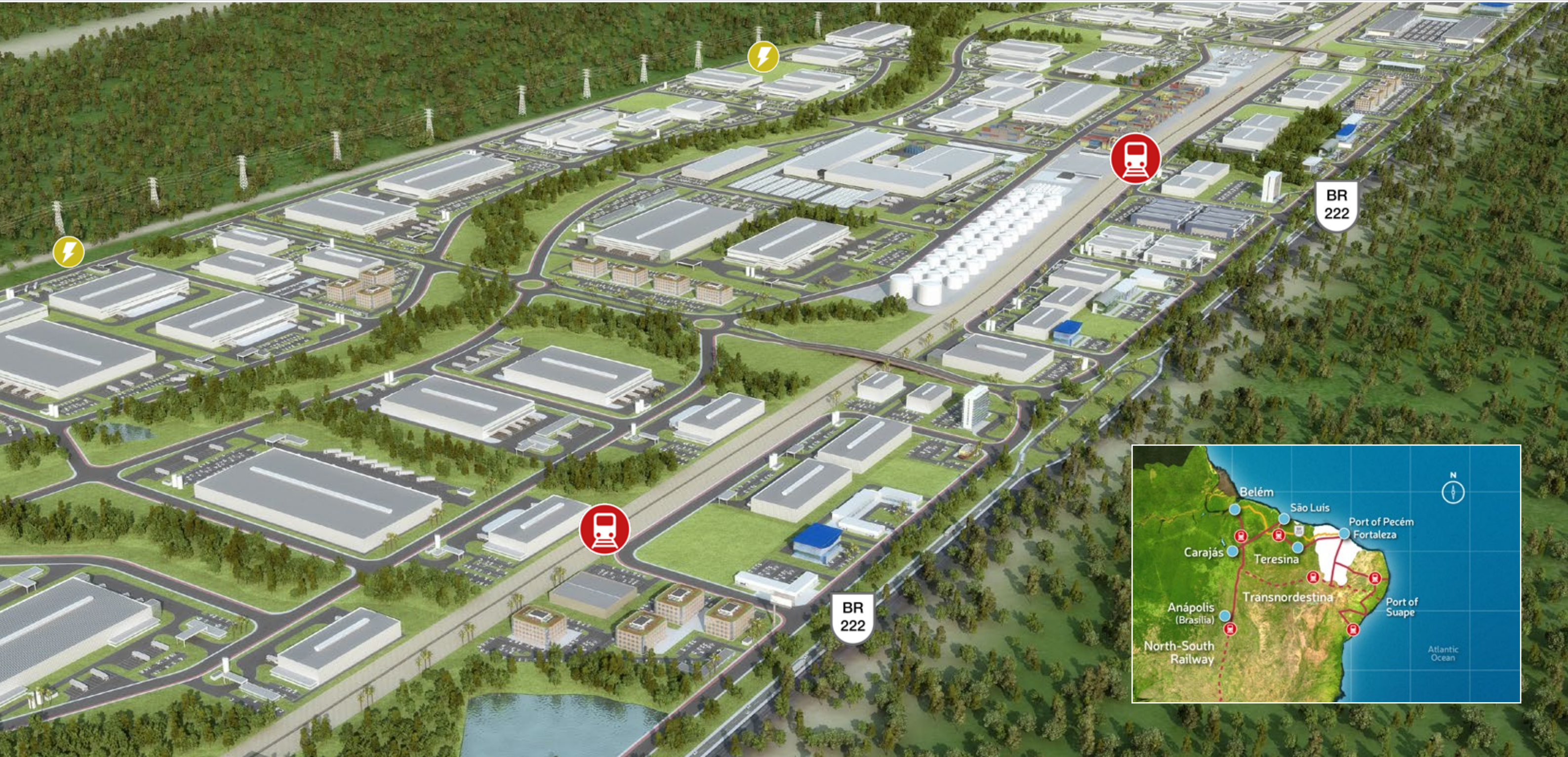
The region's main logistics corridor bordering the Polo Multimodal Pecém. The wide frontage to the federal highway represents an attraction for the installation of trade and service

companies that will support the Polo Multimodal Pecém and the Pecém Port Industrial Complex (Complexo Industrial do Porto do Pecém, CIPP).

## BENEFITS FOR BUSINESSES

The BR 222 is the most important logistics corridor in the state of Ceará, connecting the Pecém area to Fortaleza and to the country's northern states. Its access to the BR 116 highway connects to the south and southeast regions.





