

An
A to Zillion
guide to
investments
in Cascais

ENLIGHTENED INVESTORS

CASCAIS CASTING BOOK





Enlightened by people

DO YOU HAVE WHAT IT TAKES

To be or not to be an Enlightened Investor. Or, simply put:

TO INVEST IN CASCAIS?

Cascais is a land enlightened by people. History taught us that if you attract the best people, wealth will follow. The key word is "attraction". It's all about chemistry. So we're not simply looking for investment. We're looking for investors of a certain breed. They come by many names... entrepreneurs, visionaries,

dreamers, hi-tech thinkers... the kind of businessmen able to bring more light to our 300-days-of-sun land.

**THINK YOU MIGHT MATCH THE PROFILE?
READ ON AND MAKE UP YOUR MIND.**





THE
ENLIGHTENED
INVESTOR
**TRUE OR FALSE
ACID TEST:**

“Cheap manual labour is a necessary evil.”

“Public services should be low- to no-cost.”

“Heavily industrialized businesses are what real economies need.”

“Sustainable growth is a modern fad I could live without.”

“Give me a skyscraper skyline and I’ll give you a wealthy economy.”

“Environment is good. Profit is better.”

“Money makes the world go round - with no buts.”

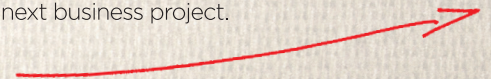
TRUE

If this is your answer to all the above statements, we’re sorry to say we believe in a different gospel. Meaning we shouldn’t date. Cascais is just not the right place for your investment.

FALSE

If you shout “false!” to every statement (or most of them), or better yet, if you feel a deep sense of disgust growing inside you, well, Cascais might just be the kind of place you should think about when looking for somewhere to base your next business project.

READ ON AND DISCOVER WHY.



■ Population

205 000 INHABITANTS (2011)
MUNICIPALITY THAT GREW THE MOST IN THE PAST 10 YEARS
3,500 NEW RESIDENTS PER YEAR (10-YEAR AVERAGE)
PORTUGAL'S 6TH MOST POPULOUS MUNICIPALITY (2011)

■ Education

TWICE THE NATIONAL AVERAGE OF PEOPLE WITH HIGHER EDUCATION
LOWEST RATE OF SCHOOL DROP OUTS IN THE COUNTRY (2.7%, 1ST CYCLE)
LOWEST RATE OF SCHOOL DROP OUTS IN THE COUNTRY (5.6%, 2ND CYCLE)
50% OF OUR SCHOOLS ARE PRIVATE
10 INTERNATIONAL SCHOOLS (6 ENGLISH, 3 GERMAN AND 1 SWEDISH)

■ Territory

97KM²
33% WITHIN PROTECTED NATURAL PARK
30KM OF COASTLINE
12 BEACHES WITH BLUE FLAG STATUS (FROM A TOTAL OF 17)
9,700 KM² OF SEA TERRITORY

■ Economy

4TH PLACE IN THE WEALTH MUNICIPALITY RANKING (2009)
17% OF TURNOVER CONCENTRATION INDEX OF THE 4TH LARGEST ENTERPRISES
7TH LEAST INDUSTRIALIZED MUNICIPALITY IN THE COUNTRY (2008)
MUNICIPALITY WITH THE 4TH HIGHEST NUMBER OF COMPANIES
277 COMPANIES PER KM²
3 EMPLOYEES (AVERAGE) PER COMPANY
€1,088 AVERAGE MONTHLY SALARY (2008)
21% GROSS VALUE ADDED IN EDUCATION OF THE COUNTRY IS PRODUCED IN CASCAIS
RESPONSIBLE FOR 2.3% OF NATIONAL GDP

We're a
"by the people,
for the people" kind
of place. If you're this
kind of investor,
please continue.

LIFE WITHOUT QUALITY. WHAT IS IT GOOD FOR?

2:

Human beings are a curious lot. Contrary to popular belief, we weren't designed just to chill out and do nothing. We tend to become bored. But if we push too hard, we become stressed. That leaves us between a rock and a hard place: too much stress is bad, no stress at all is also bad. A "quality of life" solution should therefore lie somewhere in between. But here's the tricky thing: there's no road map for how to get there, there's just trial and error. We do what we can and hope for the best.

