

Alcobendas as a strategic business location hub



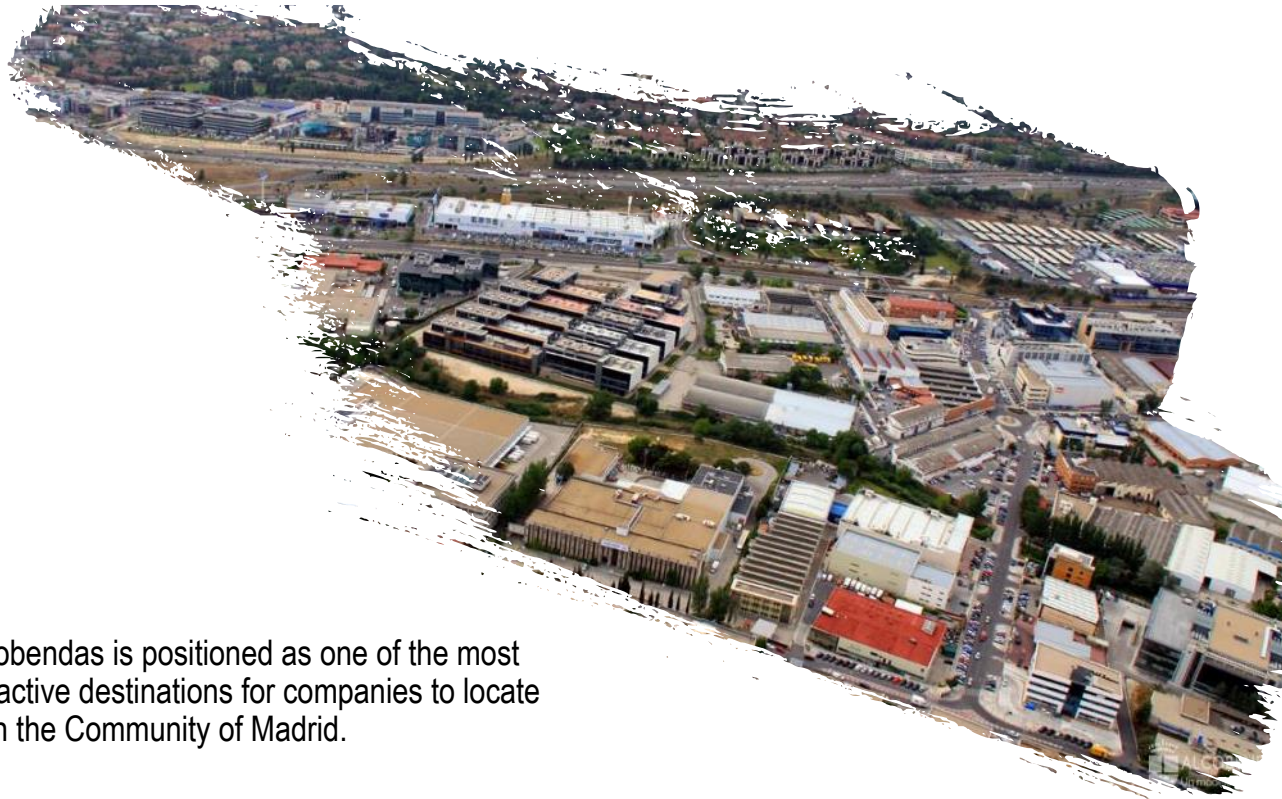
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ALCOBENDAS
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BUSINESS



