



ENERLAND

THE POWER OF FUN

JUN 19 | THE LAND OF ENERGY

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I. PREFACE

“ENERLAND, The Power of Fun” or also known as **“The Land of Energy”** is defined as a magic place, where ALL the Energy plays an important role in life and its preservation. A place from our magnificent universe, where the four basic nature elements: Earth, Wind, Fire, and Water conjured altogether to form a fifth element called: **The Nature Essence**. ENERLAND is where all individuals, who are a part of this magnificent planet, share positive energy among themselves, making them grow more and more, each time, providing a mutual benefit, while at the same time maintaining a perfect equilibrium.

This is precisely the essence of ENERLAND™, to give people the power of transformation and the continuity of life through the adequate use of shared energy, love, the resources of the planet and at the same time, having fun doing it. Our heroes, led by Alondra, are being called to make this transformation on Earth, thriving by one objective: prevailing the existence of human beings and all the species of the world in harmony, for the centuries to come.

This integral concept of ENERLAND™ is complemented by its own slogan “The power of fun” and by using it, we can make the changes we want, starting at the base of our society: our children. Education and awareness of our children and young people will make this change possible. The children will be the spokespersons of the future and will encourage adults to be pro-active participants, on this worldwide campaign in order to save the world from ourselves.

ENERLAND™ is a story of adventures, which will be told in a funny and entertained way through books, movies, music,

games and any other cultural expression of our society, in order for everyone, without any discrimination, to enjoy the essence of nature and its energy.

But this is not all, ENERLAND™ by THE UNIVERSAL COUNCIL mandate will be soon a place that One could visit, enjoy and share life’s experiences, adventures and stories. A tourist destination, supplied with the highest technology available and new technologies to be discovered, to be capable of preserving our environment and to be able to generate its own energy to consume and share it with others. We are talking about the development complex and the land where ENERLAND will be built, a place to learn, have fun by transforming the energy, 100% green sustainable in terms of energy, water, wind and earth; renewable energies applied to buildings, attractions, recycling and by taking advantage of natural resources, all will play a very important part in present and future generations to come.

Today, I have been granted with an extraordinary opportunity to announce to all of you and the entire world that ENERLAND™, will be soon a reality; due to the commitment from The United Arab Emirates authorities, institutions, organizations, companies and highly qualified associates with international prestige, who have truly committed to our proposal, whereby we have begun the development of our project from its very own components and members.

It only left me to say that, through ENERLAND™ and its Energy Heroes, we will mobilize the world’s awareness, so you as a person and as our leading star in this story, will be able to decide and fight for your future.



II. OUR TRIBUTE



لكل ذلك ، بكوكنا اعياعرو مالسل او حماسنا
شيعنا اديبمو داحتال ايلمعل عل عظافحل
نم ، قفلتخمنا تايسنجلنا نيب يملسل
ENERLAND. لةيساسأل ائدابمل

انتردابم نوكت نأ ديرن ، ينعمل اذه يف
محر ، دياز خيشل ، تارامل دل اول عيحت
مكحل يبايلا او لاعفل دهجل او ، هلل
ظافحلل تاردابمل او مالسل عل عظافحلل
مهتايح هلل علاطو ، ئيبلا عل

Tolerance, peace, caring for the planet, as well as the preservation of the Union process and the principle of peaceful coexistence between different nationalities, are fundamental precepts of ENERLAND™.

In this sense, we want our initiative to be a tribute to the father of the UAE, Sheikh Zayed, may God rest his soul, and to the effective and positive effort of his rulers to maintain peace and initiatives to preserve the environment, God prolong their lives.

III. THE LAND OF ENERGY & THE POWER OF FUN

EXECUTIVE SUMMARY

The world is struggling and suffering due to an economic and social crisis, caused by climate change consequences, reflected on the energy model we as humans have adopted as a society. If we want to avoid an imminent disaster in the immediate future for our planet, we should work together to eliminate from our surroundings, all vestige of polluted energy and look for more sustainable energy solutions in all activities.

ENERLAND “The Land of Energy”, was developed to show the way to sustainability and environmental awareness, to counteract against climate change, which will be achieved through teaching and awareness with fun.

It is the first intelligent tourist destination in the world based on renewable energies, 100% green. A magical and cosmopolitan site, where its visitors will have fun and at the same time will be able to learn how to use the power of the energy in order to improve the quality of life on earth and to fight the effects of climate change.

ENERLAND™ and its influence on the territory are conceived to contribute to The United Arab Emirates, would be the first smart country and the first 100% green region in the world promoting a new way of living. By achieving this status, Abu Dhabi could act as an “Ecosystem for Innovation” or a “Living Lab” for all its confluence areas, and make the necessary contributions to the development of sustainable influence in the whole region.

As a consequence, ENERLAND™ is a project with the main objective to promote Human Sustainable Development through its commitment to showing it's fun and learning model scheme, through intelligent cities, which integrates tourism, education, knowledge, culture, health, sports, improving entrepreneurship initiatives, diplomacy and cooperation. Adding the value of the intensive use of renewable energies, technology, and innovation by obtaining and the intelligent management of water, air and soil conservation.

Amongst some of ENERLAND™ main goals are thought to improve the economic and social variables of its influenceable circles by creating a new model of regional development, exportable, diversified and focused on the citizens. By doing this, ENERLAND™ will contribute to employment generation and talent acquisition that guarantees sustainable social development for the UAE and its partners.

In summary, the concept of ENERLAND™ is to build a better and “CONSCIENTIOUS” world, based on three fundamental concepts: **Sustainability, Social Equilibrium, and Fraternity.**





1. THE PROMOTERS

1.1 PROYECTOS E INNOVACIONES CONSULTECH - ALONDRA IMPROVING LIFE

MISSION AND VISION

The mission of Alondra is summarized into two words: **“Improving Life”**. These two words are our main reason to be. Our ultimate objective is to contribute to social wellness, and to improve the quality of life for people, by using and responsibly applying new technologies and concepts for the development of Intelligent, Proactive and Sustainable Territories.

The vision we share is that of serving as an international platform for consulting and the development of **sustainable** projects “Turnkey” aimed at the configuration of TIPS: Intelligent territories capable of innovating and enhancing technology at the service of the citizen, Sustainable to contribute to the preservation of the environment and counteracting the effects of climate change in an economically profitable manner, as well as **Proactive** in order to educate and continuously disseminate so that others can apply and share what they have learned.

Alondra’s model is based on total vertical and horizontal business management integration of R+D+I, education, and awareness. These are our main axis foundations, where all the company’s processes are present. In this sense, serves by promoting, financing, engineering, installing, storing and administrating the works for which is entitled to. Also, is serving for all activities surrounding its activities, such as entertainment, health and harmony of human beings as a keystone for the major change we would like to undertake.

TECHNOLOGICAL AND INDUSTRIAL CAPACITY

CONSULTECH - ALONDRA IMPROVING LIFE, is a company established in the Canary Islands. The Tenerife Board awarded the company as the More Sustainable Company involved in sustainability and energy efficiency in The Canaries. The company was founded in 2003 with an accumulated experience through the company Grupo Alondra (2006) and Alondra Improving Life (2009) in Spain, USA, Dubai, Germany, and France. The company has its headquarter offices in Tenerife (Spain) where is currently developing different projects for different areas. Alondra has modern offices and qualified personnel on energy, sustainability, economy, architecture, and construction.

COMPANY’S BRANDS, PATENTS, AND UTILITY MODELS

On January 28th, 2010, ALONDRA together with Montes Verdes applied for a Utility Model “Gran Garoé” patent request at the Spanish Patents and Brands office. This system is a water generator by using fog and renewable energies. Also, in 2016 a patent request for a utility model on the sustainable urban electrical bicycle transportation system, that permits recharged smart bicycles by solar energy on its own parking lot called SunBik™.

Also, we have brands and intellectual rights registered for Alondra Improving Life™, RIE™, SunBik™ and ENERLAND The Power of Fun™.

1.2 BLACK WOLF COUNTRY

Black Wolf Country is a Spanish company based in Madrid and Valladolid, dedicated to the import and export of products, construction of infrastructure, as well as the development of international business and projects. To do this, their experienced consultants work for the search of partners, obtaining financing and general consulting, among others activities.