Curiously, Cascais seems to have discovered where "best" is. At least, that's what people tell us. Too many ex-pats have done thorough location research for us not to read something into the conclusion that they've reached: there's no place to live in Portugal like Cascais.

**7TH PLACE
IN PORTUGAL'S
QUALITY
OF LIFE
MUNICIPALITY
RANKING
(308 TOTAL).**

The "Left

300 days of sun Vs

The smell of sea Vs

Dinner by the sea Vs

Jam sessions Vs

Feels like holidays Vs

Keep playing. The Cascais way of life might just have the kind of mystique that'll appeal to you, your business partners and your employees.

Chose Left?

Right” Enlightening game:

God bless the rain

I miss my daily shot of CO2

Dinner in front of the telly watching people having dinner by the sea

Traffic jams

Feels like holy crap

Chose Right?

Game over. No hard feelings, though.
It's been fun.

:3



SHINE A LIGHT ON INFRA STRUCTURES

TIRES AIRFIELD

MOST MODERN AND SECURE OF ITS CLASS
LISBON AREA'S 2ND AIRPORT AND
INFRASTRUCTURE.

TRAFFIC UP TO **40 TONS**
300 PASSENGERS PER HOUR CAPACITY
PROXIMITY TO LISBON, THANKS TO
ACCESSIBILITY BY MOTORWAY (A5) LISBON-
CASCAIS, MARKS IT OUT FOR
INTERNATIONAL AND REGIONAL AVIATION.

LISBON AIRPORT

12.5 MILES FROM CASCAIS
30 MINUTES BY CAR
PORTUGAL'S BIGGEST AIRPORT

A5 MOTORWAY

15.5 MILES CONNECTS CASCAIS WITH LISBON
CONNECTIONS WITH SEVERAL OTHER
MOTORWAYS, ROADS AND BRIDGES (A2, A9,
A16, A36)



**No Enlightened Investor
can live on light alone.
Before asking you to
contemplate the
possibility of investing
in our area, we did some
investing of our own.**



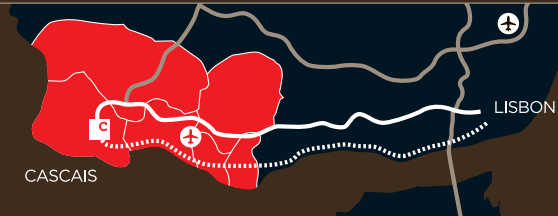
AIRPORTS



SPEEDWAYS



RAILWAYS



RAILWAYS

CONNECTS CASCAIS TO LISBON

35 MINUTES

15.5 MILES

TELECOMMUNICATIONS

HIGHLY DEVELOPED,
SECURE AND HIGH-QUALITY
NETWORK

CASCAIS HARBOUR

HOSTS MAJOR INTERNATIONAL

EVENTS

BERTHS FOR UP TO **648 BOATS**

ESTORIL SPEEDWAY

HOSTS MAJOR AUTOMOBILE
AND MOTORCYCLE
COMPETITIONS

Please
check, check,
double check and
check out the next
page.



THE FACTS,
THE FACTS,
NOTHING
BUT THE
FACTS:

1:

4:

WELCOME
TO
GREENLAND

GREEN

ENLIGHTENED INVESTORS
HAVE GREEN DNA. IT MAY
NOT HAVE DEVELOPED YET,
BUT IT WILL. YOU'LL HAVE TO
LET NATURE TAKE ITS
COURSE.

**CASCAIS DID.
THE RESULTS MAKE US PROUD.**

VIAD



Not green
enough for you?
Share your business
ideas with us.
Lead us to greener
pastures.

FOR EVERY CHILD BORN IN CASCAIS, 7 TREES ARE PLANTED
51,439 TREES PLANTED (SINCE 2008)
18 GREEN SPACES PER 1,000 INHABITANTS (2010, INE)
3,370 GREEN SPACES THROUGHOUT THE MUNICIPALITY (2010, INE)
ALL TRAFFIC LIGHTS FEATURE LED BULBS (80% ENERGY CONSUMPTION SAVING)
35 TYPES AND SUBTYPES OF NATURAL HABITATS
MORE THAN 30 DIFFERENT SPECIES OF FLORA
15 SPECIES OF ORCHIDS
63KG PER CAPITA OF MUNICIPAL WASTE COLLECTED (VS 25KG NATIONAL AVERAGE)

THE CENTRE'S CENTRE

MADRID	312 miles
LONDON	990 miles
FRANKFURT	1,170 miles
NEW YORK	3,390 miles
LUANDA	3,543 miles
SÃO PAULO	4,934 miles

NOT JUST GEOGRAPHIC, BUT ALSO STRATEGIC.