Alcobendas, the best location for companies in the North of Madrid Capital



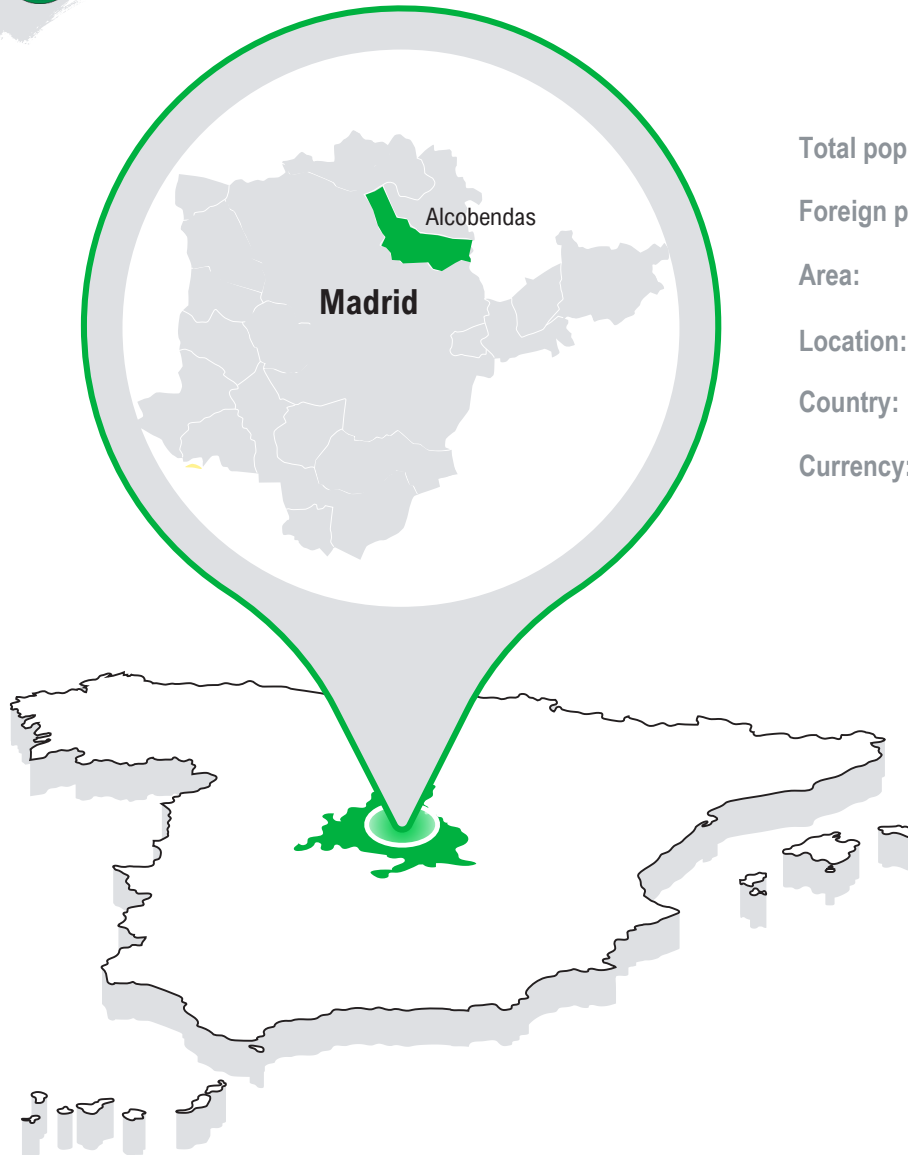
Alcobendas is positioned as one of the most attractive destinations for companies to locate to in the Community of Madrid.

The transformations taking place across Europe and in our society (Covid-19, Brexit) are an opportunity to highlight the advantages of Alcobendas compared to other cities.

This dossier highlights the main factors that make Alcobendas an attractive city in business and social terms.



Alcobendas Madrid



Total population: 117,040

Foreign population: 16,363

Area: 44.98 km.²

Location: NE of Madrid

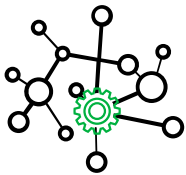
Country: Spain

Currency: EURO

The Community of Madrid contributes a series of assets to Alcobendas...

Some facts about the Community of Madrid

It is the economic, political and administrative centre of Spain



It generates 19% of the Spanish GDP



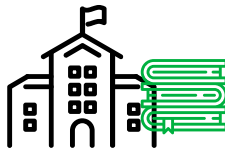
Central location in Spain, which is ranked as the leading European country in land transportation



One of the best health systems in the world



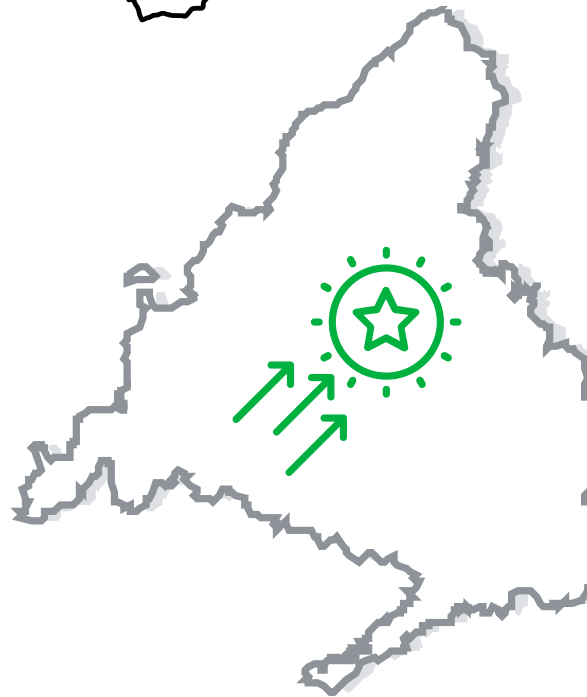
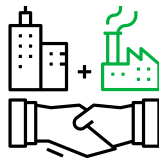
47% of population with university studies



Lower cost of living than in other European cities



Attractive taxation for multinational companies due to the principle of territoriality



... where Alcobendas has a series of unique characteristics

Some statistics about Alcobendas

77.50 Bn €



turnover of our companies

16,000



companies and freelancers

12



in low tax pressure

3rd



in per capita income

15



companies with more than billion euros in revenue

1



most transparent city hall

6



hospitals less than 10 km away in Alcobendas

1,644



places in hotel establishments

Why Alcobendas?

