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THE HISTORY OF FAIRS



16TH CENTURY



AVERAGE AGE



POST-WAR 1947
"EXPORT FAIR"

One of the oldest
commercial
activities in the
world, the first
records of fairs date
back to the Middle
Ages



1958

1st National Textile Industry Fair (Fenit), organized by Alcantara Machado

1970

Inauguration of the Inter-American Trade Fair Center, now the Anhembi Exhibition Pavilion

1996

Alcantara Machado, then the largest trade fair promoter in the country, is now headed by Rafael Guagliardi, its new owner.

**IN
BRAZIL**

**A PROJECT
WITH THE SIGNATURE
AND ADMINISTRATION**

FROM THOSE WHO KNOW THE MOST ABOUT FAIRS AND EVENTS IN BRAZIL

Together, they have run **36 of Brazil's largest and most emblematic fairs and events**, such as the Salão do Automóvel, Fenit, Mecânica, Fenatec, MTExpo, Feicon, Feicorte, Fenatran and Febrava

Roberta Dias Guagliardi

VP of Alcântara Machado Feiras e Negócios for **20 years**, responsible for Operations and Marketing

José Rafael Guagliardi

President of Alcântara Machado Feiras e Negócios for over **30 years** and President of Centro de Exposições Imigrantes (now São Paulo Expo) for 13 years

EVENTS SECTOR



THE LACK OF EVENT
CENTERS THAT
PROVIDE
EXCELLENT
SERVICE TO THE

NEW DEMANDS AND REALITIES



Worldwide trend,
major brands are questioning
their participation in large
trade fairs and are looking to
invest in **their own, smaller
events**



Congresses, corporate and
niche events are all competing
for the same **few addresses**



Weddings, celebrations
and other social events
are increasingly migrating to
other cities due to **lack of
options or dates**

Where to hold São Paulo events that provide better experiences?

