

► INWARD INVESTMENTS TO THE CÔTE D'AZUR FACTS & FIGURES



The five years from 2005 to 2010 offer clear proof of the economic growth of the Côte d'Azur.

Over this period, it ranks as the leading French region for the number of R&D facilities set up by foreigners (20% of the national total).

The constant increase in prospecting operations in the target sectors (IT, Life Sciences and Environment) has boosted its attraction potential, enabling the region to evolve into France's key response to foreign multinationals wishing to set up businesses in France.

RESULTS IN CONSTANT GROWTH

184

BUSINESS LOCATION DECISIONS SINCE 2005

60%

OF FOREIGN NEWCOMERS*

* Leading French site for the number of R&D facilities created by foreigners since 2005 (20% of the national total)

3900

JOBS CREATED SINCE 2005

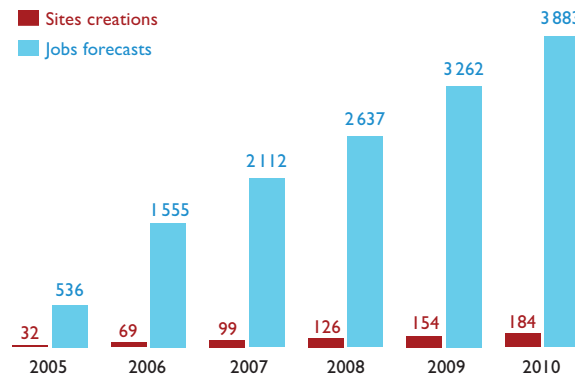
1050

PROJECTS DETECTED AND SUPPORTED SINCE 2007

€ 212M

IN INDUSTRIEL INVESTMENT SCHEDULED SINCE 2009

• TOTAL FRENCH & FOREIGN MOBILE BUSINESS LOCATION DECISIONS 2005-2010



In 2010, the Côte d'Azur attracted 27 new business location decisions and 3 extension programs. These amount to €96 million in industrial investment for the next three years.

These investments will generate 621 direct high added-value jobs with a ripple effect on job outsourcing and services.

To obtain these results, Team Côte d'Azur Business Units detected 281 projects in 2010.

44% of the jobs generated by new company locations in 2010 are in R&D, design and engineering.

► TEAM CÔTE D'AZUR PERSONALIZED ADVICE & SUPPORT AT EACH STEP OF YOUR PROJECT

Whether you want to set up a decision center, build high-level teams, find a site for international operations, or just bring your project to completion...

TEAM CÔTE D'AZUR, a joint initiative of the Alpes-Maritimes County Council and the Nice Côte d'Azur Chamber of Commerce and Industry, can partner corporate location projects!

1. DEFINE THE CORPORATE LOCATION OPPORTUNITY

We provide qualified information on:

- **Legal and tax issues;**
- **Business data:** potential suppliers, customers, R&D laboratories, special training, etc.;
- **Sector data targeted** to your needs;
- **Cost simulation** (salaries, subsidies, installation costs, utilities), etc.

OPERATIONS STARTED IN 2011:

• TEAM CÔTE D'AZUR will be supporting the upcoming opening in Sophia Antipolis of ICT Campus, where the County Council is the major contractor. The site will provide a large-scale pool of expertise to manufacturers in the ICT sector due to locate nearby.

- The agency will specifically target the energy efficiency and eco-construction industries, using the Plaine du Var Eco-Valley Development as a flagship site for the entire department.
- TEAM CÔTE D'AZUR is looking for investors for the first corporate biotech property programs in the department to boost prospecting in this segment.

2. SUPPORT THE BUSINESS SET UP

We can help you:

- **Choose your premises with real estate agents from a selection of sites** and visit those available;
- **Master the financial aspects,** contacting investor pools and prepare subsidy requests;
- **Build your team** by helping you with recruiting and paperwork.

3. HELP BUSINESS GROWTH

We help you join local networks where you will be in contact with partners from public and private sectors such as competitiveness clusters and other enablers.

- TEAM CÔTE D'AZUR will implement actions to the natural products industries thanks to AromaGrasse Industrial Park and the multimedia activities sector with Bastide Rouge Image Production Center.