01

Business City

02

Generator
of wealth

03

Good relationship between
companies and administration

04

Tax framework aimed
at job creation

05

Wide choice
of transport

06

Bridge with foreign
countries

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Castellana Norte District

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Efficient business parks in
sustainable environments

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Last Mile
Logistics Centre

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Knowledge Transfer
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The place to live

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Alcobendas Hub

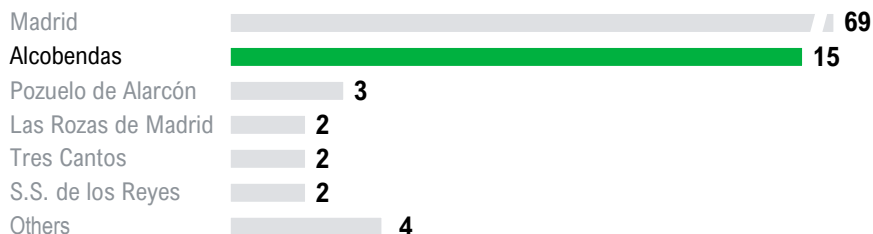


Location chosen by large companies

Companies located in Alcobendas have an average of **7.8 workers**, compared to an **average of 4.4 workers** in the Community of Madrid.

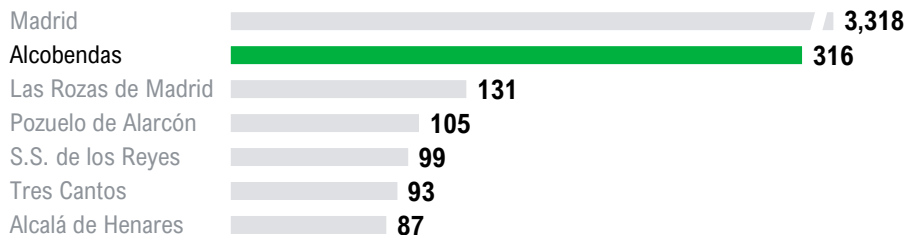
The main reason is that Alcobendas is home to large companies, including **15 companies with more than €1 billion in revenue**.

Number of companies with more than 1,000 million euros of income, 2018

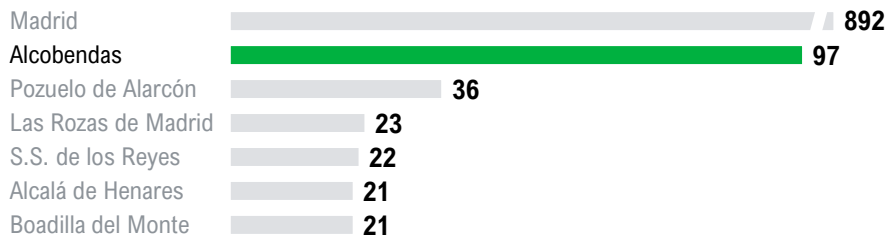


Preferred destination for multinational companies with Spanish and foreign origin

Municipalities with the largest number of companies with foreign headquarters, [No. companies¹⁾, 2019]



Municipalities with the largest number of multinationals with a Spanish parent company, [No. companies²⁾, 2019]



1) Active companies with annual turnover of more than 1 million euros and owned by a foreign parent company;

2) Active companies with annual turnover of more than 1 million euros, domestic parent company and owners of an investee abroad

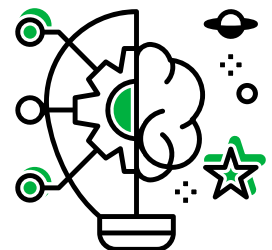
Business HUB for the pharmaceutical, automotive and technology sectors

In terms of income, Alcobendas is the **second** municipality with the most **Pharmaceutical companies** in the Community of Madrid. Among these are important multinationals such as **Pfizer, Teva or Lilly**.

Alcobendas is also an **Automotive Hub**, being the **location chosen as headquarters** by some of the main brands such as **Ford, Renault, Mercedes-Benz, Toyota or KIA**. Having these companies in the municipality makes Alcobendas consolidate itself as the **second city in terms of income from billing** in the Automotive sector, being **five times higher than** the next municipality in the ranking of the Community of Madrid. This situation means that Alcobendas has a **beneficial fiscal framework** for the Automotive Industry, with **numerous IVTM discounts** (Tax on mechanical traction vehicles) for **large fleets of vehicles**, in addition to having a low IAE (business tax) coefficient and different discounts to promote employment.

Alcobendas is also a **Technology Hub**, being the preferred location for large multinationals such as **Indra, Samsung, Sage or Cisco**, which positions **Alcobendas in second place in terms of revenue** generated by technology companies in the Community of Madrid.

Alcobendas is committed to innovation and strives to become an international benchmark. In 2019, Alcobendas won the prestigious *Policy Hackathon Challenge in Silicon Valley*, with its proposal for an **Innovation Hub** for Alcobendas, based on the current business model and a future strategy, which will position the city as a destination for business development and innovation.



02

Generator
of wealth

Municipality with the highest GDP per capita in the Community of Madrid

Alcobendas is the second city in the Community of Madrid that contributes the most to GDP.

With a figure of **€70,879 per inhabitant in 2018**, Alcobendas is the city with the **highest GDP per capita** in the Community of Madrid.