THE EVENTS INDUSTRY IN BRAZIL

SÃO PAULO POSSESSES GREAT REPRESENTATIVENESS IN THE SECTOR

\$67 BILLION
ANNUAL TURNOVER

4.5% OF GDP
EVENTS AND THE SECTOR HUB

8 MILLION
VISITORS PER YEAR

\$700,000
PER YEAR IN THE GREATER
SÃO PAULO REGION ALONE

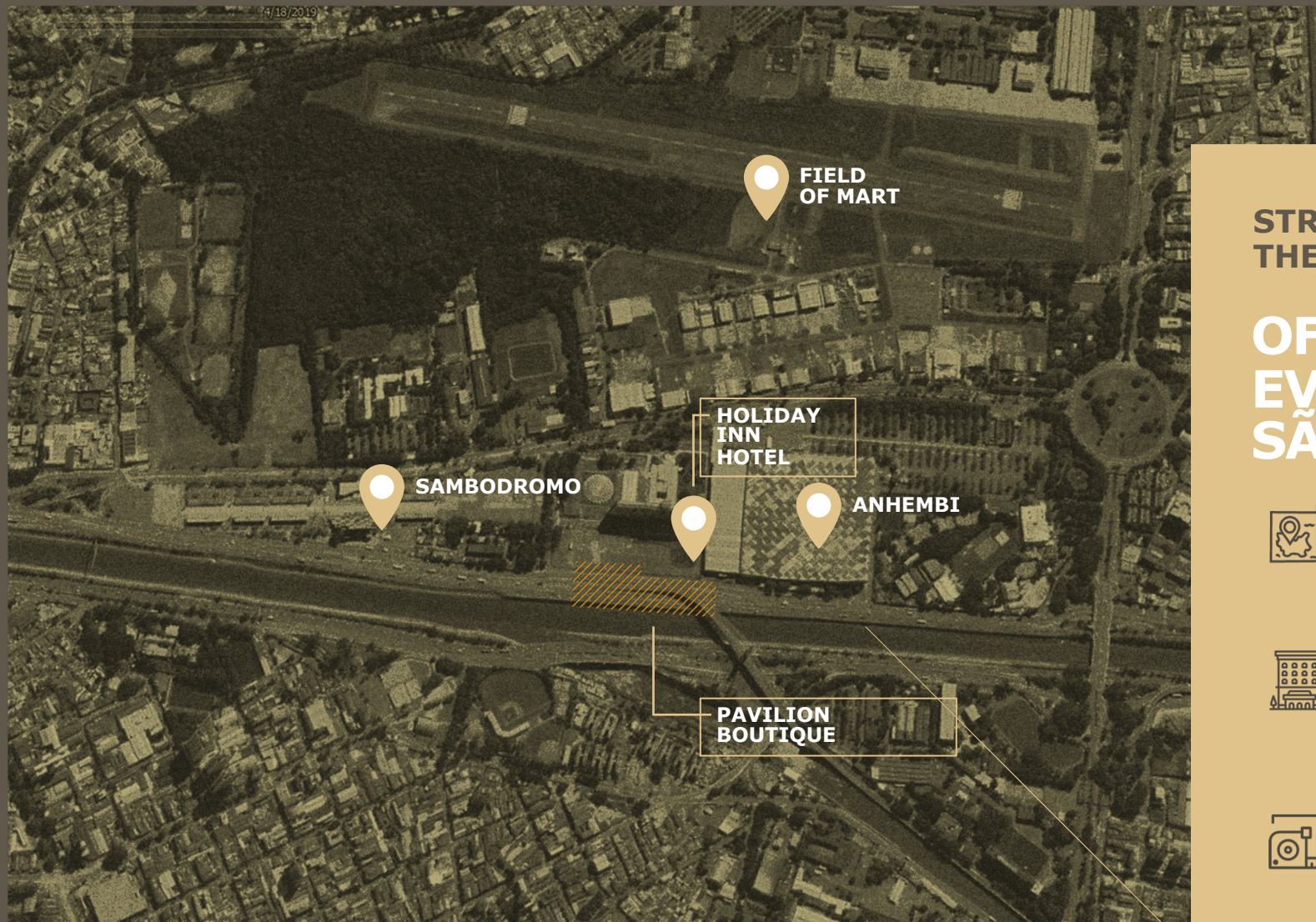


THE NEWEST,

**MODERN
& VERSATILE**

MORE THAN AN
ENTERPRISE, AN
INVESTMENT
OPPORTUNITY

4/18/2019



STRATEGICALLY LOCATED IN
THE

OFFICIAL ADDRESS OF EVENTS SÃO PAULO



Next to the Anhembi Exhibition Pavilion and 5 minutes from from **Expo Center Norte**



Next to the Holiday Inn Hotel (**780 apartments**), integrating the CAM Condominium



Plot with **3 fronts**:
Rua Professor Milton Rodrigues,
Marginal Tietê and Rua dos Coqueiros (internal)



Easy access: Metro, buses,
bus stations and highways

GREATER IN PURPOSE



There are **100 thousand m²**

THREE FLOORS
dedicated to
new demands
at trade fairs and
events
in São Paulo

TWO-story garage

Support for
the city's traditional
exhibition halls for events
and complementary events



Created by Memento Design

Small fairs, congresses,
corporate and **niche**
events



Wedding celebrations, parties,
food festivals and other
celebrations and **social**
events

THE BOLD CONCEPT

BOUTIQUE

An innovative
innovative structure that
enables **new experiences**
and personalization
in events