CREATIVITY FOR BUSINESS

THE CÔTE D'AZUR ECONOMIC DEVELOPMENT AGENCY

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Team Côte d'Azur is a joint initiative of the Alpes-Maritimes County Council and the Nice Côte d'Azur Chamber of Commerce and Industry

CHAMBER OF COMMERCE
FRENCH RIVIERA

► INVEST IN CÔTE D'AZUR CORPORATE LOCATION ON THE CÔTE D'AZUR



CREATIVITY FOR BUSINESS

THE CÔTE D'AZUR ECONOMIC DEVELOPMENT AGENCY

► CÔTE D'AZUR COMMERCIAL PROPERTY

ONE OF THE MOST ATTRACTIVE FRENCH RESPONSES TO INTERNATIONAL DEMAND



In recent years the Côte d'Azur department has been ranking as one of the main French targets for requests for international business site locations.

As ample evidence for this, since 2002 international companies have been involved in 32% all of office transactions involving over 1,000 sq. m. in Nice and 45% in Sophia Antipolis.

There are two prime local advantages driving this demand:

- Nice Airport offers the largest number of low-cost seats to business destinations (ahead of Paris Airports)

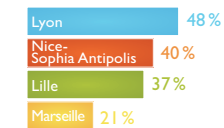
- The number of available places in primary and secondary multilingual schools.

NB: In five years, the production effort for new commercial property programs developed by the Nice Côte d'Azur urban Authority, the Plaine du Var Development Corporation, and the Sophia Antipolis Science Park Corporation, will be one of the largest such initiatives in France (excluding the Paris Region) with growth in the property base of nearly 10% of developed sq. m.

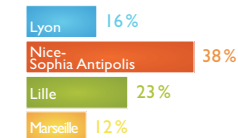
A STRATEGIC POSITION FOR MULTINATIONAL COMPANIES

• THE COTE D'AZUR POSITIONING IN COMMERCIAL PROPERTY

Percentage of international companies involved in transactions > 1,000 m² since 2002



Percentage of ICT companies involved in transactions > 1,000 m² since 2002



The percentage of international companies involved in office transactions of over 1,000 sq. m. since 2002 represents 40% in Nice-Sophia Antipolis (ahead of Lille and Marseille).

The proximity of the Nice Côte d'Azur airport and the international character of Sophia Antipolis are key factors behind the set-up rate for these companies.

The region of Nice-Sophia Antipolis has a substantial share of firms in the Information and Communication Technologies (ICT) sector involved in office transactions of over 1,000 sq. m. Since 2002, these businesses have occupied 38% of the local market.

The University of Nice-Sophia Antipolis and the presence of engineering and business schools campuses play a major role in attracting high added value businesses, particularly in the ICT sector.

LATEST PROPERTY TRANSACTIONS:

• Cap 3000 mall: acquisition by a consortium led by Altarea €450M

• ICT Campus: building worth €72M

• Thales Alenia Space: global HQ worth €40M

• Car Rental Center for Nice airport: 40,000 sq. m.

• Schneider Electric R&D center: 20,000 sq. m.

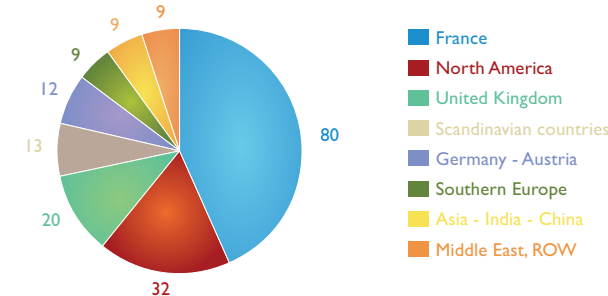
• EDHEC labo finance: 3,000 sq. m.

► DETAILS ON LOCATIONS & PROJECTS FROM 2005 TO 2010

Over the past 5 years, Team Côte d'Azur, the Alpes-Maritimes County Council and the Nice Côte d'Azur Chamber of Commerce and Industry have helped create, develop and implement the localization of national and international companies attracted by the stimulus, consolidation and promotion of the local economy.

► THE REGION CONTINUES TO GLOBALIZE

• BREAKDOWN BY GEOGRAPHICAL ORIGIN (BY SITES CREATION) 2005-2010



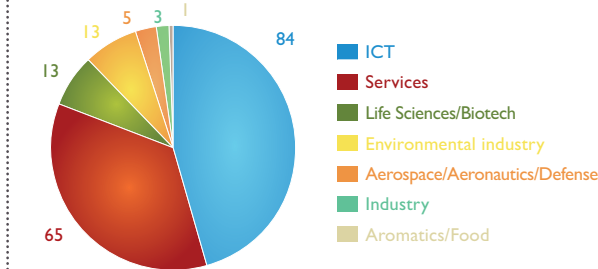
In 5 years, Europe has consolidated its position as the largest reservoir for identified corporate location projects (a third of all projects detected since 2007). This ranking can be found throughout the geographical areas surveyed.