In terms of per capita income, the residential area of La Moraleja has one of the highest values in Spain, with an **income of €29,364 per capita and €89,015 per household in 2018**.

Growth potential in established hubs

One of the industries with the best **growth** prospects after Covid-19 is the **technology sector**, in which Alcobendas stands out as a **first-class Hub**.

Growth in Spain of 2.5% in 2021 and 3.8% in 2022 is expected for the **programming, computer consulting and information services sector**.



03

Good relationship
between
companies and
administration

Close relationship between companies and the City Council

A good relationship between companies and the administration is one in which measures are taken and companies are listened to, providing them with greater agility in management, gaining in practical terms and efficiency.

Alcobendas City Council has been **awarded numerous prizes**, among them the **most transparent City Council and Ambassador of European Excellence 2019**, by the Management Excellence Club.

Close relationship between companies and the City Council.

They are organisations such as the **Association of Entrepreneurs of Alcobendas or Alcobendas Hub** that facilitate communication between public and private entities and guide companies that decide to settle in Alcobendas.

We value very positively the closeness between the companies and administration of Alcobendas, the ease of administrative procedures and the existence of a Hub that helps the installation.



Pharmaceutical sector company



We have felt very welcomed and valued since the beginning. Alcobendas has given us that little push you need when you start, whether you have an established business or not.

Professional services sector company



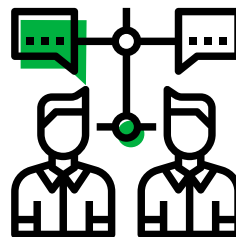
What we value most about Alcobendas is the closeness of the City Council with the citizens and companies, and that they allow us to comment on issues that affect us.

Event planning company

Since the beginning of our activity in Alcobendas we have had a close relationship with the City Council, which is very welcome.



Pharmaceutical sector

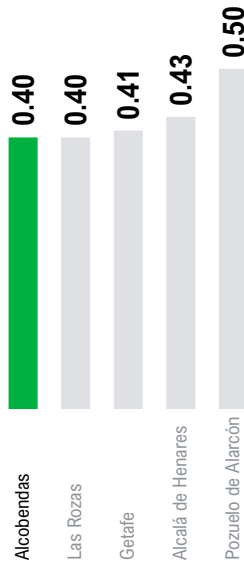


Tax
framework
aimed at job
creation

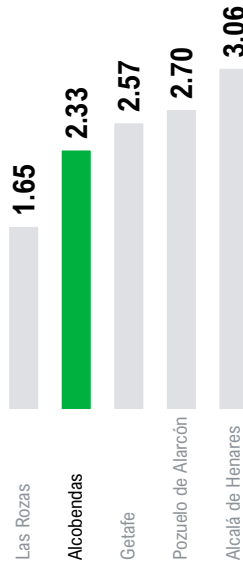
Low tax pressure

Compared to other municipalities, Alcobendas offers a low fiscal pressure:

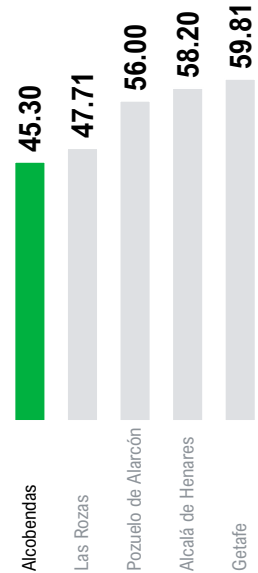
Urban IBI
[% , 2019]



IAE
[Average situation coefficient, 2019]



IVTM from 8 to 11.99
CV [rate in €, 2019]



Taxation geared towards job creation

Fiscal framework focused on job creation, especially the creation of youth **employment** through **IAE** (business tax) bonuses for increases in the workforce with an **indefinite** contract for workers **under 35 years of age**.

Due to the signing of the **Agreement for the Promotion of Employment** and as a mechanism to reduce the number of unemployed persons, the City Council offers an **IAE** (business tax) discount together with other benefits (eg transport voucher for workers). The agreement implies that companies must make **use of the municipal employment agency, for selection processes**.

05

Wide variety
of transportation
options

The City of Alcobendas has excellent connections with Madrid and the rest of Spain

4 Metro stations

Connection with Madrid through **4 stations on Line 10**, which crosses Madrid from Southwest to North.

Metro Line 10 stops at Plaza Castilla, one of the **main interchanges** in Madrid, as well as Nuevos Ministerios and Príncipe Pío.

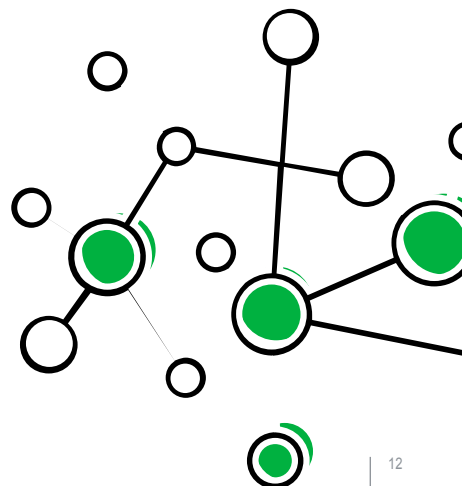
Excellent commuter connection

Alcobendas has **two commuter train stations on the C-4 line**, connecting the north and south of Madrid, and with a stop at **the main AVE station: Madrid Puerta de Atocha**.