1.3 THE SMART INTERNATIONAL TRADE GROUP

Smart International Trade Group is an independent oil and gas exploration and production company, based in Abu Dhabi, focused on energy resources.

On the other hand, the company is also dedicated to the international trading and project development, with extensive knowledge of the market in the MENA region and currently serves as the executing arm of **Black Wolf** in the Emirates for business development in that country.

The **Smart International Trade Group** for petroleum industry includes the global processes of exploration, extraction, refining, transporting, and marketing petroleum products and now, by virtue of its high awareness about the climate change and its effects on the environment, the company is venturing into the field of the renewable energies and the green economy.

2. THE CONCEPT

2.1 WHAT IS ENERLAND™?

ENERLAND™ is the first tourist destination that incorporates sustainability, intelligence and cosmopolitan in the world, based on 100% green energies and love as the first type of energy that produces changes. It is conceived for the Sustainable Human Development, contributing to mitigating climate change and at the same time, reducing the emission of greenhouse gasses.

It is defined as an efficient complex for education, raise awareness and innovation, where every building, infrastructure, and area will be designed, among other things, to produce energy and share it intelligently, making its' contribution to a more sustainable and humanly world through fun and the shared knowledge. Furthermore, ENERLAND™ will generate, in a very clean way, all the energy that consumes and more, due to the fact that ENERLAND™ will be capable of supplying (forecasted surplus of) energy generation. ENERLAND will be a competitive, productive and pro-active site equipped with futuristic buildings that will connect horizontally all activities: educational, cultural, commercial, enterprise, diplomatic, health, sports, and entertainment. Needless to say, an intelligent, pro-active and sustainable city, focused on people as a center of the model.

As an appealing element and a change drive, ENERLAND™ will have a novel designed Theme Park. This Theme park includes "Five Energy Worlds" related to the five continents, to the five nature elements, to the different types of renewable energy everyone can generate, and to our five Energy Heroes. These new Heroes are mystical characters created to promote the desired changes and to educate through its stories and achievements. We did not want to make the same mistakes that "Silicon Valley" made when it was formed by conceived only as a technology big tank and start-ups and not including a Theme Park that could combine the fun element together with the knowledge generation.

ENERLAND™ is a visionary and intelligent city, equipped with the latest and game-changing technology innovations, all to the benefit of humankind. As an open city, it will contribute with the rest of the region, by promoting an overall change in all influenced areas; and at the same time becoming a big player in its surroundings, as well as becoming a "Living Lab".





2.2 MISSION

To be a multi-cultural tourist destination, totally intelligent, sustainable and fun, where education, culture, health, sports, and healthy fun are combined with the new and diverse technologies applied to the concept of “Intelligent, Proactive and Sustainable Territories”, to offer the visitor a model to imitate with the aim of preserving life, the environment and our own existence on the planet.

2.3 VISION

Become a global reference and be highly valued as an organization capable of actively contributing, with the help of all, in the transformation of the world, in the fight against climate change and global warming and where everyone's energy and love is shared freely and in a fun way with all of humanity.

2.4 GENERAL AND SPECIFIC OBJECTIVES

ENERLAND, The Power of Fun™ is conceived as a unique and innovative tourism lifestyle to produce changes in the world, in terms of the application and generation of renewable energies and the concept of sustainability as a whole. In general, it consists of a new concept that makes use of a theme park and an open city, that are 100% sustainable and more.

Its main objective is to contribute, in a cheerful and fun way, to sustainable human development and promote the concept of the **“Economy of Happiness”**, as well as the preservation of the environment and the reduction of greenhouse gas emissions, through of the balanced use of renewable energies, the search for new ways of production and reuse of water, air purification and good land use, among other actions.

ENERLAND™ is designed to be a totally sustainable and fun place, where a combination of new and diverse technologies applied to the concepts of Green Buildings, Intelligent, Pro-active and Sustainable Cities, a concept that goes beyond the previous ones, already which also incorporates water, air, soil, reuse and recycling, will offer the visitor a model to imitate to preserve our existence on Earth.

In summary, ENERLAND, The Power of Fun™, since its conception and gestation has been designed to:

- a) Involve everyone, regardless of age, in the commitment to manage a green world balanced with nature itself.
- b) To be a pioneer in the development of clean facilities and projects under a new and revolutionary concept, with a clear commitment towards Cooperation for Development.
- c) To be energetically sustainable and profitable; the objective is to produce the necessary energy and more, through the park itself and its attractions, in order to achieve zero carbon emissions and sell surplus energy. All this is possible thanks to the innovative approach of the project, to the support of organizations with global reach that, together with the companies that decide to join the challenge, will be responsible for ensuring the permanent updating of the city in terms of education, technology and innovation in order to make it perennially attractive.

2.5 ENERLAND'S COMPROMISE

In order to achieve its objectives, ENERLAND™ has reached a clear commitment to its environment and surroundings, in this case, The United Arab Emirates and more specific Abu Dhabi. These goals are supported by three strategic pillars: A Sustainable Human Development Program, the ENERLAND Foundation and the Council for a Sustainable Development.

SUSTAINABLE HUMAN DEVELOPMENT PROGRAM

ENERLAND's social and environmental commitment is aligned with Program 21 from United Nations (Agenda 21) and most recently with the objectives of COP21 Summit of Paris.

Therefore, to achieve those goals of Sustainable Human Development in Abu Dhabi and The Emirates, we are proposing different actions:

- **Education**

Encouraging knowledge of renewable energies and sustainability through learning projects to provide a better understanding of all the process involving getting energy, desalination and residual products treatments and recycling among other actions done by ENERLAND™. Promoting the development and implementation of "Green Schools". To incentive the exchange information and knowledge between universities around the globe through the transfer of applied knowledge and research. And all these education activities framed under the Knowledge Society.

- **Culture**

Different cultural and training programs will be implemented to create stable bodies of ENERLAND™ meaning: orchestra, dance, ballet, choir, and theater. Promote, protect and maintain the historic musical heritage and environment of UAE and other countries, by supporting companies, institutions, and projects committed to social changes and environmental protection and preservation. Design and execute permanent cultural programs covering all disciplines and areas, including participation in international events, congresses, and conferences for a better understanding of different cultures and universal expressions.

- **Technology**

Development of R+D+I projects that strive to improve the efficiency of the cities on energy efficiency, renewable energy systems, integral residual products treatment, production and water generation, recycling, sustainable mobility, big data, health, internet of things, internet of people, which are sustainable and proactive according to ENERLAND's vision. To facilitate access to knowledge through free connectivity for all visitors and users of our premises and create learning tools that help teachers, student and visitors to understand, learn and remind them of all subjects learned at ENERLAND™.

- **Health**

Promote and contribute to an intelligent health model that can cover all citizens, with some specialties, especially those related to children and youngsters. Designed to assist visitors and citizens with daily problems that can occur during their stay. Also, to establish high-level programs to counsel and treat athletes that use our facilities. Contribute to the development of technology research activities in the above-mentioned specialties. This model should be sustainable and worthy for the elderly, where these people and their families could share, with pride and dignity, the natural aging process. In order to prevent and reverse the natural aging process the World Anti Aging Agency will be created.

It is very important to point out that citizens from Abu Dhabi and the UAE could also benefit of these kindnesses and between all of us, consolidate a health tourist destination by taking advantage of the excellent facilities and conditions of the region.

- **Employment Creation and Economic Growth**

One of the main goals of ENERLAND™ is to recruiting and attracting talent by creating a space for excellence. Hiring and train local employees so they could work on the different departments depending on their expertise. At the same time bringing them to an international exchange of knowledge. Providing a fiscal and financial stimulus to small and medium local businesses in order to turn them into reliable suppliers of ENERLAND's needs and demands. Under The Emirates Economic Fiscal Regime and the ENERLAND™ Especial Fiscal Regime that it will promote, companies can be benefited by establishing their operations site under our premises and then, begin the process of international marketing and trade on our complex by exporting their products, services, projects and technologies, towards countries that are participants in our international trade model, as i.e. Spain through Canary Islands (4% Tax). ENERLAND™ will promote bilateral agreements with those countries and take advantage of The Emirates agreements already taking place.

- **Environment and Energy**

Companies will be able to improve its sustainability by passing on the experience and environmental knowledge serving as a technological storefront, thus the other Emirates and world's regions would be able to apply our concepts on sustainability.