1st and 2nd SUBSOLES PARKING

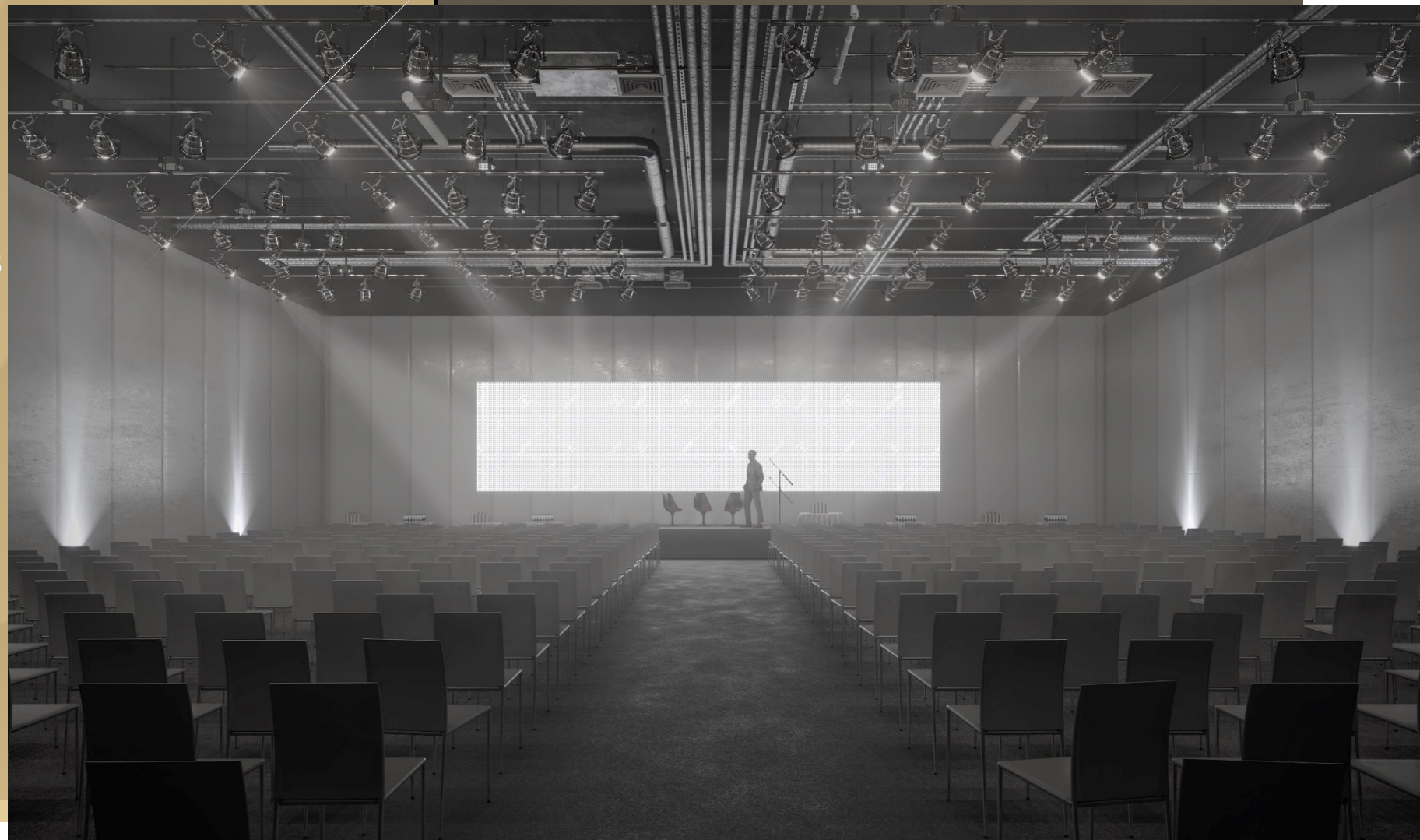
Capacity
for **2,190 vehicles**

Access to the pavilion via
escalators and **elevators**

GROUND FLOOR

22 modular convention
rooms that can be adapted
to the size of the event

Rooms with a capacity
from **100 to 1,000**
people



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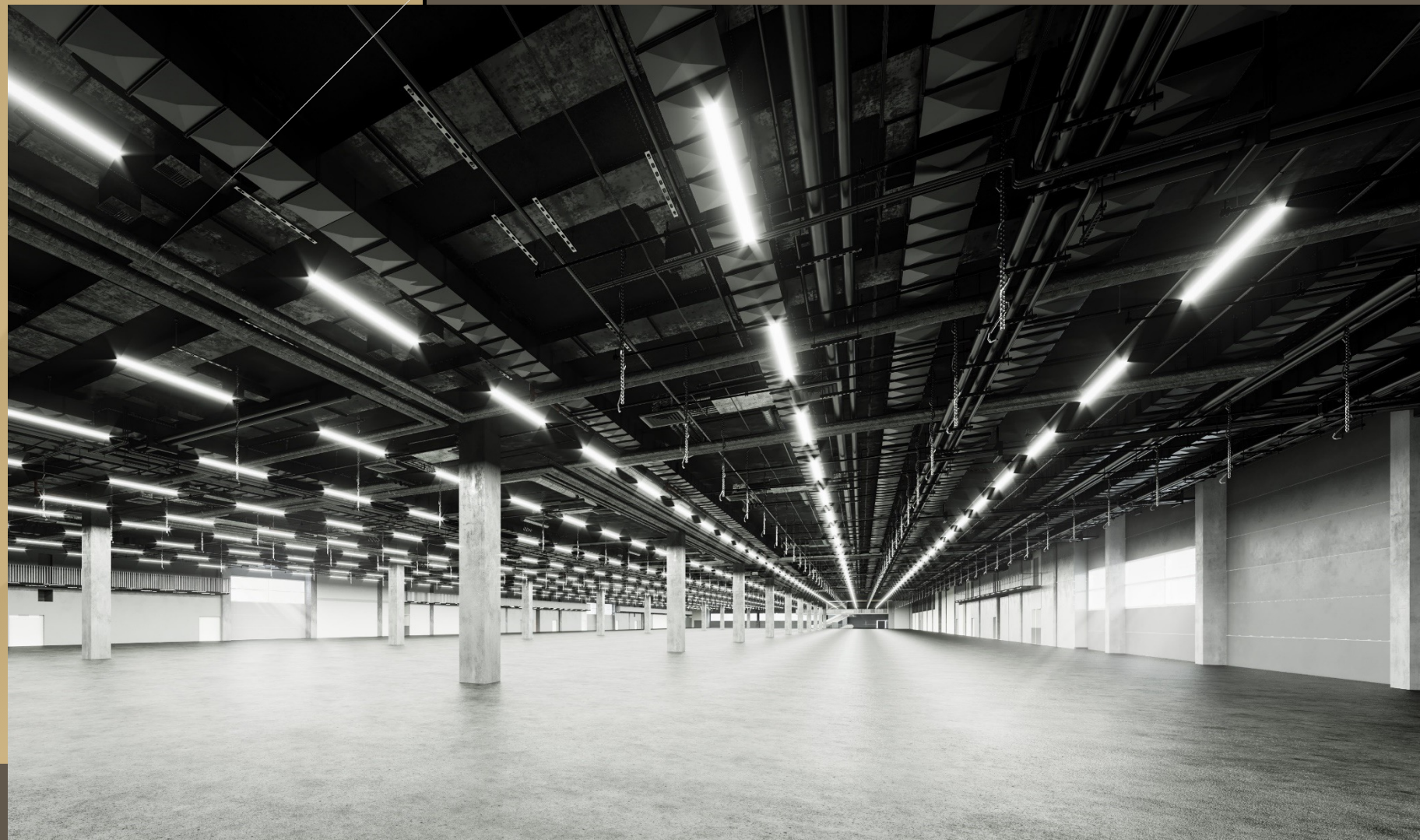
2ND FLOOR