Madrid Puerta de Atocha is the hub of the more than **3,100 km of High Speed Rail Networks** in Spain.

41 bus lines

In addition, the city has **8 urban lines**, **30 interurban bus lines** (connecting Alcobendas with the **centre of Madrid, the airport and the North** of the Community of Madrid), **3 night bus lines** and **inter-company transport lines** of the AICA Business Association.



05

Wide variety
of transportation
options

Stops



La Granja – Line 10 (Zone B1)



La Moraleja – Line 10 (Zone B1)



Marques de Valdivia – Line 10 (Zone B1)



Manuel de Falla – Line 10 (Zone B1)



Valdelasfuentes – C-4 (Zone B1)



Alcobendas-S. Sebastian de los Reyes –
C-4 (Zone B1)

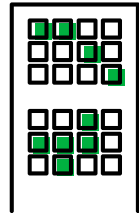


06

Bridge with
foreign countries

Alcobendas is 10 minutes from Madrid-Barajas Adolfo Suárez Airport – the largest airport in Spain, and the fifth in Europe

- ✓ IAG hub, the **largest Europe-LATAM** flight operator.
- ✓ **187 direct destinations** from Madrid to **68 countries**.
- ✓ **78 operating airlines**.
- ✓ **~61 million** passengers in 2019.



Strong international agreements

Alcobendas benefits from strong international agreements between Spain and foreign countries, facilitating business abroad:

- ✓ **Member of the European Union**, so it benefits from EU trade agreements.
- ✓ **70 Reciprocal Investment Promotion and Protection Agreements (APPRI)** with different countries.
- ✓ **International industrial and intellectual property agreements**.
- ✓ **Treaties to avoid International Double Taxation**.



Destination chosen by 12 embassies, building foreign ties

Large number of embassies have their Spanish headquarters located in Alcobendas:

- ✓ Embassy of Qatar.
- ✓ Royal Embassy of Saudi Arabia.
- ✓ Embassy of the United Arab Emirates.
- ✓ Embassy of the Republic of Hungary.
- ✓ Embassy of the Islamic Republic of Iran.
- ✓ Senegalese Embassy.
- ✓ Embassy People's Republic of Angola.
- ✓ Embassy of Luxembourg.
- ✓ Embassy of Monaco.
- ✓ Royal Thai Embassy.
- ✓ Malian Embassy.
- ✓ Embassy of the Republic of Gabon.
- ✓ Honorary Consulate of Singapore.
- ✓ Liberian Consulate.

These institutions **reinforce the prestige of Alcobendas, and enrich the city socially and culturally.**



Alcobendas, closer to Madrid than ever

The development of the **Castellana Norte District** will create a new area as an **extension of the Paseo de la Castellana**, which will end 500 m from Alcobendas.

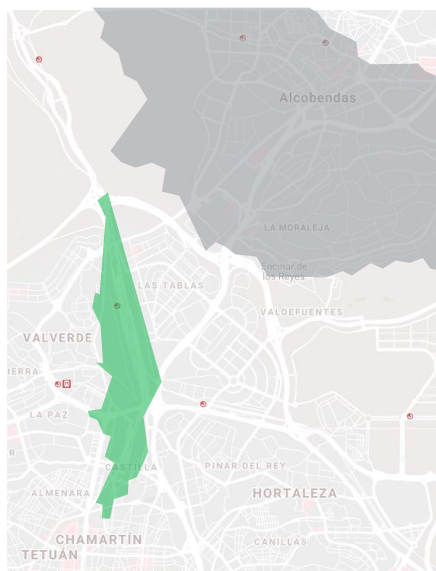
Improved access to Alcobendas

The **works** on the **A-1** will be used to **minimise** rush-hour **traffic jams** (these will also be reduced with the **improvement of public transport**).

Better connections with Madrid and the rest of Spain

The Castellana Norte District Project **will improve connections between Madrid and Alcobendas** with the opening of two new metro and commuter stops in Fuencarral and the creation of a **priority bus lane parallel to the A-1**.

With the project, the **Chamartín station gains importance**, including **high-speed connections with the north of Spain**.



Efficient
business parks
in sustainable
environments

Energy efficient buildings

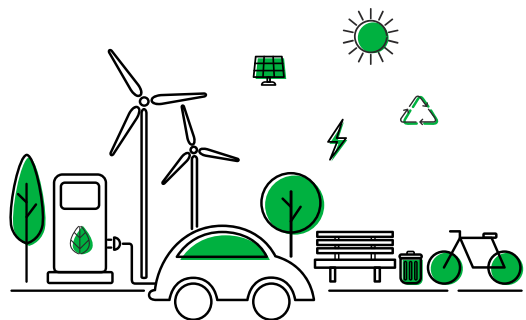
The office buildings of Alcobendas score an average of **B+ high** on the ranking of **energy efficiency**, while those of the Moraleja score with **B-**.