CLOSEST EUROPEAN COUNTRY TO THE USA.

CLOSE RELATIONS WITH A POTENTIAL MARKET OF 500 MILLION EUROPEANS VIA EU.

CLOSE RELATIONS WITH A POTENTIAL MARKET OF 242 MILLION PEOPLE OUTSIDE EUROPE (PORTUGUESE NATIVE SPEAKERS IN BRAZIL, ANGOLA, MOZAMBIQUE, SÃO TOMÉ AND PRÍNCIPE, GUINEA-BISSAU, CAPE VERDE, MACAU, EAST TIMOR).

PORTUGUESE IS THE **4TH MOST COMMONLY SPOKEN LANGUAGE IN THE WORLD**. BUT IN CASCAIS WE'RE ALSO FLUENT IN ENGLISH, SPANISH AND FRENCH.

AT THE CENTRE OF PORTUGAL.



NEW YORK



SÃO PAULO



MADRID

LONDON



PARIS



FRANKFURT



STOKOLM



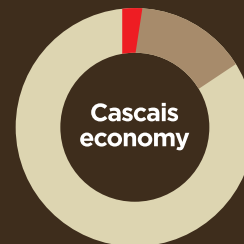
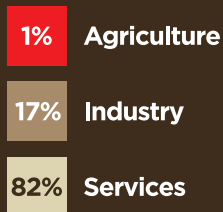
LUANDA



6:

IT'S
THE
ECONOMY

ECONOMY



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RESPONSIBLE FOR **2.3%** OF NATIONAL GDP

You're right. You've seen these numbers before, on page 7.
We amplified them to make sure you wouldn't miss a thing.

HELPING
NEW
IDEAS
COME
TO LIGHT

7:





WE COULDN'T ASK FOR ENLIGHTENED MANAGEMENT IF WE DIDN'T SET AN EXAMPLE OF GOOD MANAGEMENT OURSELVES.

Top of finest managed township in the country (one of the few that has a budget surplus)

Highest level of township investment in the Lisbon Metropolitan Area



WE WOULDN'T EXPECT TO ASK FOR ENLIGHTENED INVESTORS IF WE DIDN'T SEE OURSELVES AS ENLIGHTENED INVESTORS.

DNA Cascais is a municipal company that helps young entrepreneurs bring their business ideas to light.

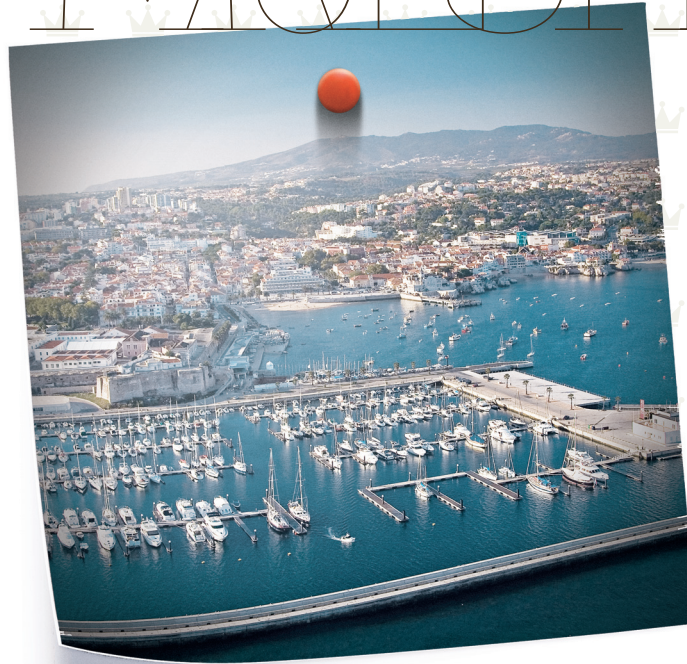
DNA Cascais activity (4-year period):