- **Infrastructures**

Promoting new investments in order to improve the present infrastructure network of Abu Dhabi and the UAE. Promoting joint ventures with existing developments.

- **ENERLAND Foundation**

The mission will be promoting the study, technological development and the sustainable project development in order to implement the Economy of Happiness and preserve and renew nature's resources within intelligent, proactive and sustainable territories in order to achieve human growth and development, under a sustainable environment by reversing climate changes. Our scope of activities will have a regional, national and international scope.

- **ENERLAND Council**

Is an advising committee seconded to our Foundation. Its objective will be to supervise and to make participants responsible for their activities under the principles and values of ENERLAND™. It is composed as follows:

ADVISORY COUNCIL: Honorific unit, formed by relevant personalities with international expertise in fields such as scientific, philosophical, political, academics and social. Endorsed by their works on science, environment, economy, knowledge, culture, human development, peace, and society.

EXPERTS COMMITTEE: Through its Foundation, a high-level consultant unit closely related to ENERLAND will provide advice, recommendations, analysis, and evaluation of objectives, corporate in accordance with the Sustainable Human Development Program (SHDP).

ENERGY AMBASSADORS: Honorius title granted by the Advisory Committee to all those personalities that have achieved great accomplishments in their respective fields of expertise, especially on sustainable growth, environmental, social and ethical values. They will be the ones who will carry ENERLAND's principles, mission, values, and know-how, throughout the world.





2.6 WHY ENERLAND™?

First of all, the effects of global warming and climate change, in addition to other aspects of greater importance, are mandatory and inapplicable to adopt measures that slow down their effects and restore the natural balance of the planet. However, the change that takes place is not simple; It must be conceived in a practical, simple and sustainable way, and implies the participation of everyone and from the foundations of society. Our children and their families will be the guarantors of this change, and the task of maintaining a permanent balance with the resources of our environment.

But also, this change is necessary for the commitment of the decision-making entities, so that they become dynamic agents and facilitators of the same, in favor of their own permanence and for the benefit of all the citizens of the world, present, and futures.

Alondra and the organizations that accompany it, aware of this reality and with the conviction that such objectives can only be achieved if this also represents an opportunity for success for the catalysts of change: Enterprises, States and the Education, Science, and Technology sector, has designed a comprehensive strategy, for the benefit of all parties. This strategy combines highly innovative products and services oriented towards well-being, balance and collective and individual harmony. Likewise, towards a distributed model for the democratization of energy and water, the optimization of land use, attractive investment opportunities, a Win-Win joint scheme based on "Network of Networks", and a global positioning strategy which includes: education, awareness, enjoyment and entertainment, R+D+I and Cooperation for Development as fundamental aspects that must be promoted in a sustainable manner and achievable in the medium term.

2.7 THE IMPACT ON SOCIETY. OUR DECALOGUE

1. ENERLAND™ promotes and develops actions that guarantee the perpetual live of all living beings of our planet in harmony and fraternity through the adequate and responsible use of resources and positive shared energy.

2. Our visitors and residents are our main reason for being. Because we depend on them for our success, we work to integrate their minds, bodies and spirits as the only way to improve their personal and collective growth.

Our goal is to promote values and attract their conscience through magic, illusion, love, well-being, happiness, fraternity and fun, so that they can share experiences and, through them, generate that “Change with Energy “ that allows them to start building the foundations for a better world.

3. Through the “Power of Fun”, it is our deepest wish to educate and appeal to visitor’s consciousness to commit for a more leveled and sustainable world.

4. As our fundamental principles, we support multicultural, equality and shared the responsibility to incentive responsible work and the good use of nature’s elements.

5. ENERLAND™ strongly believes in knowledge integration, culture, sports, health, science, technology and the energy of the union of mind, body and spirit as basic and fundamentals elements for personal growth and direct action for social transformation.

6. ENERLAND™ shares its knowledge, technology, projects and especially its service to humanity under a brand new and revolutionary concept with a clear compromise to Corporate Social Responsibility and Human Development Cooperation.

7. We are committed to working together with our environment and surroundings. ENERLAND™ is an Intelligent, Sustainable and Pro-Active city, contrived to be a reference model to influence other cities and populations with a win-win approach involving all social agents in this project.

8. Our main assets are the workers, suppliers and direct collaborators. We are committed to them to be an important part of constant overcoming, full of dynamics to face new challenges, the vision of future and with the purpose to get tangible results that will benefit all of us.

9. ENERLAND™ is based on an economic model, oriented to create common wellbeing. We understand that financial gain is a natural consequence of our actions. These financial gains will be reinvested back into the model. Therefore, honesty, internal and external transparency, together with our ethical conduct guidelines is an inalienable fundamental.

10. We are aware that cannot resolve all the world’s problems. However, we are committed to providing visitors with a comprehensive and total experience before, during and after their visit to ENERLAND™. We hope to make an important personal impact on them; so they will feel like a truly “Energy Heroes”, and would share the learning experience with their environment and at the same time accomplishing the desired change.

ENERLAND™ during its construction and future works will generate a series of positive effects on a social and economic level throughout the region, which will expand and multiply in a concentric way, like the effect caused by throwing a stone into a lake. Each and every wave or circles could be differentiated by two criteria: the degree of control over the actions taken; and the type of activities to be done, which includes the territorial surroundings of them.

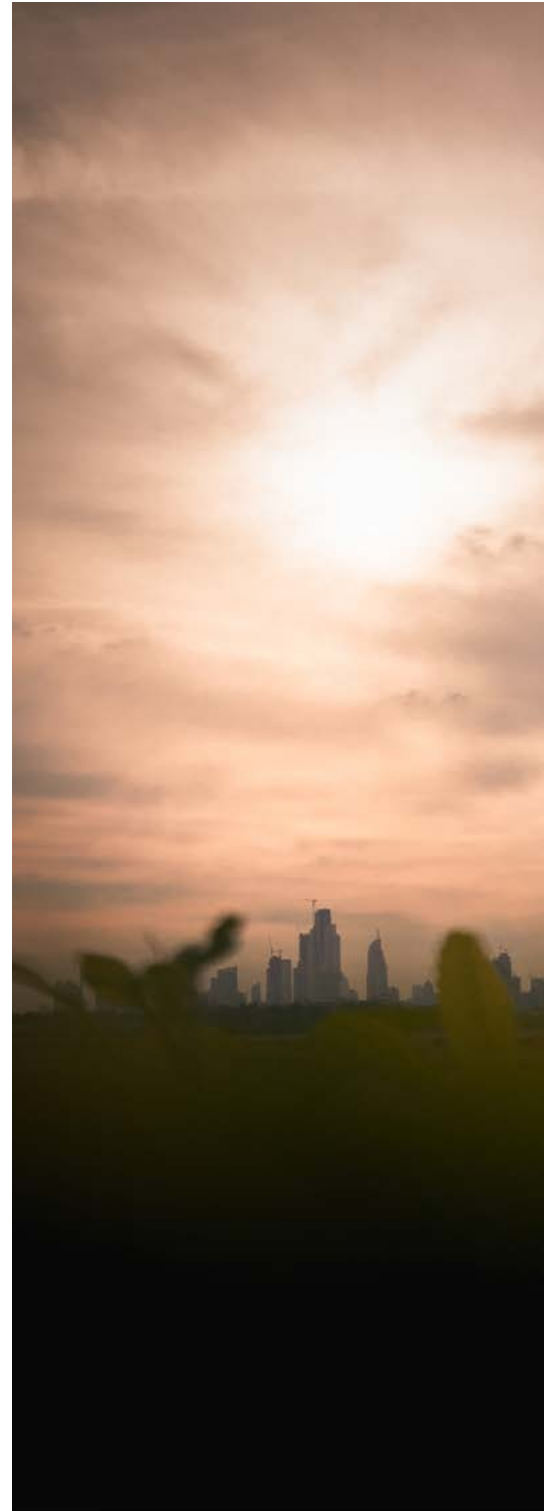
The design of the first circle, based on our concept **“Economy for Happiness”** will bring us to a new touristic city, intelligent, pro-active and sustainable, which its main economic factor are its different ways to be productive, generating green employments: energy generation plants, marine water treatment and all those that recollect and manage residual products, among others. The same applies to the infrastructures that include fun as the main element by integrating them with the Theme park, district activities, building a city as a first level concept. This first circle will be controlled by ENERLAND™, being responsible for its execution and control. This circle when it turns into other circles will influence directly over its geographic area at Abu Dhabi.