This ranking classifies the **most energy efficient buildings as A**, and **G as the least efficient**. The main efficiency indicators used in the ranking are: **annual carbon dioxide emissions, and annual non-renewable energy consumption**.

Offices located in sustainable environments

Alcobendas has office parks located around **green areas**, such as the **Valdelacasa Business Park** located very close to the **protected area of Monte de Valdelatas** (89 hectares of protected forest). The business park has mostly unbuilt lots, offering ample opportunities close to a green environment.

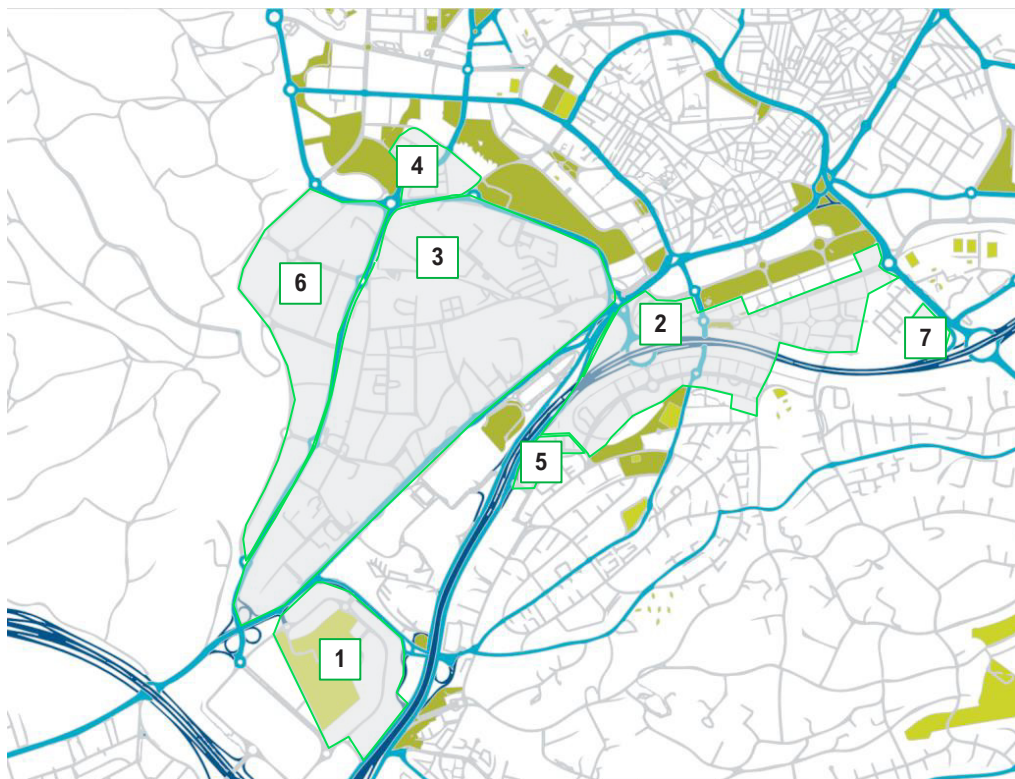
The office parks also have restaurants and shops in their surroundings, offering the best combination for their workers.



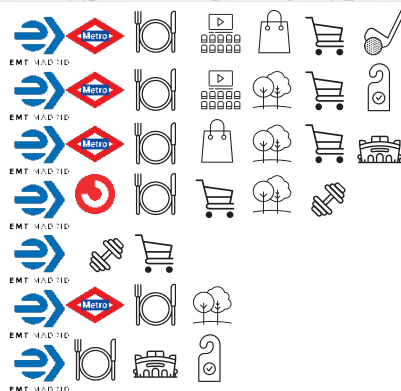
08

Efficient
business parks
in sustainable
environments

Main business parks



- 1 La Moraleja Business Park
- 2 Arroyo de La Vega Business Park
- 3 Alcobendas Industrial Estate
- 4 Casablanca Industrial Estate
- 5 Miniparc
- 6 Valdelacasa Industrial Estate
- 7 Omega Business Park



08

Efficient business parks in sustainable environments

1 La Moraleja Business Park

It has offices and *coworking* centres.
The area has the Moraleja Green Shopping Centre with restaurants, shops and cinemas.

2 Arroyo de La Vega Business Park

It includes the Diversia leisure centre and the La Moraleja metro stop.

The northern part includes the Arroyo de la Vega park and the Eurostars Gran Madrid Hotel.

3 Alcobendas Industrial Estate

It has industrial warehouses and offices.
It includes several restaurants in the area, several department stores (Decathlon, Carrefour, Leroy Merlin) and the La Granja Metro stop.

It also has a municipal sports centre nearby.

4 Casablanca Industrial Estate

The area is surrounded by numerous parks and green areas.
It has restaurants, supermarkets (Dia and Lidl) and sports centres.