1,350 CONTACTS RECEIVED
370 ENTREPRENEURS SUPPORTED
130 PROJECTS SUPPORTED
€15.6 MILLION INVESTED
372 JOBS CREATED



BY
APPOINTMENT
TO
THEIR
MAJESTIES

MAJESTIES



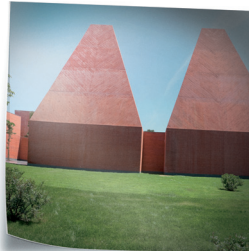
THE KINGS OF SPAIN, ITALY, ROMANIA AND PORTUGAL

Tourism is high on our priority list. But not old school, old fashioned, good old tourism. We've been there, done that. Our recent history is filled with royal families walking along our boardwalks. The Portuguese kings in the 19th century. King Umberto II, King Carol II and King Juan Carlos (when

he was just an heir to the Spanish crown) in the 40s, 50s, and 60s. You can't get better than that if you value blue blood. And we do value kings and queens as we value every living person willing to fight for an ideal, whether that ideal is a nation, a humanitarian cause or a business idea.

4TH MOST POPULAR NATIONAL TOURISM DESTINATION

Cascais is now a vibrant land filled with opportunities for 21st century ground-breaking tourism businesses.



Check out the data below. Imagine it as bricks that you can use to build your business project. Feel free to mix them. Feel free to add new ones.

- . 316,455 GUESTS (2010)
- . 53% OCCUPANCY RATE
- . 2.5 DAYS AVERAGE STAY
- . €85.60 PER ROOM (AVERAGE PRICE 2010)
- . €45.20 REVENUE PER ROOM
- . 6,650 BEDS (34 HOTEL UNITS)
- . 12 FIVE-STAR HOTEL UNITS
- . 11 FOUR-STAR HOTEL UNITS
- . 8 TREE-STAR HOTEL UNITS
- . 3 TWO-STAR HOTEL UNITS

- . 7 18-HOLE GOLF COURSES
- . ESTORIL CASINO
- . ESTORIL CONGRESS CENTER
- . SINTRA-CASCAIS NATURAL PARK
- . HIPPODROME
- . ESTORIL MOTO GRAND PRIX
- . AMERICA'S CUP
- . AERODROME
- . ESTORIL SPA
- . PORTUGUESE MUSIC HOUSE

- . SANTA MARIA MUSEUM
- . CONDES CASTRO GUIMARÃES MUSEUM
- . PAULA REGO'S HOUSE OF STORIES MUSEUM
- . GREENHOTSPOT (INFO ABOUT NATURE)
- . SCUBA DIVING
- . SPELEOLOGY
- . HORSE RIDING

**MAY WE
POINT YOU
TOWARDS
THE NEXT
PAGE?**



ENVIRON
MENTALIZE
THIS

ENVIRONMENTAL

9:



Cascais is eco-friendly, sustainable friendly, nature friendly, habitat friendly, biomass friendly, animal friendly. All this for a reason: we're people friendly.

WE BELIEVE THAT WHAT WE
DO WITH OUR ENVIRONMENT
WILL REFLECT ON US,
ON OUR FUTURE.



**NO SENSE
IN PUTTING
THAT AT
RISK.**

That means we're also community friendly, corporate responsibility friendly, whatever-helps-people friendly.

