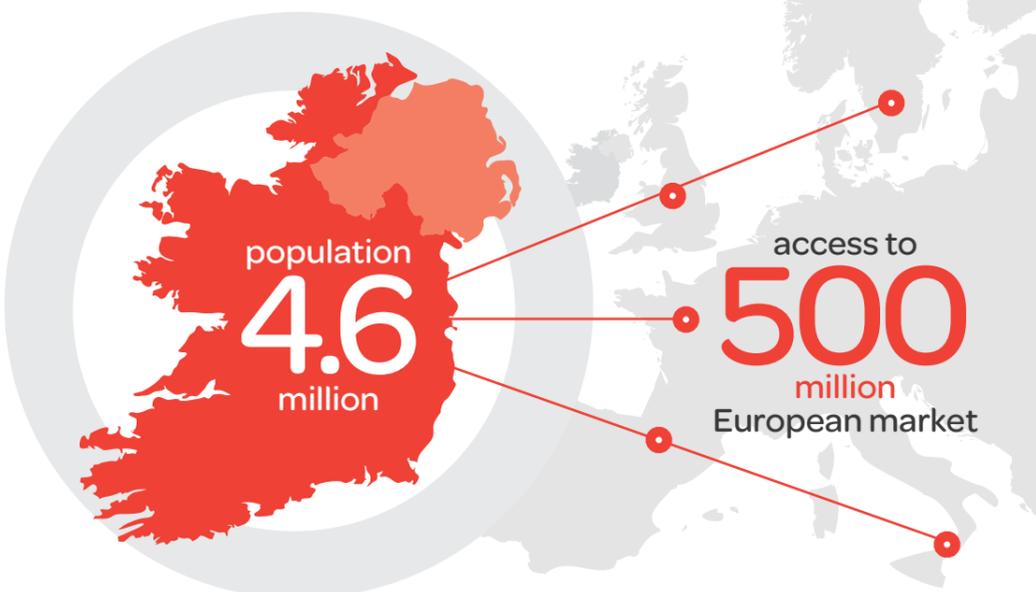


# Why Ireland for hosting content?

Ireland is a hub for content companies that serve a global community of users. What attracts these digital companies to Ireland?



## Legal

International IP royalties can be collected through Ireland - a low tax jurisdiction



Ireland is a common law jurisdiction with an independent and efficient court system

Ireland has a high standard of IP protection



Capital allowances are available for capital expenditure incurred on the creation and acquisition of Intellectual Property (IP)



## People

35 is the average age (Lowest in Europe)



48% of 25-34 year olds hold a 3rd level qualification

hello The only English-speaking country in the Eurozone

## Financial

12.5% headline corporate tax rate

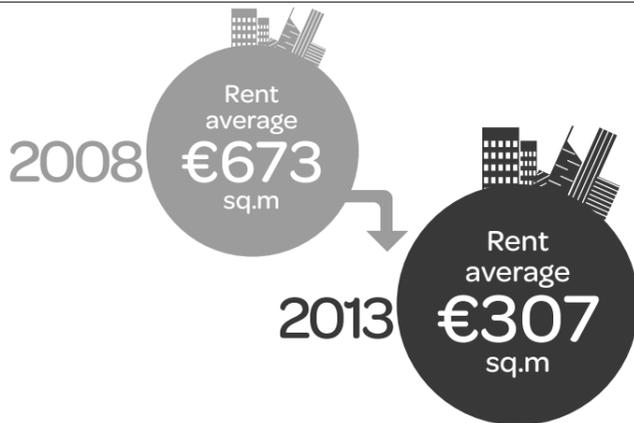
70 The number of treaties signed to protect against the risk of double taxation

100% write off of green energy equipment

25% R&D Tax Credit

## Economy

1000 multinationals in Ireland



Easiest EU location to start a business



## Hosting

US-based content companies must host EU customer data within Europe

Net data centre floor space 60,000 sq.m

Ireland's data hosting market will grow by 18% a year between now and 2016

18%

Microsoft €900 million MICROSOFT has spent €900 million on building Irish data centres

## Connectivity

Direct connectivity to US, UK & Europe

NO COST

INEX, Ireland's Internet Neutral Exchange allows networks to interconnect directly at no cost

200% average yearly growth of internet traffic in Ireland



## Green Energy

40% Ireland is aiming for 40% renewable energy by 2020

The Irish power grid currently accepts up to 50% wind energy



6°-20°

moderate climate perfect for free air cooling - lower energy costs