## THE TRANSNORDESTINA RAILWAY

The railway system crosses the entire Polo Multimodal Pecém, providing connectivity with the Port of Pecém and other regions of the country. There are also plans to build branch lines for the loading and unloading of goods within the Polo Multimodal Pecém.

The Transnordestina Railway, through logistics that unite high-performance rail, road and maritime modalities, enables greater competitiveness in the distribution of agricultural and mineral production in the region.

## BENEFITS FOR BUSINESSES

- A reduction in the logistical cost for medium and long-distance transport of goods compared to road transport.
- Large cargo handling capacity at low cost.
- High energy efficiency in a sustainable manner.





## POLO MULTIMODAL PECÉM AIRPORT AND HELIPADS

The construction of the Polo Multimodal Pecém Airport project will be located 12 miles away from the Pecém Port and 34 miles from the Fortaleza International Airport.

In the first phase, the Polo Pecém Airport will include an 1,800-metre runway and two helipads, integrating the region's air logistics.

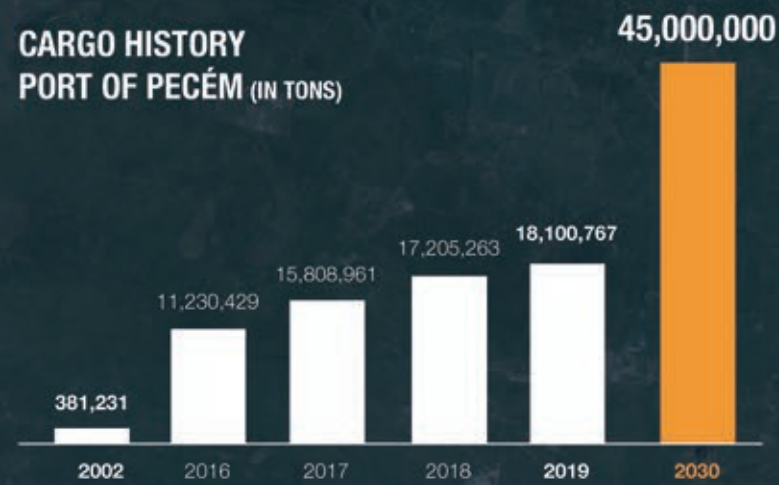
## BENEFITS FOR BUSINESSES

- Emergency response.
- Timesaving on the corporate agenda.
- Corporate/executive security.





**CARGO HISTORY**  
PORT OF PECÉM (IN TONS)



Source: Port of Rotterdam

**CIPP NUMBERS**

**R\$ 28.5bi** **13,337ha**  
*Already invested* *Complex area*

**61.3mi**  
*direct and indirect jobs*

**COMPANIES INSTALLED IN CIPP**

Siderúrgica CSP	Posto Rota do Porto
Phoenix	Daniel Transportes
Pecém I EDP	TRC
Jotadois	Cimento Votorantim
Pecém II Eneva	Hydrostec
Magnesita	Cimento Apodi
DSM	Cia Sulam. de Cerâmica
Ourofertil Nordeste	TMC
White Martins	Aeris Energy
Emy Log	Termo Enel
Wobben Windpower	Ceará Apicultura
Silat Siderúrgica	Termo Ceará



**FREE INTERNATIONAL TRADE ZONE (ZPE)**

## PORT OF PECÉM

Considered the new frontier of the global market, the Port of Pecém is one of the most efficient and sustainable ports in Brazil due to its strategic position, strengthened by the recent widening of the Panama Canal, which reduces maritime connection times with Asian ports. Due to its privileged geographical location and modern infrastructure, the Port of Pecém has the capacity to receive the largest container ships in the Post Panamax class.

In 2018, the Port of Rotterdam (Netherlands), Europe's biggest shipping area - and one of the largest in the world

- acquired a stake in Companhia de Desenvolvimento do Complexo Industrial e Portuário do Pecém, S/A (CIPP), thereby consolidating the Port of Pecém's position in the goods transit world market, offering important competitive advantages for logistics in global trade and boosting development.

With the Ceará Export Processing Zone (Zona de Processamento de Exportação, ZPE) installed at the CIPP, the region around Pecém possesses a key differential for export-focused companies.

## BENEFITS FOR BUSINESSES

- Reduced logistics cost for import and export companies due to its proximity to the world's main consumer markets, such as the US, Europe, Africa and Asia.
- Solid land access infrastructure, ample space for business expansion with reduced operating costs.
- The Polo Multimodal Pecém is connected to the Port of Pecém via the BR 222 and the Transnordestina Railway.