The second circle will be formed by socio-economic, cultural and technology elements, that will generate and/or produce these new infrastructures for the rest of the territory, helped by complementary developments for the use, transformation into sustainable of existing infrastructure and supported by different programs of social corporate responsibility. These will be implemented at different points throughout the territory and integrated into a unique model, which will turn Abu Dhabi into the **“Land of Energy”**.

Due to its closeness, the third circle will generate positive effects over The Emirates as a whole. New strategic sustainable projects development, economic growth by increasing, at the same time, the happiness of the people, territory integration, employment generation, among others, are forecasted that will happen on the rest of the country as well.

The MENA region and territories similar to The Emirates will form the fourth circle. At the same time, the strategic countries of Europe, West Africa, and America, using The Canary Islands as an international platform, will be incorporated into the model, through projects generated by ENERLAND™ that will be exported for implementation across all those regions.

ENERLAND™ and its expansion throughout Abu Dhabi and The Emirates at all has been conceived as an Ecosystem of Innovation and a big technology portal, where its spaces, projects, inventions, and patents would be used to contribute to providing solutions to environmental and energy problems. Other important areas as health and the aging will also be considered as strategic interest.



In summary, these circles effects will bring:

- The creation of own talent by attracting new talent. Talent attracts talent!
- The stimulation of better social and economic conditions in the region by diversifying the economy and turning Abu Dhabi into an exporter of innovation, technology projects, and sustainable solutions, as well.
- Positive effects on the industries of tourism, energy, ecology, education, health, IT, agriculture, transformation, and R+D+I.
- Increase on qualified services as well as the sustainable industrial activities in the region.
- Once the consolidation of the project is taken place, these programs will contribute to the training of local human resources and by doing it, will contribute in a significant manner to improve quality formation, training of workers and citizens generating talent for the world.
- An improvement in infrastructures and construction of new sustainable environments will stimulate the growth of the awareness institutions.
- The program itself will promote a significant increase in employment, income of the population, improving human development and happiness indexes, and at the same time leveling the regional disparities.
- Educating and training integral citizens, with responsible values and not excluded from the Knowledge Society, Information Society and especially from the Fraternal Society.
- A feedback positive process will be started between service sectors, food production, construction and airports, ports and the industrial activities related to the concept of ENERLAND™.



So, for all of the above, ever since its conception, ENERLAND™ was designed:

- To counteract the effects of climate change and preserve the environment. In this sense, being a pioneer worldwide in the sustainable development through “green” installations and initiatives, and “clean” projects under a new, innovative and revolutionary concept with an unmistakable commitment towards Cooperation for Human Sustainable Development under the Sustainable Development Objectives of UN.
- To show the world that everybody can be sustainable and profitable at the same time with the goal of: first, to create synergy between people by working together and with love, and second being 100% green in terms of water, wind, soil and energy, achieving zero carbon emissions and selling the surplus energy obtained together with the rest of the integral services offered.
- Under the frame of the “Economy of Happiness”, improving the most important social and economic variables by reducing the unemployment rate, provide high-quality education and training focused on green jobs generated by ENERLAND™, which will able us to improve worker’s productivity, as well as income levels per capita.
- To get all people to involve by making them commit, on harmonic and humane management, with high and level values towards nature.



In that sense, ENERLAND, The Power of Fun™ is ...

• **ENERLAND The Funny World:** A theme park, different and unique in the world, joined with games integrated into the city using virtual and augmented reality, among other innovative attractions. It was conceived as a tourist destination for sustainable human development, for awareness and education in the field of environmental preservation and to counteract the effects of climate change and global warming.

As the main attraction, there are five great fun areas called as “The Worlds of the Energy Heroes” designed and themed by fiction characters and linked to the five continents, the five elements of nature and to the type of energy that will be generated by each one of them. Each “World” offers a unique experience on its global attractions offerings, generating a clean way of energy that it is consumed and at the same time distributing, efficiently, its entire surplus.

On ENERLAND™, the energy is the central argument; especially “love” as the main source of energy for human beings. However, the fun, the magic of nature, awareness, environmental teachings, sustainability, the fight against climate change and cooperation through shared energy, plus the rescue of human values are the core of all the things happening there.

• **ENERLAND Sustainable and Intelligent city:** An intelligent, proactive and sustainable city dedicated to developing the intelligence of its people and promoting the “Economy of Happiness”. A proactive city that adapts itself permanently to changes, and take advantage, in an intelligent way, of natural resources for its successful operation in benefit of its citizen and visitors. A city that opens its boundaries and integrates the rest of Abu Dhabi and the complete region, in order to use its positive influence to create motivation towards global change and vice versa.

• **ENERLAND Clean Energy and Sustainable Facility:** A large clean energy power plant that, using different renewable technologies in a very entertaining and particular way, integrates all them into a single production model controlled by highly specialized systems. Also, is a sustainable complex, able to do the integral treatment of 100% of residual products, desalinate, purify and treat water for human consumption with the capacity to provide services to surroundings populations, in order to contribute to making a more sustainable model to the region.

• **ENERLAND Educational Institute:** A formal educational center, through which undergraduate and postgraduate studies and courses in general, will be offered with the support of other universities, technological development institutes, and other leading teaching centers, in the areas of knowledge considered.

• **ENERLAND Research Center:** A world center for research, development and innovation in different areas of knowledge: new ways of living, tourism, energy, water, air, soil and food, robotics, aerospace, biotechnology, health and anti-aging, nanotechnology, smart cities, futurism, among others, where each element: a building, an attraction, an infrastructure, a transport or an open space, has been designed and thought to produce energy, be self-sufficient and sustainable and at the same time, be able to be integrated into an independent alternative energy grid, where their contributions and requirements are controlled and administered, dynamically and in real time, by the system itself. In that sense, each of these elements is translated into an effort of research and innovation.



• **ENERLAND Party Mall:** A large shopping center under a new concept, unique in the world, to go out and have fun and at the same time buy something different and without discomfort, attend a big party or relax in its different environments. On the “ENERLAND Party Mall”, multiple surprises will occur while visitors shop or proof what they want to bring anywhere, within totally theme environments that lure customers to the magic and enjoy the fantasy. These spaces are reserved for international brands and the outlets, but not forgetting about the products based on fair trade and the local produced through ENERLAND programs.

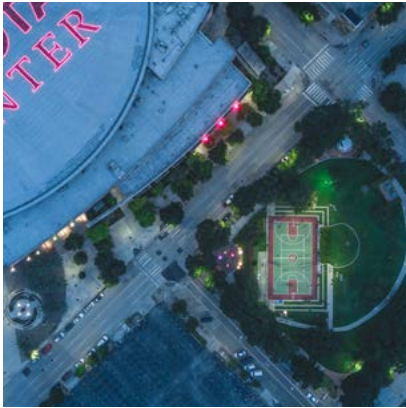
• **ENERLAND Communication and Data Center HUB:** This center will provide telecommunication and digital connectivity as a Neutral Access Point (NAP); secure data storage and a supercomputer with high-speed processing. The Center will offer different services to all the surroundings and share knowledge in the process, under the supervision of The Emirates appropriated Governmental Institution.



• **ENERLAND Convention Bureau:** An innovative Convention Center, for the meeting of all civilizations in the world, where people, companies, governmental and non-governmental organizations, as well as education, science, and technology centers will always have a space open to share and exchange knowledge, culture, concerns, and approaches in general, in a relaxed, cheerful and healthy fun and entertainment.



• **ENERLAND Health & Wellness Center:** A health and well-being center, with facilities for personal care, the simultaneous development of the mind, body and spirit and a primary health care center with specializations in beauty treatments, relaxation, integral health, avant-garde techniques, advanced medical treatments among other, properly designed to stimulate and treat all the senses simultaneously. The World Agency for Anti-Aging, other high-tech and specialized medical centers and complementary facilities of high level and specialization will be developed in alliance with other hospital centers and recognized companies in this sector.

