



INVEST IN ICELAND

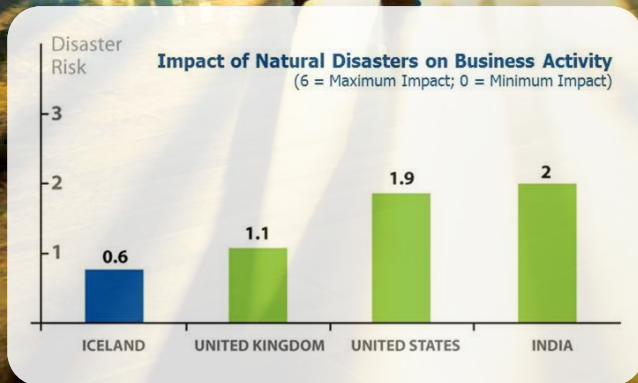
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- **Cost Competitive Green Energy**
- **Ideal Climate for Cooling**
- **Reliable Connectivity**
- **Safe Location**



**The Coolest Location
for Data Centers**

Safe Location



PriceWaterhouseCoopers natural disaster benchmarking study

In Iceland there is minimum exposure to hurricanes, tornadoes, flash floods and other natural events and Iceland is an unlikely target for terrorism.

A closely knit society with very low crime rate, educated and multilingual workforce, advanced infrastructure and universal computer literacy.

Favourable business environment

Iceland focuses on favourable environment for businesses in general, including low 20% corporate tax, availability of land, streamlined business environment and a new incentives regime.

As a member of the European Economic Area Iceland is part of the inner European market with European legislation and tariff free access to the European Union

A new effective incentives regime for new direct investments in Iceland has been introduced, offering a range of benefits from tax breaks and exemption from certain charges to direct cash and training grants.



Unique Value Proposition

Go green with renewable energy AND cut cost. Long term energy contracts are also available and Iceland's power infrastructure is one of the most reliable in the world.

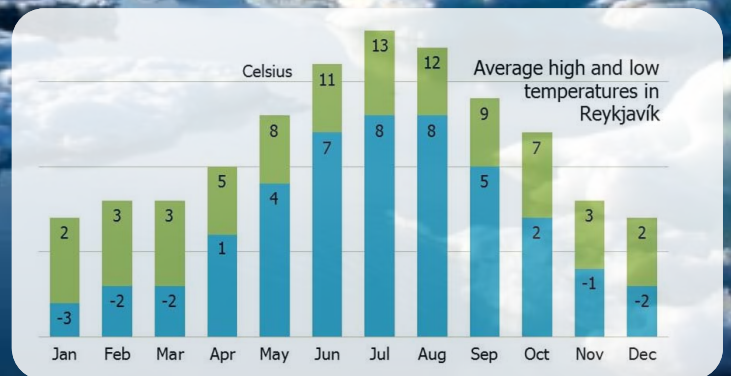
A comparison of the total electricity cost for a 10 year period, assuming 4.8 MW IT load reveals Iceland's competitiveness as a cost saving location.



Source: Uptime Institute; Eurostat; U.S. Department of Energy. Energy prices are \$0.125 for New York, \$0.145 for Germany and \$0.20 for London.

Free Cooling

Iceland's temperate climate offers year round free cooling. For an industry where half of the power cost is for cooling this is a clear advantage. Abundance of cold water reduces the cost of cooling even further.



A lower total energy consumption and relying only on renewable resources is appealing for both the budget and the environment.



Fast and Secure Connections

Iceland is linked with Europe and North America via a number of fibre-optic submarine systems, one of which will be the fastest trans-Atlantic service.

Latency between Iceland and North America is 30 ms and 17 ms between Iceland and Europe.

Minimum Carbon Footprint

All of Iceland's electricity comes from nature's renewable resources, hydro-power and geothermal energy. By tapping into this green energy stream while reducing the power

consumption by using Iceland's ideal climate and abundance of cold water for cooling you can virtually eliminate your data center's carbon footprint.

Invest in Iceland is a one stop information centre for foreign investors and provides information on investment opportunities in Iceland and the business environment. Invest in Iceland is a part of Promote Iceland. (www.promoteiceland.is)

Invest in Iceland's team provides free of charge information and expert confidential service on all aspects of investments, arranges site visits and plans contacts with local authorities as well as local business partners and professional consultants.

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