# Innovation

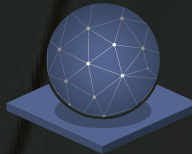
Smart Chain City infrastructures, spaces, services and processes will be driven by innovative and disruptive technologies, adding value to the activities of installed companies. The state of Ceará has become a decisive Technological Hub with a wide range of fibre optic networks and the installation of modern Data Centres.



# POLO DIGITAL PLATFORM

Polo Multimodal Pecém's innovative processes are based on an interactive digital platform called the Polo Digital Platform, which is conceptually based on interoperability and blockchain technology (smart contracts, smart assets, digital identity) and adequately connected and distributed through technologies such as the IoT (Internet of Things), Big Data and AI (Artificial Intelligence) by integrating the control phases in the areas of infrastructure, services, technology and governance.

The Polo Digital Platform solves, in a simplified and transparent way, the main barriers necessary to attract companies to install and operate in the Smart Chain City. By digitising these processes, a company reduces time, costs and bureaucracy, thereby improving its efficiency and increasing its competitiveness.



**POLO DIGITAL**  
P L A T F O R M

**SMART CITY SOLUTIONS**

**SMART ASSETS**

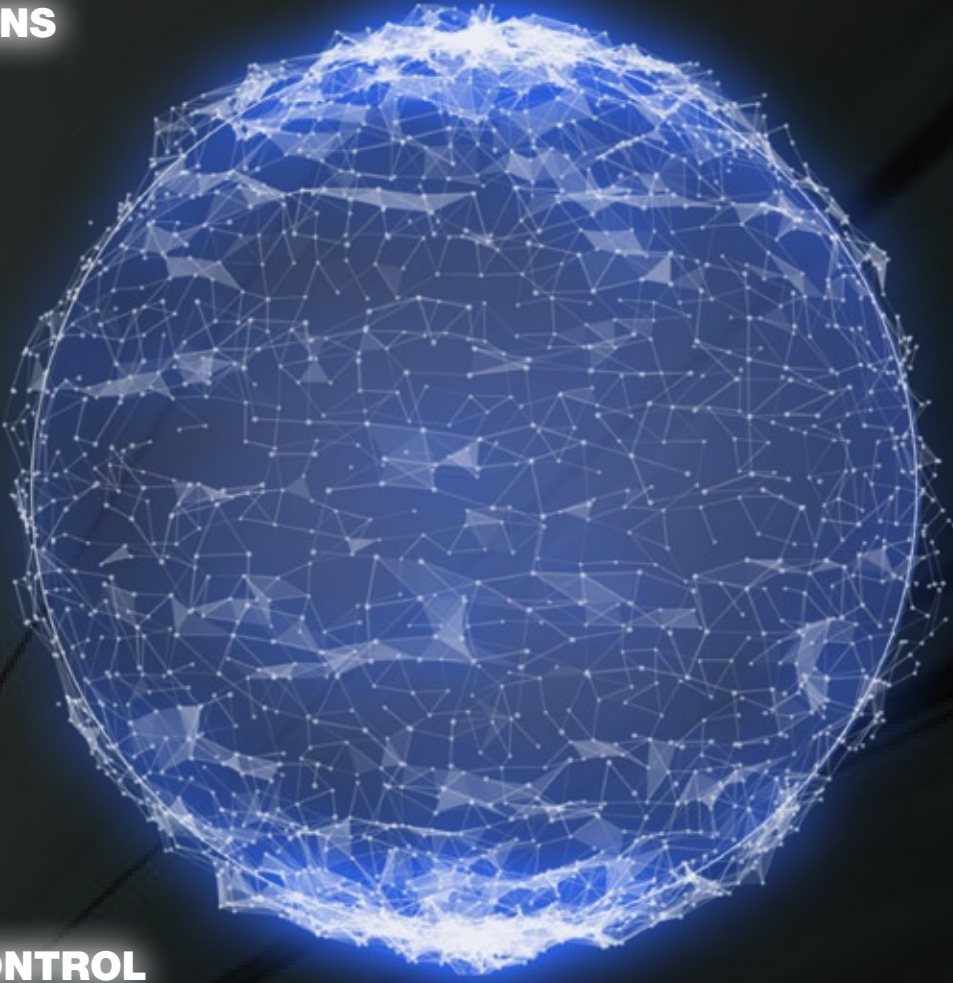
**MOBILITY**

**UTILITIES**

**CONECTIVIDADE**

**DIGITAL IDENTITY**

**MANAGEMENT & CONTROL**





# POLO SECURITY TOKEN (PST)

In partnership with the innovative platform of the company Mt Pelerin, from Geneva, Switzerland, Polo Multimodal Pecém had its shares digitalised through blockchain technology, transforming common shares into Security Tokens called Polo Security Tokens (PST), which brings multiple advantages to its shareholders, such as greater transparency, liquidity, security and lower management costs.