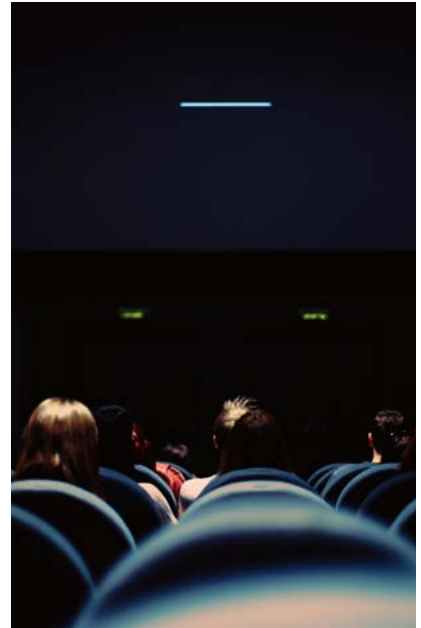


• **ENERLAND Sports Center:** A sports center for comprehensive and high-performance training of athletes and visitors, with facilities with top-level Olympic features that could serve as a complement to the development of future Olympic Games in the region. Our visitors will be able to enjoy a great variety of activities, increasing our original health offer, as well as our training and specialized attention.

• **ENERLAND Cultural Arena:** A great cultural center, multifaceted and diverse, where you can enjoy reading a

good book or appreciating a work of art, to attend a large outdoor concert or an opera or classical ballet performance in one of the most exquisite and technologically gifted theaters in the world.

• **ENERLAND Magical City:** a magical city cannot be conceived without the magic of cinema, the new television development, the videogame industry, the media, and the entertainment industry, so ENERLAND™ will include everything necessary to develop the magic around it, giving all type of support and facilities to the enterprises that want to participate with us.

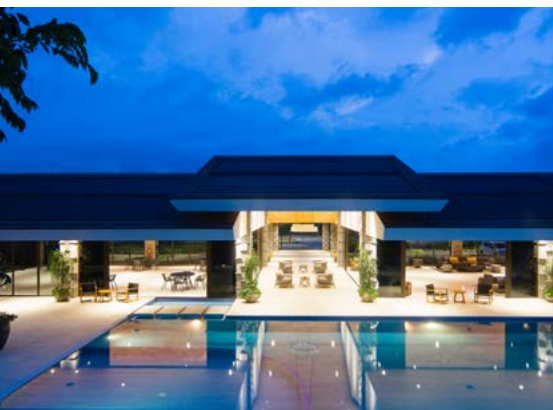


• **ENERLAND Developing the World:** A Center for Development Cooperation from which, using its spaces as a great technological showcase, companies will get tax advantages, investment facilities and specialized international consulting to develop their business at The Emirates and export their products and services to the rest of the world. They will also have technological support and facilities to develop their own, in order to design specific proj-

ects for the benefit of humankind. ENERLAND™ will contribute to manage the resources necessary for the successful execution of said projects in those countries that require it. All this with the support of private, public and multilateral funds.

• **ENERLAND Leisure District:** Modern hotels, villas, and houses filled with intelligent, sustainable and themed spaces, where the visitors could experience interesting activities, such as to stay in a hotel back from the future or an Asian themed Hotel or rest in their own efficient and spectacular houses. Our offer will include amazing real state developments to live, rest or to enjoy for periods of time in a total sustainable environment.

• **ENERLAND Complementary Developments:** As an open city will be also equipped in the surroundings, with other green buildings, intelligent spaces and sustainable infrastructure: additional hotels, E-Formula Circuit, Riding Center, Stables and therapies with horses, Funny Beekeeping Center, Universities, Hospitals, Schools, Smart Seniors Houses, Cultural Centres and the **Aerospace Center**.



3.2 THE ENERLAND™ PARTY

Joy and fun are key factors in the development of all the activities that are done in the park. For this reason, it is mandatory for all our visitors to have a good time, with the help of all our characters and heroes who will make them participants in the most pleasant situations, shows and adventures full of magic and fantasy.

But not everything stays there. In ENERLAND, The Power of Fun™, there is always a party. The music, combined with a good dance to the sound of exciting and exotic rhythms, enjoy a healthy and good food or drink, while laughing, witnessing a joyous show set anywhere in the world; an outing to the cinema with family and friends or going out shopping while watching a “Steel Band” or a Samba School happen, are common situations that we can get and enjoy both in Shamandu and in any of our worlds, where the party it will be transferred to the rhythm of a great parade: “The Great Parade of ENERLAND™”.

3.3 AREAS OF CARE FOR CHILDREN

In Shamandu, in addition to the areas destined to the fun fairs, different areas are planned for children like nurseries, where professional staff, duly prepared, will take care of them. In these places and while their parents enjoy shopping, children will play, dress in the costumes of ENERLAND™ characters and their friends, and live unimaginable adventures through which they will learn while having fun.

3.4 GASTRONOMY IN ENERLAND™

In the gastronomic offer of ENERLAND™, the so-called “junk food” will not be contemplated. In this sense everyone who wishes to install a restaurant or a franchise in the park will be required, that their dishes are revitalizing and healthy, carefully prepared, preferably with ingredients and natural essences, fully balanced and supervised by specialists and professionals of the healthy culinary art.

Even when there may be typical dishes of some nations that may include ingredients rich in fats, cholesterol or

another element harmful to health, the establishment will be forced to take the necessary measures to minimize any harmful effect they may cause related to the health of the visitor, in all cases, must make the appropriate warnings.

The Ecobarmans and Ecochefs of ENERLAND™, more committed to the environment and the health of people, will make a nod to the new trends of slow food, organic (organic) crops and everything natural in general.

No endangered species will be brought to the table. In summary, ENERLAND The Power of Fun™, its Ecobarmans and its Ecochefs will aim to preserve the environment, the cult of natural products and their cultivators, and growing respect for protected species.

In the case of fast food establishments, if they wish to establish themselves in ENERLAND™, they must adapt their menus and ingredients to the philosophy of the park.

3.5 THE FASHION IN ENERLAND™

In ENERLAND™, we dedicate a special section to fashion in its broadest conceptualization. The use of raw materials, ecological fabrics, natural materials and elements, the use of dyes without harmful chemicals, the use of man's work and crafts are important factors in the costumes and accessories of all our characters and heroes, including all the personnel that work in ENERLAND™, who are considered as characters that are part of a large cast of actors and artists and not as park workers.

In the same way, the ecological fashion will be launched from ENERLAND™ towards the world as part of the global solution of a problem that is affecting us all equally. Great designers and creators of the planet will be able to demonstrate to everyone that both the most simple fashion and the most exquisite and refined couture, can go hand in hand with the preservation of the environment, where excellence in design and beauty merge with a noble cause for the benefit of humanity.

As can be inferred from the above, ENERLAND, The Power of Fun™ or The Land of Energy™, is much more than a theme park and even a tourist destination ...

ENERLAND™ is a revolution in fun, tourism, culture, education, health, development, technology, sustainability, and a safe bet to develop the renewable energy industry and sustainability across its whole spectrum.

3.6 THE CHARACTERS OF ENERLAND™

The characters of ENERLAND, The Power of Fun™ and its history have been created to reinforce the concept, achieve the objectives of education and awareness and, at the same time, complement the tourist offer of the park.

THE HEROES OF ENERGY

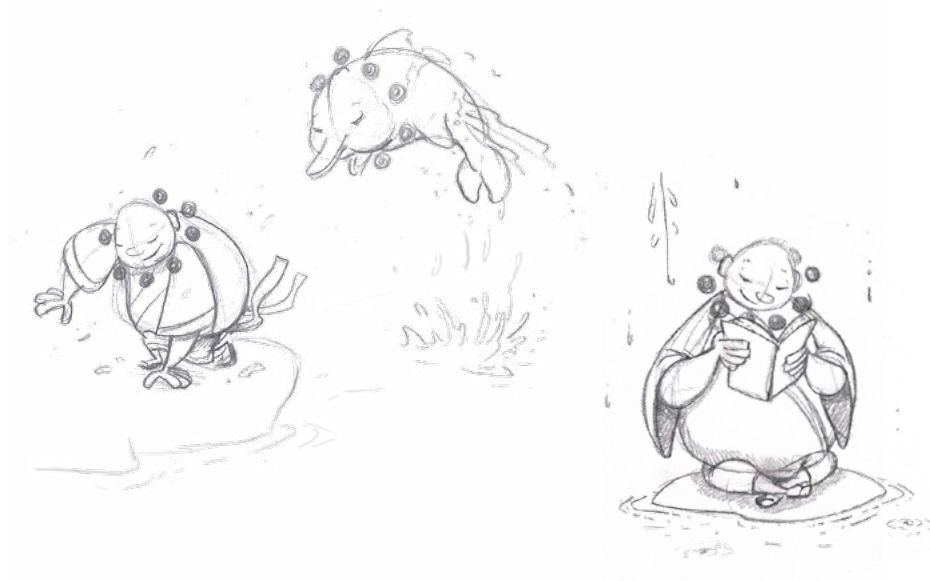
“The Heroes of Energy”, so called in our history, make up an invincible team that combines the powers that have been assigned to them by the “Supreme Universal Council” and those granted to them by the animals under extinction that have merged with them.