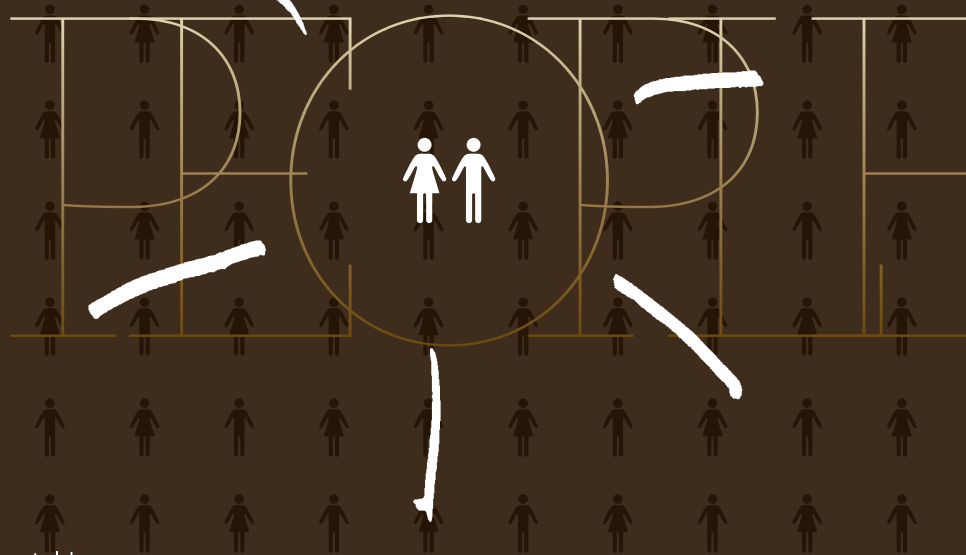
- VOLUNTEERING PROGRAMMES
- MUNICIPAL STAFF KNOW-HOW-SHARING PROGRAMMES
- BUSINESS & BIODIVERSITY PROJECTS
- CORPORATE RESPONSIBILITY PROGRAMMES (DEVELOPED WITH THE SUPPORT OF BIG RETAIL AND COMMUNICATIONS COMPANIES)
- PROJECT OXYGEN (TREE PLANTING AND MAINTENANCE FOR 5 YEARS IN AN AREA OF 3,212 ACRES)
- LAST BUT NOT THE LEAST, WE'RE **ENLIGHTENED INVESTORS FRIENDLY.**