The PSTs are backed by the actual assets owned by the company (Smart Chain City areas) and will be traded through smart contracts on the major next-generation international exchanges. This is the first concrete case of share digitalisation of a blockchain real estate company, which is a factor that makes Polo Swiss Development AG a pioneer in technological innovation applied to Real Estate.



**POLO TOKEN**  
S E C U R I T Y



Take a look at our PST film by scanning the QR code above.



# POLO COIN

All processes within the Smart Chain City area are driven by innovative technologies available to companies and residents, among them a native altcoin (alternative coin) called Polo Coin.

The Polo Coin is the first Utility Token fully applied as an incentive

to the promotion and internationalisation of companies, facilitating the safe exchange of products and services within Polo Multimodal Pecém and allowing greater agility and transparency in commercial transactions between companies and suppliers operating in the Smart Chain City.



**POLO COIN**  
UTILITY TOKEN





# POLO TECH

An innovative Technology Centre that houses projects, startups and companies focused on cutting-edge technologies (Blockchain, AI, IoT etc.) and a Competence Centre dedicated to advanced robotics, digital information and communication technologies, as well as 4.0 technologies. This is a key area for applied research, development and innovation, as well as for technical cooperation with national and international universities and research institutes, through which

companies will benefit from guidance, training, technological and infrastructure improvements and experimental development.

Polo Tech is a highly specialised hub, capable of generating knowledge and providing new solutions for the digitalisation of processes, as well as shared creation and development with entrepreneurship and innovation ecosystems, adding value and increasing the competitiveness and scalability of companies.



**POLO TECH**  
TECHNOLOGY CENTER



# Solutions

The promotion and internationalisation of companies through the provision of customised, integrated installation and operating services add value to business results, reduces bureaucracy and costs, simplifies processes, promotes digital transformation and increases competitiveness.





## POLO SUITE

With a talented, multidisciplinary, highly qualified and internationally experienced team, in addition to the consolidation of a pool of experts, Polo Suite acts as a management and services agency for the installation and operation of companies and businesses in the Polo Multimodal Pecém Smart Chain City.





# MULTIMODAL UTILITIES

A Polo Suite service cell which offers a set of integrated solutions and uses algorithms specifically developed with a focus on management and control of Water, Gas, Electricity and other utilities - in addition to logistics and security.

Multimodal Utilities uses an innovative Web Platform for integrated management, monitoring and control of points with telemetry, which makes it possible to remotely follow the consumption of the most diverse variables in real time.

# MULTIMODAL MARKETPLACE

A business showcase where installed companies and Smart Chain City partnerships will be able to offer and market their products and services with the security of blockchain technology. It

is also a sales channel that functions as an integrating hub, allowing companies and partners to connect with their target markets and with some of the largest marketplaces in Brazil and the world.