Overall, international prospecting (i.e. from outside France) has been greatly enhanced, accounting for 71% of the projects identified in 2010.

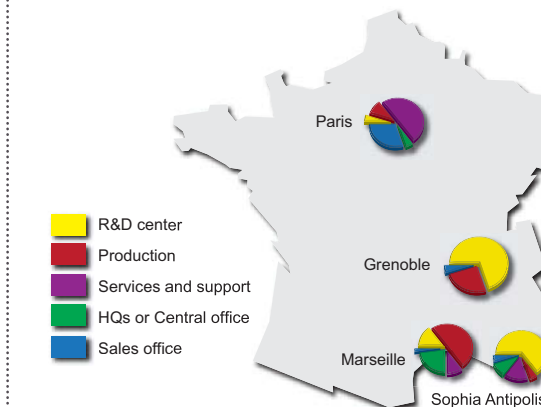
Since 2005, this strategy has helped boost the international character of business decisions to relocate to 57%.

► LEADER IN THE FIELD OF INFORMATION TECHNOLOGY AND COMMUNICATIONS

• DISTRIBUTION OF NEW SITES BY BUSINESS ACTIVITY (BY SITES CREATION) 2005-2010



• ICT FOREIGN INVESTMENTS IN FRANCE – 1993-2006



In 2010, growth in the software (with 23% of siting decisions and 28% of jobs) and microelectronics sectors (with 20% of siting decisions and 18% of jobs) confirms the region's position in the field of Information and Communication Technologies (ICT).

Moreover, the Côte d'Azur is one of only two French departments whose numbers in the software sector did not decline between 2008 and 2009 (Source Unedic-November 2010). The number of software companies actually increased by 3% over this period.

In 2010, companies in this sector that chose new sites include the AKIO SOFTWARE, MOBIBASE, SOJA Solutions and UAC (French), SAFECOM (Thai) and WAVE SOFTWARE and TAGES-SOLIDSHIELD (UK).

In the microelectronics sector, the Côte d'Azur received 15% of foreign investments in France (Source Invest in France Agency) between 2005 and 2009, building on the leading microelectronics design community in Europe (2,500 design engineers). In 2010, this advantage attracted ARM (UK), ACCENT (Italy), MAXIM (US), MAYA TECHNOLOGIES and RIVIERA WAVES (France).

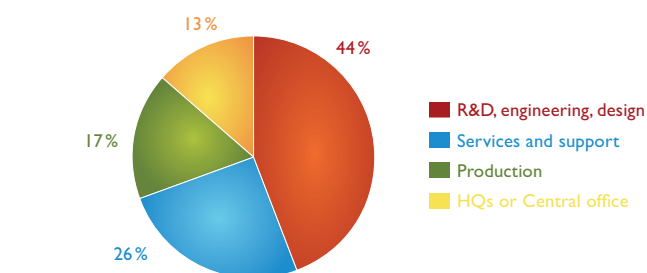
Meanwhile, the Services sector (with 20% of new jobs and 8 new sites) and the Health Industry (12% of new jobs created) have both expanded steadily.

Finally, environmental technologies have had a visible impact since 2009, generating about 19% of new jobs from companies that decided to locate to the region in 2010, compared to 4% of such jobs in 2009.

This net growth has resulted in site creation from the California firm LUMETA (solar power), the Italian firm ECOWAY (carbon finance), the Danish firm MERMAID ENERGY (photovoltaic engineering) and the local company TOURNAIRE (solar energy), associated with HELIOS the Spanish manufacturer of solar modules.

► A HIGH- ATTRACTION HUB FOR RESEARCH & DEVELOPMENT AND SERVICES INDUSTRY

• DISTRIBUTION OF NEW SITES IN TERMS OF FUNCTION IN 2010



Since 2007, the Alpes-Maritimes has been the leading French department for R&D site development subsidies with 25% all of these dedicated to new R&D centers. The Eco-Valley National Interest Project is also eligible for this support for new industrial sites and company offices (one of only two French commercial sites eligible for such assistance).

► WELCOMING NEWCOMERS SINCE 2005:



• CÔTE D'AZUR BUSINESS SITES