THE HEROES OF THE UAE, they are our local heroes that we could not miss. Both, our main hero and his alter-ego in the form of an endangered animal will be created. However, in order to decide its nature and final typology, opinions will be collected in the region and then we will submit to a public consultation its final choice.

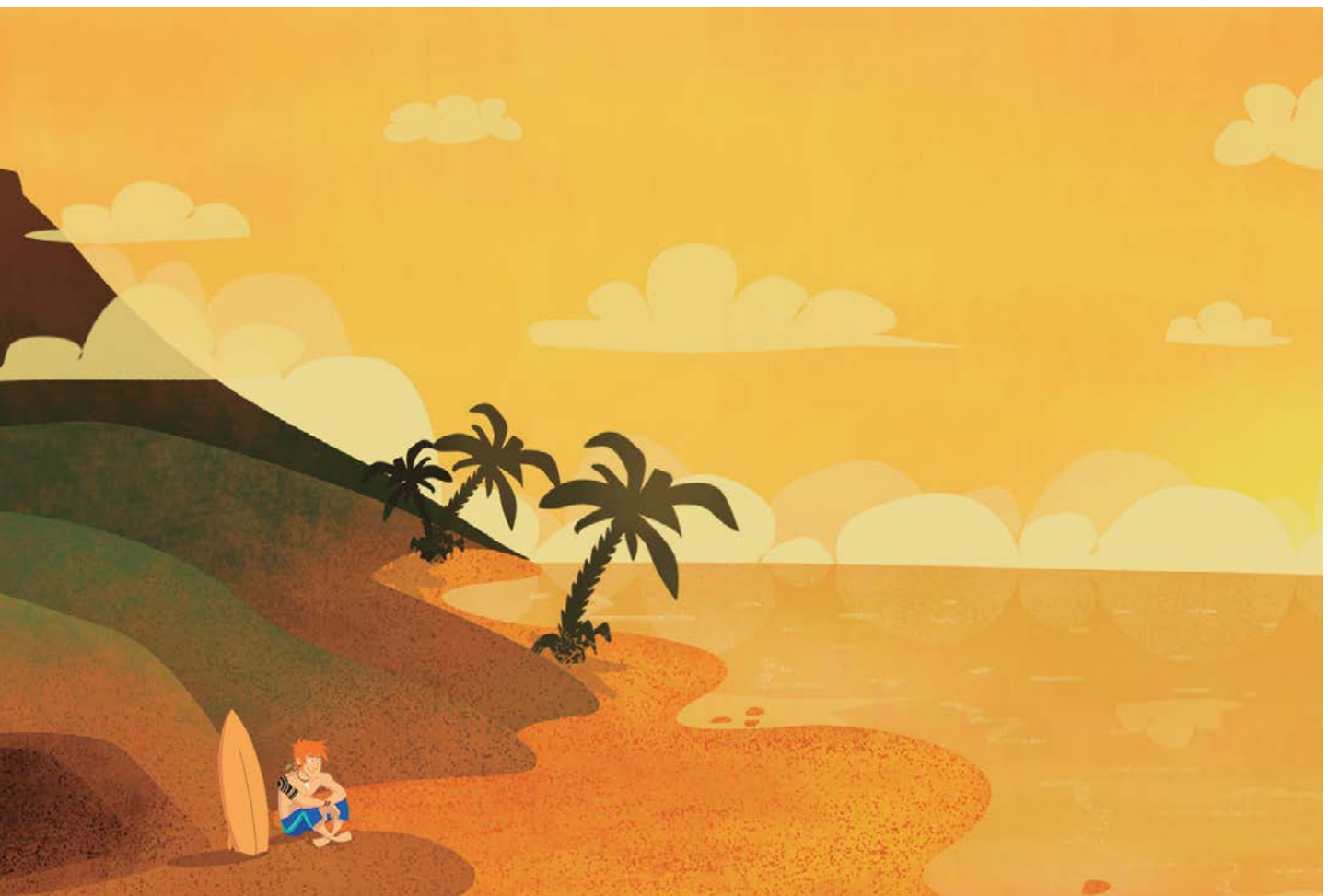
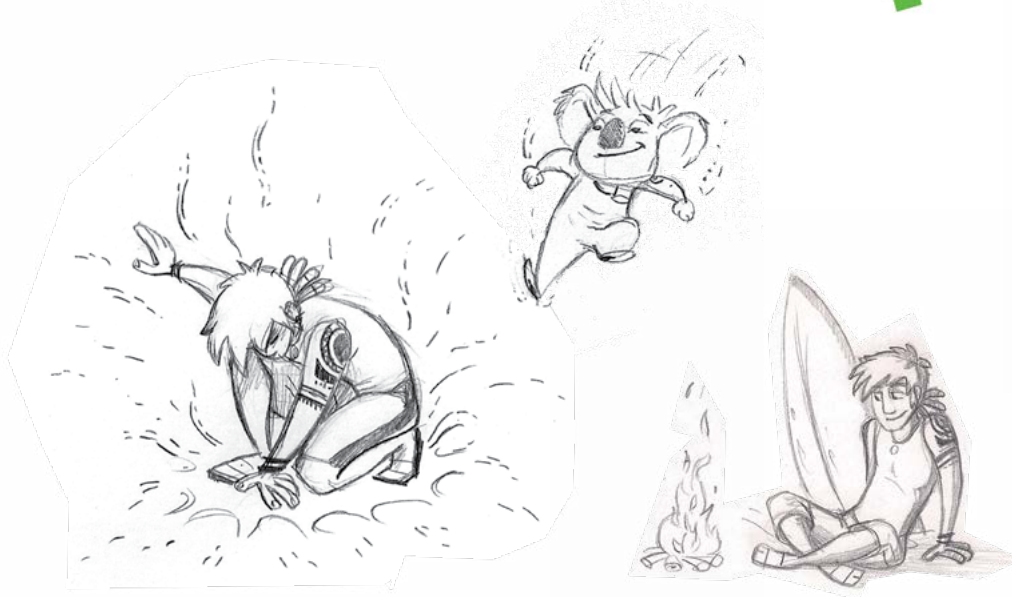
All of them, united as a whole, will be the ones in charge, making use of their powers and special attributions, to educate and raise awareness to the inhabitants of the Earth, through exciting adventures and stories conceived to save the planet and turn it into a new ENERLAND™ version. A magical and wonderful place, unique in the universe; a paradigm to be reached where energy, love, culture, and knowledge are shared in a mystical way and without selfishness among all its inhabitants.



BAIJÍ is an Asian monk who becomes the white dolphin of the Yangtze River, the last descendant of the Ching Dynasty. Represents the element Water, the energy derived from it (hydraulic, tidal, wave) and the Asian continent. He is our good-natured, patient and profound hero, who dominates the martial arts.



KOORI, son of a princess descendant of the aboriginal tribes of Australia and an Irish immigrant, has the power to transform into a Koala. Represents the heat of the Fire and the continent of Oceania, being its source of thermal energy (geothermal, solar thermal, solar thermal, etc.). He is a restless adolescent surfer, he is passionate, loyal, adventurous and seductive, although somewhat boastful.