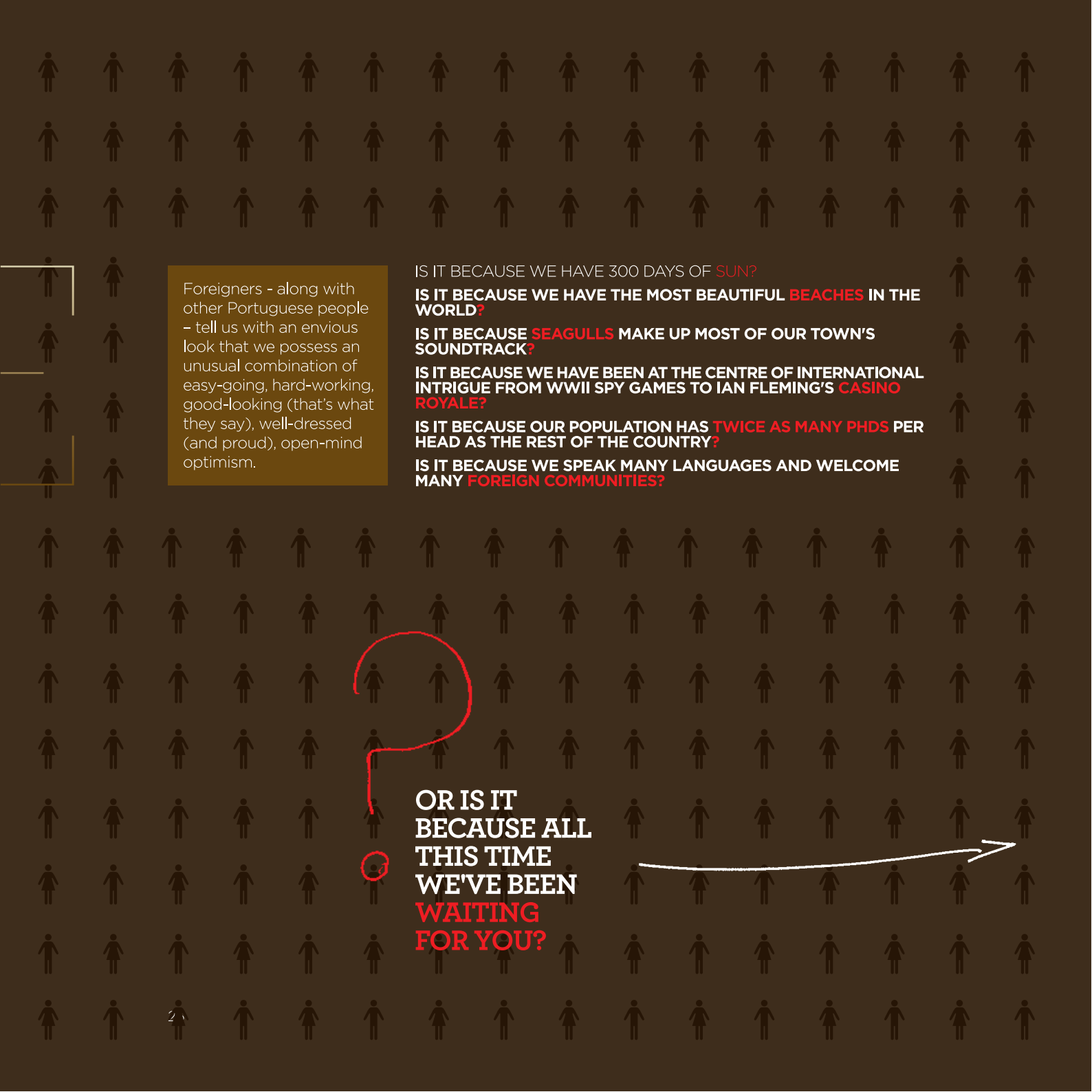
:10

WE
THE
ENLIGHTENED
PEOPLE

If you lived in Portugal and someone told you that he or she was from Cascais, you would instantly know what kind of person he or she was. Cascais is a land, a municipality, but above all Cascais is a state of mind.

**IT BRANDS PEOPLE.
IT BECOMES PART OF THEM.
IT SHAPES THEIR PERSONALITY.
YOU WON'T FIND ANYTHING
LIKE IT IN PORTUGAL.**





Foreigners - along with other Portuguese people - tell us with an envious look that we possess an unusual combination of easy-going, hard-working, good-looking (that's what they say), well-dressed (and proud), open-minded optimism.

IS IT BECAUSE WE HAVE 300 DAYS OF **SUN**?


IS IT BECAUSE WE HAVE THE MOST BEAUTIFUL **BEACHES** IN THE WORLD?

IS IT BECAUSE **SEAGULLS** MAKE UP MOST OF OUR TOWN'S SOUNDTRACK?

IS IT BECAUSE WE HAVE BEEN AT THE CENTRE OF INTERNATIONAL INTRIGUE FROM WWII SPY GAMES TO IAN FLEMING'S **CASINO ROYALE**?

IS IT BECAUSE OUR POPULATION HAS **TWICE AS MANY PHDS PER HEAD** AS THE REST OF THE COUNTRY?

IS IT BECAUSE WE SPEAK MANY LANGUAGES AND WELCOME MANY **FOREIGN COMMUNITIES**?



OR IS IT BECAUSE ALL THIS TIME WE'VE BEEN **WAITING FOR YOU?**



■ ENLIGHTENED ENOUGH?

If you got this far it means a few things:

IT MEANS A LOT TO US KNOWING YOU ARE INTERESTED.

IT MEANS THAT NOW YOU KNOW A THING OR TWO (HUNDRED) ABOUT US.

IT MEANS THAT NOW YOU PROBABLY HAVE A CLEARER IDEA ABOUT THE KIND OF INVESTOR YOU ARE - HOPEFULLY AN ENLIGHTENED ONE.

IT MEANS THAT YOU ARE PROBABLY THE KIND OF PERSON WE WOULD LIKE TO HAVE INVESTING IN OUR MUNICIPALITY.

IT MEANS THAT WE ARE PROBABLY THE KIND OF TOWNSHIP YOU SHOULD CONSIDER AS A POTENTIAL LOCATION FOR YOUR NEXT BUSINESS.

IT ALSO MEANS YOU SHOULD CALL US.

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■ CASCAIS'S MAYOR WELCOMES YOU

It's about the land. It's about the people. It's about the light that brightens our path 300 days a year. The light that makes us see better, want more, love more. You might think to dismiss these words as political whitewash, but ask around and you'll discover that Cascais is simply one of those places that people fall for.

Believe me, I know. I have the privilege of being Cascais's mayor and I love it. Working with people so committed to our township brightens my days. Something happens when you live in this land. Happiness happens. Somehow you stop being from Cascais and start being Cascais. It becomes a badge you wear with pride. Cascais becomes you.

If you read this book and it made you click, you were most likely born to invest in Cascais. You should at least consider the possibility. As mayor, I will do everything in my power to help you establish your business and achieve your goals.

At Cascais, we see ourselves as an Enlightened People. Nothing could make us happier than discovering an enlightened soulmate from a faraway land. Someone to whom we can say:
"Welcome home!"

A handwritten signature in black ink, consisting of a large, stylized 'C' followed by a series of loops and a horizontal line at the bottom.

Carlos Carreiras
Mayor



Enlightened by people



CASCAIS