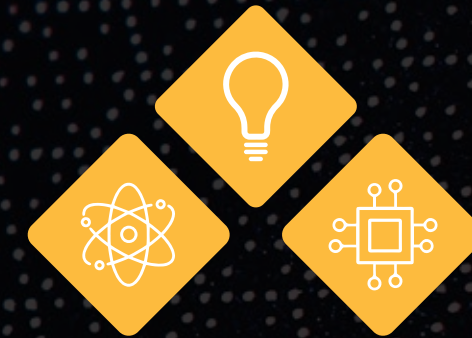




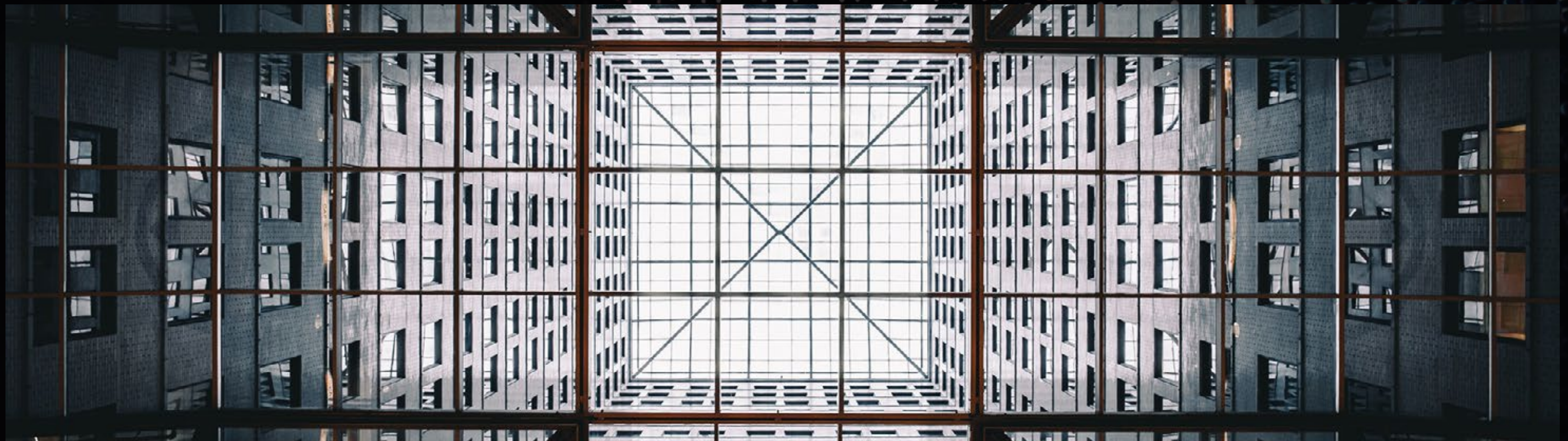
# POLO VENTURES

The company that creates, selects and participates in projects, applications, startups and innovative companies that operate in the Smart Chain City. A business and investment manager that enables the efficient funding of technologies

and companies at various stages of their development, which are specifically positioned in the strategic sectors of Information and Communication Technology (ICT), Logistics, Energy, New Materials and Design.



**POLO VENTURES**  
BUSINESS & PARTICIPATIONS





# Sustainability

The set of actions with the adoption of best ESG practices, programmes and control of economic, social and environmental impacts, sustainable consumption and production patterns, creation and planning mechanisms for effective management, infrastructure with an A+ green building standards construction model, waste management, water and energy efficiency programmes, with a renewable framework, commitment to combating climate change and its impacts and the encouragement of sustained and socially inclusive economic growth.



# ESG (ENVIRONMENTAL, SOCIAL AND GOVERNANCE)

In 2017, the Polo Multimodal Pecém agreed to the 17 Sustainable Development Goals (SDGs) - sustainability commitments proposed by the United Nations (UN - UNDP). Ever since, it has been committed to involving its stakeholders in this global movement and meeting goals aligned with its strategy and operation that integrate ESG principles for building and executing its business, seeking to mitigate risks and create new opportunities. It uses international and auditable standards of economic, environmental and social performance as its basis.

**Environmental** - Promoting water and energy eco-efficiency, waste management and actions to combat climate change through environmental quality; thereby reducing negative impacts, as well as fostering a Circular Economy through products and services that stimulate the development of businesses aligned with the conservation of the Environment.

**Social** - Providing education, training and employability, acting for the well-being of people and the maintenance of a diverse

environment without discrimination and developing Social Responsibility and Corporate Volunteer programmes.

**Economic** - Leveraging the local economy in an equitable manner and constantly improving economic performance, the pace of growth and innovation.

**Governance** - Implement compliance through an integrity and ethics programme, aligning organisational culture with sustainability principles and valuing digital security.





# POLO ENERGY

Smart Chain City has a “Valley” for the installation of renewable and clean energy matrices to supply the demand of companies and businesses installed at Polo Multimodal Pecém and its surroundings.

Polo Energy is the company responsible for the management of the clean and renewable energy Valley, the objective of which is the distributed generation and realisation of RD&I projects related to energy and the environment.



**POLO ENERGY**  
PROVIDING THE ENERGY FUTURE





# PARTNERSHIPS

For the development and execution of services par excellence, the Polo Multimodal Pecém Smart Chain City has consolidated the integration of expertise through a pool of nationally and internationally recognised partnerships in their respective areas of operation.



## UNIVERSITIES:







In the prosperous symbiotic ecosystem of the Pecém region, we designed a sustainable Smart City powered by blockchain technology to meet the demands of global companies and businesses, promoting innovation and competitiveness and contributing to the progress of the new industrial era.



[polomultimodal.com](http://polomultimodal.com)