Less than a 15 minute walk to a commuter stop.

5 Miniparc

Composed of 31,000 m2 of modular offices spread over 11 buildings.

Public transport reaches the gate of the enclosures.

6 Valdelacasa Industrial Estate

It is mostly unbuilt, so there is room for growth.

To the north, the new Alcobendas (Los Carriles) is being built.

To the west is the Monte de Valdelatas, which is a protected area.

It has several restaurants in the area and the La Granja metro stop.

7 Omega Business Park

It includes several restaurants, the Hotel Madrid Congress and a sports centre.



09

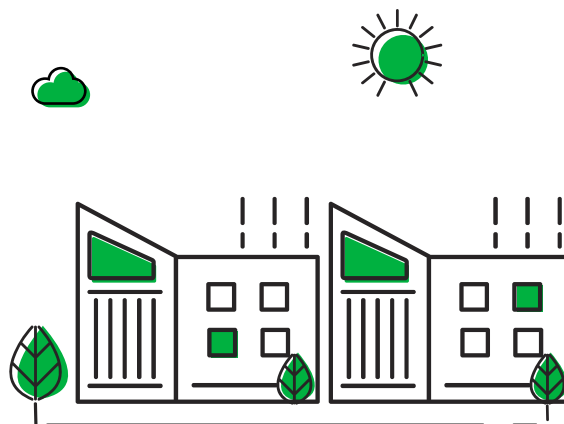
Last Mile
Logistics Centre

Alcobendas as the last mile

According to Knight Frank, **Alcobendas and SS de los Reyes are the towns in Madrid with the highest e-Commerce ratio**, making Alcobendas a location of growing interest for last-mile logistics in the north of Madrid.

Proof of this is the **logistics warehouse that Amazon has in the Valdelacasa Industrial Estate**. The warehouse has an area of 15,000 m2 and its objective is to shorten delivery times.

Companies such as **GLS, Tipsa and MRW also have smaller distribution centres**, and it is the city chosen by companies such as **Grupo Akay, leaders in the last mile service** of bulky products in the Iberian Peninsula..



Higher studies that promote quality employment in Alcobendas

Training in Alcobendas



Organisations that promote R&D

Intelligent Urban Lab

The centre aims **to facilitate access to innovation through new technologies, and inter-business collaboration and public-private cooperation**. Its first project will be focused on **improving mobility in Alcobendas** through innovation.



The National Cancer Research Centre has a branch in Alcobendas.



Its purpose is to **promote the transfer of knowledge between the Autonomous University of Madrid (UAM) and companies, with a special focus on R&D activities among SMEs**. To achieve this objective, the UAM maintains a union with the main nearby business associations: AICA (Alcobendas), ASEYACOVII (Colmenar Viejo), ACENOMA (San Sebastián de los Reyes) and AETC (Tres Cantos).



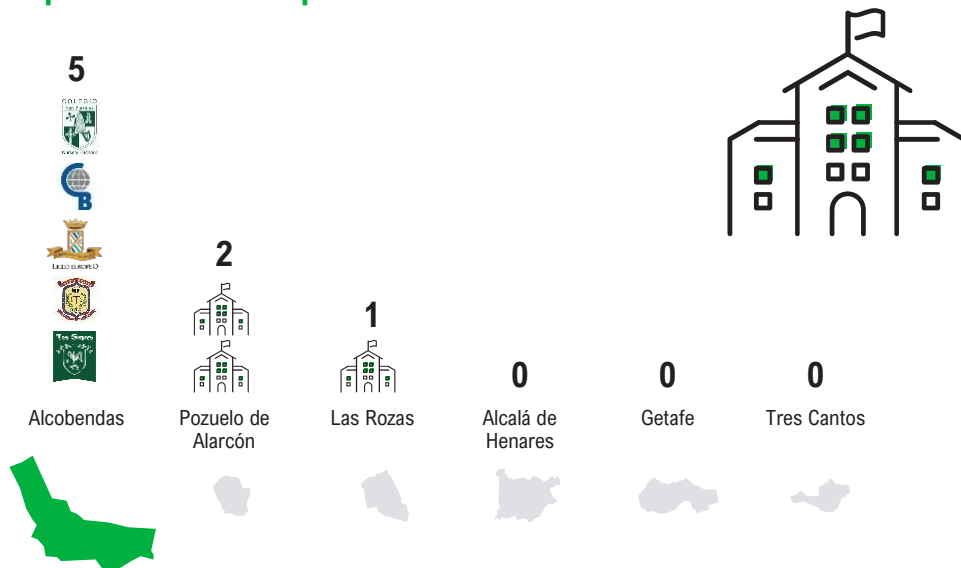
11

The place
to live

Great availability of education

Municipality on the outskirts of Madrid with the **most schools in the Top 100 Schools in Spain ranking**. It also has a large number of **international schools** from different educational systems.