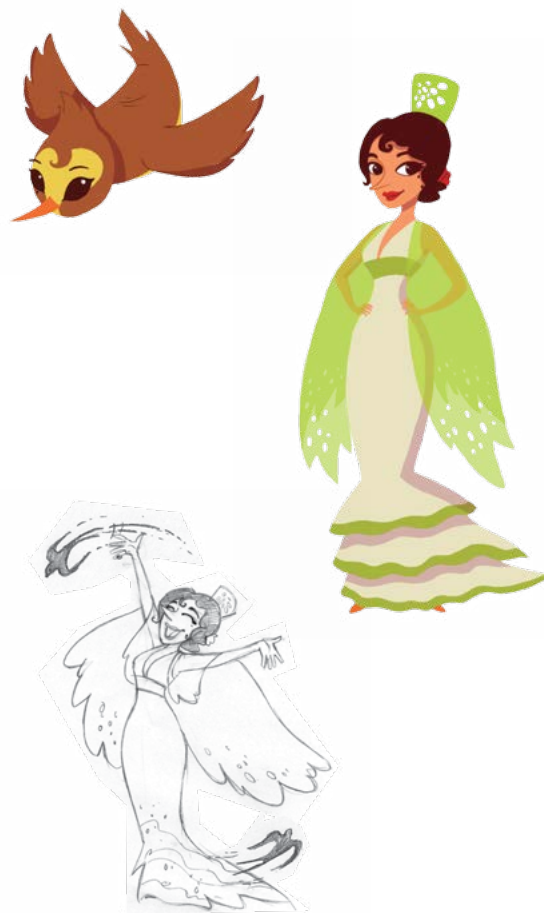
YEPARD, son of the Supreme Chief of an emblematic African tribe, becomes a cheetah, the fastest animal in the world and controls the forces of wind and air, converting its force into wind power. The softness of the air and the noise of the wind merge with the fierceness of the cheetah. He is a reflective hero, very clever, serious, creative and intuitive who senses danger from a distance and symbolizes Africa's unbowed freedom.



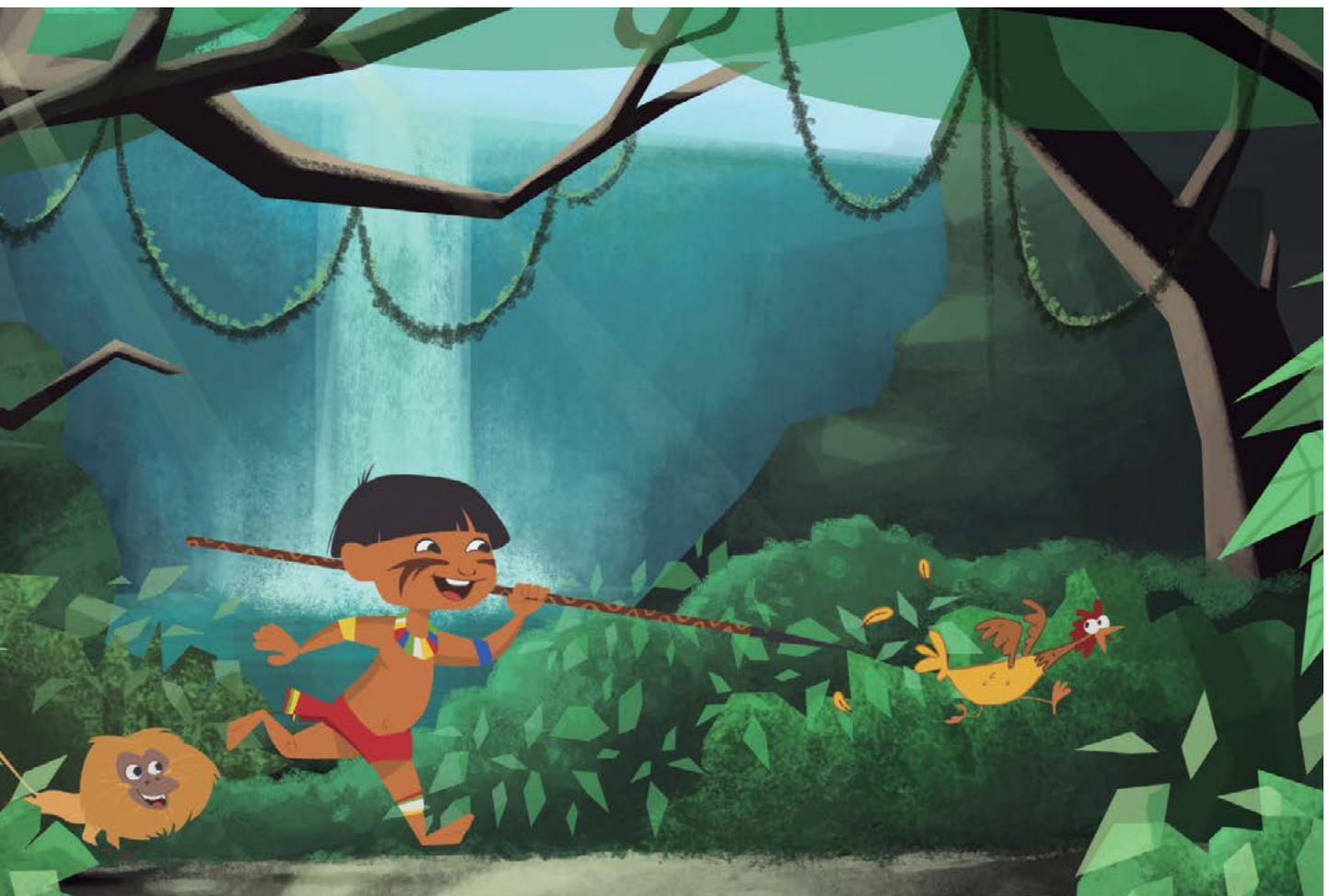
ILLARI, the young daughter of a Quechua queen, transforms into a turtle from the Galapagos Islands, from which she obtains all her wisdom and experience as the longest animal on Earth. The energy that Illari is able to produce is obtained from all the elements that its earth element provides, as well as from the light it is able to capture through its shell when she gets the animal form. Biomass, Photovoltaics, Biogas, Biofuel, etc. It controls the power of the earth and the energy that comes from the light it reflects. She is tenacious, observant and strong-willed.



ALONDRA, is the fifth element: the Essence. A beautiful and cheerful Spanish woman, from Andalusia. She represents the European continent and is capable of becoming the bird that carries the same name, the Skylark. She manages all energies simultaneously and is able to combine them according to the needs that the circumstances demand. Alondra is the main protagonist of our history. In the form of a woman, cheerful and witty, or a bird with multiple powers, she personifies the essence of nature; and in defense of those natural assets, summons the rest of the heroes.



MAKIKE AND GOTI, are our Energy Heroes from Brazil and will also enjoy magical powers that were transferred to them by mandate of the Supreme Universal Council, by virtue of the incarnated struggle that was waged against Rhamsis the Wizard and "La Mancha" (The Stain) to avoid a terrible deforestation in the Upper Xingu Forest. observant and strong-willed.



VILLAINS. THE DARK CHARACTERS OF ENERLAND™

As in the real stories happens, our heroes and their friends will have to fight against a series of villains coming from the Enerland Planet who will try, in complicity with some ruthless and ambitious humans, to carry out their misdeeds on the planet Earth, because in Enerland they have been defeated on multiple occasions, even being some of them banished from the place.

They are characters that can travel between the parallel universes and the worlds. Some of them are already living on Earth in human form, preparing the final destruction of the planet.

YAMI - LA MANCHA (The Stain). A beautiful woman with Asian features and voluptuous forms, capable of transforming into oil or any other stain in order to contaminate any environment.

HERR FLAMERICH - LA FLAMA (The Flame). Destroy through fire and feeds on fossil fuel.

MR. GASEN. In its multimillionaire man form, he is capable of transforming himself in the form of harmful gases and contaminating spaces. He owns oil empires and gas pipelines on Earth.

MADAME POLLUTE. The witch of pollution, inspired by a lady of French decadence. Controls dirt with its feather boa and its big nozzle where her cigarette is. She destroys the flowers, the trees, and the fields through the smoke that expires. Erodes and dries the earth. She messes up the water too.

RHAMSIS THE MAGICIAN AND HIS LEGION OF BLACK ANGELS.

Rhamsis the Magician is a powerful sorcerer, who has under his control the Shadows or Black Angels. A legion of characters in the form of shadows that fly and move transforming into human figures. His way of attacking, in addition to his spells, is to absorb the energy of people, animals, and plants.