Exhibition area
for **small and
medium-sized** fairs



Maximum
capacity of
4,700 people



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3RD FLOOR



4 halls of **800m²**
to 1,600m² each
for social events
from 100 to 800
people



Versatile area
of **6,500m²** on the
for gastronomic and
cultural events



AN IMPACTFUL PROJECT CREATED WITH DIFFERENTIALS



Capture, treatment
and **reuse of** rainwater

Pantry set
for **each floor**

100% **affordable**

Ramp and loading platform
with **direct access to the**
exhibition **floor**
and social events



Independent energy
system

Higher number of
of **bathrooms** per m²

100% **air-conditioned**

Catering option
and audiovisual equipment



Recycling program

Ceiling height
of **7 meters**

24-hour security

Next to a
780-room hotel



HARMONY
BETWEEN
ARCHITECTURE
AND NATURE:

A POCKET FOREST

RESTORE
GREEN IN
SÃO PAULO



Modern green area project by
renowned botanist **Ricardo
Cardim**



More than **500 trees** will be planted
in an area of 4,000 m² around the
development.



LEASABLE AREAS AND SERVICES

1.900
common
parking spaces

35 thousand m²
for trade
fairs

250
VIP parking spaces

6 thousand m²
roof top

16 thousand m²
rooms
for **congresses**
and conventions

03
party rooms

DELIVERY IN 2025

PHASE 1

Land fully acquired,
demarcated and legalized
Project completed, approved
with a license issued
Construction site
Removal of 171m³ of soil

PHASE 2

Construction of 100,000 m² of precast area
Greater efficiency
Lower cost

PHASE 3

Finishing and implementing the
"Pocket Forest"



STAND OUTS

OPPORTUNITY

Taking advantage of the sector's demand, which today is greater than supply

COMMERCIAL

Higher quality delivery at a lower price than on the market

COMMUNICATION

PR, Events, relationship, targeted media

THE PROJECT'S POTENTIAL



Indirectly & Directly Generated
From the Urban Project

REVENUE

MORE THAN \$40 MILLION - YEAR



VISITORS

3.5 MILLION - YEAR



TRAFFIC

5.5 MILLION CARS - MONTH

POTENTIAL FOR BILLING AND FLOW

1ST STAGE DELIVERED 2025

100,000 M² - PAVILION AND GARAGES

2ND STAGE DELIVERED 2027

30,000 M² - COMMERCIAL AREA AND HOTEL

DATA ECONOMIC AND FINANCIAL

SPACE OCCUPATION, STARTING AT 38% AND
PERPETUATING CONSERVATIVELY AT 70%

Projected forecasts for ten years of turnover:

	2025 a 2029	2030 a 2034	2025 a 2034
REVENUES	\$200,000,000	\$280,000,000	\$490,000,000
EBITDA	\$175,000,000	\$230,000,000	\$410,000,000
NET INCOME	\$110,000,000	\$150,000,000	\$260,000,000
CASH GENERATION	\$120,000,000	\$160,000,000	\$275,000,000

PAVILHÃO
Boutique