Top 100 Schools Spain 2020



- 8 Colegio San Patricio
- 10 Colegio Base
- 11 Colegio Liceo Europeo
- 18 Colegio Brains
- 83 Colegio Los Sauces Moraleja

International Schools in Alcobendas



11

The place
to live

~1,800,000 m² of green areas

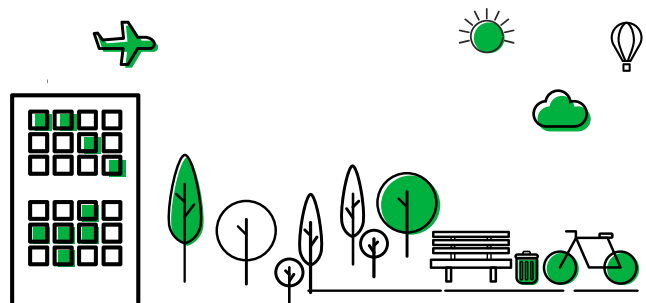
15.51 m² of public green areas per inhabitant, a number higher than the national average.

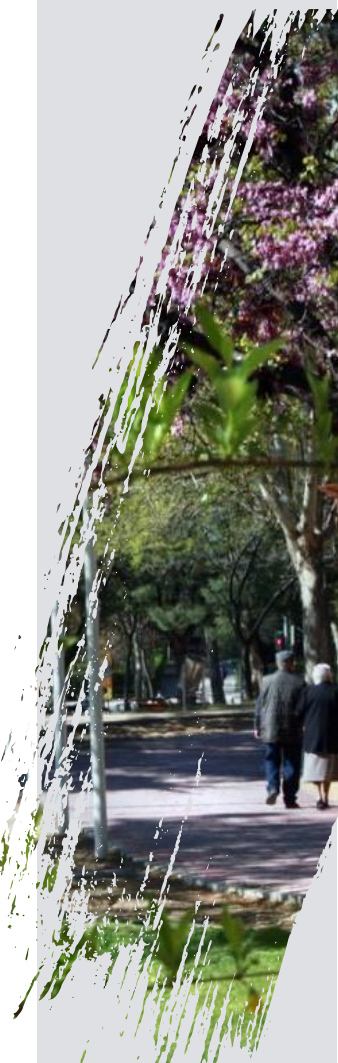
These green areas include:

- ✓ ~5,300 m² of municipal urban gardens.
- ✓ Children's parks.
- ✓ Sigaüs Forest (32,550 m²) for replanting trees.
- ✓ 89 hectares of Monte de Valdelatas (protected area).
- ✓ More than 35 parks, some with lakes, playgrounds.

Excellent geographical location

By car, Alcobendas is **25 minutes from Puerta del Sol**, **3 hours from the coast of Valencia** (Eastern Spain), **3 and a half hours from Bilbao** (Northern Spain) and less than **30 minutes from the mountains of Madrid**.





Wide variety of cultural activities

Alcobendas has a wide cultural offer, **from science museums to art exhibitions.**

Some of the main cultural centres:

- ✓ Alcobendas **Art Centre**
- ✓ Salvador Allende Boulevard **Photography Collection**
- ✓ **The Bonsai Museum**
- ✓ **National Museum of Technology**
- ✓ **Exhibition Space Paseo Valdelasfuentes**
- ✓ Auditorium Theatre City of Alcobendas (**TACA**)
- ✓ **6 public libraries**

Leisure and activities for all ages

Alcobendas has several **shopping centres** with activities such as **cinemas, shops, restaurants** or **bowling alleys**. It also has many children's **theme parks**:

- ✓ Space Area Theme Park
- ✓ Ocean theme park
- ✓ Poblado del Oeste Theme Park
- ✓ Adventure Boat Theme Park
- ✓ El Hormiguero Park





At Alcobendas Hub, we facilitate the necessary procedures prior to the installation of your company in Alcobendas

We offer you a **temporary work space** until you settle into your new location.

We help in the **search for your new location**, whether it is a piece of land, warehouse or office, whether it is public or private property.

We offer a **complete service of advice and management** of procedures to help the company in its installation.

We have **business** and **commercial** directories so that your company has all the facilities it needs from day one.

We promote **networking** opportunities to encourage the creation of synergies and strengthen business competitiveness.

We offer **financial advice** through a cabinet of experts. They will guide you and interact with financial entities, from the study of the operation to the signing.

We offer **legal and labour services**.

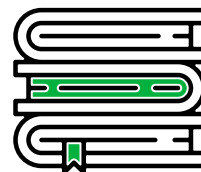
We will **keep in touch** after your installation in the city with actions that allow you to create a complete **network of professional contacts and strengthen your business**.

We also facilitate the procedures for your company's staff

We help you find a **home**, a **school** and we help you proceed with the necessary **administrative procedures** (medical and housing insurance, signing up at sports facilities, etc.).

References

- ✓ Statistical Institute Community of Madrid
- ✓ National Statistical Institute
- ✓ Sabi
- ✓ IHS Markit
- ✓ CEIM – Confederation of Madrid Entrepreneurs
- ✓ CBRE
- ✓ Knight Frank
- ✓ Belbex
- ✓ El Mundo
- ✓ Akay Group
- ✓ Invest in Spain



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