THE LOCAL VILLAIN. A native character, of a dark nature, will be created from the consultations we will make in the region.



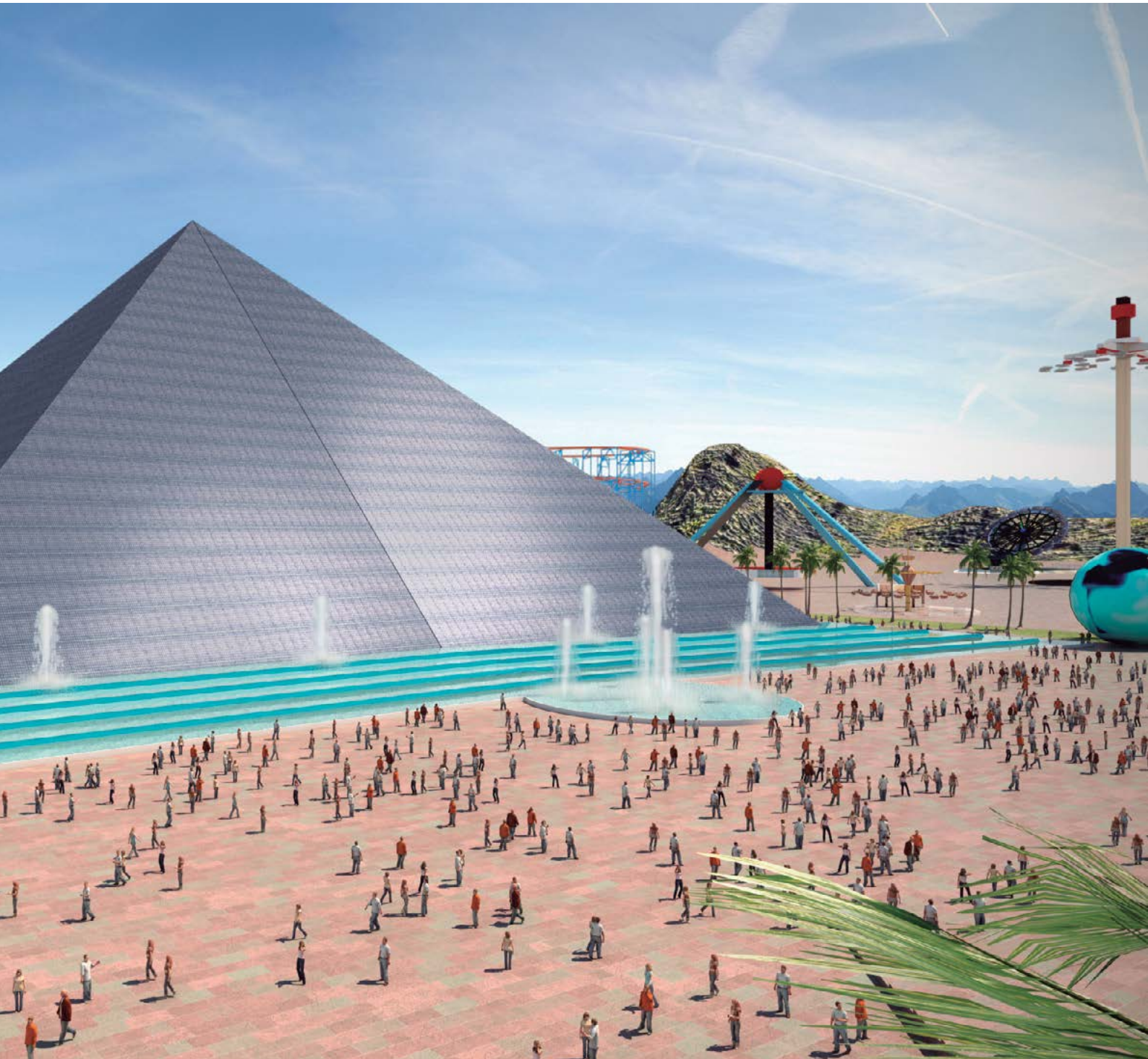
3.7 COMPETITIVE EDGE

ENERLAND™ is a space with dimensions and unique characteristics. There is no place such as this one in the world today. A model that is able to integrate such scope of diverse disciplines and at the same time, so related between themselves with the added value of concepts such as fun, entertainment, training, cooperation, environmental sustainability, energy, and social matters.

Since there is no clear known competitor and based on its philosophy and commercial offer (products, areas of influence and services), ENERLAND™ will be able to offer its customers with an ultimate experience, a one of a kind: **ENERGY + SUSTAINABILITY**. By mixing up these two concepts together with learning experiences, social activities, entertainment, and a fun zone will be able to expand its area of influence to the rest of the region.

The strategic combination of these elements: training, information, fun, and technology, provide us with a competitive edge, which makes ENERLAND, **The Land of Energy** a unique offer to the market.







3.8 ENERLAND SUSTAINABILITY CONCEPT

ENERLAND, A UNIQUE INITIATIVE

Around the world there are many projects ongoing looking for future sustainable cities, such as Masdar in Abu-Dhabi, or the city of Dongtan planned at the east of Chongming Island (at the mouth of the Yangtze River) in the outskirts of Shanghai, China, it is also true that none of them has been conceived as a mass tourist destination and at the same time integrated to the rest of its region of influence, promoting sustainable human development, creating “intelligent territories” not only circumscribed into a specific limited area, like the case of these two eco-cities, but rather extended to the rest of the surrounding towns and other territories of influence.

In the case of ENERLAND™, its conception surpasses the borders of the tourist complex. It is actually integrated with the rest of the territory promoting its progressive transformation into a intelligent region, sustainable and proactive, that consider also the intelligence development of the people as a “Key Issue”. Immediately the project starts it will affect positively all country development and as well the African, Asian, Oceania, European and American countries as it is intended to establish exchanges.

On the other hand, Silicon Valley, in the United States, has been a pioneer and continues to be a leading economic center for high-tech innovation and development. However, even though ENERLAND™ has also been designed for companies and people to develop high technology in the region, it is clear that fun, cooperation and the fact that the whole region serves as a “Living Lab”, provides a very important differentiator element, applying the “play and learn” concept to humanize and create “green” conscience in all the visitor, showing that is possible to have development activities in a relaxed and daily atmosphere.

Finally ENERLAND™ has not only been conceived as an eco-city or a sustainable city where high technology is also developed, but also incorporates love, leisure and fun as fundamental elements to facilitate education and learning, incorporating culture, diplomacy, cooperation for development, health and sport, innovation and technology and a new way of doing economics, aimed at achieving three main objectives: the sustainability of our life on the planet, social balance and fraternity among people.

ENERLAND, IS COMPRISED OF A TERRITORY, INTELLIGENT, PROACTIVE & SUSTAINABLE (TIPS) FOCUSED ON THE PEOPLE

The Territories, Intelligent, Proactive and Sustainable (TIPS) are those that consider the citizen as the center of their sustainable development model and coherently approach the challenges of globalization and climate change, within the framework of the UN Sustainable Development Goals.

They are innovative cities and regions, capable of finding a balance between the aspects of: competitiveness and economic innovation (Innoeconomy); education and development of the intelligence of its people; scientific and technological development and its application for the benefit of its citizens; cohesion and social development; integral security; environmental and cultural sustainability, and finally, the wellbeing and happiness of its inhabitants and visitors (Economy of Happiness).

The proactive cooperation between what we call the "TRIPLE E" (in Spanish Estado-Educación-Empresa): State - Education - Enterprises, is an aspect that allows undertaking with great ease projects that in a confrontational environment and lack of shared objectives would be impossible.

In general, all cities offer a very complex and exciting field of possible relationships and complementarity. The organization of metropolitan territories and urban regions is possibly the most difficult urban planning challenge of the 21st century. However, their assertiveness will depend on the way in which cooperation is addressed under a B2A (business for all) approach.

The Territories, Intelligent, Proactive and Sustainable (TIPS):

- Bet on being different; this being their true motivation.
- Count on citizens as a fundamental part of the model, educating and developing their intelligence.
- Work to maintain the self-esteem of their citizens and to build their own territorial identity together.
- Are environmentally sensitive and responsible.
- Are able to add value and be proactive.
- Are committed to fraternity, cohesion and sustainable human development.
- Maintain coherent and dynamic governance structures.
- Maintain a dialogue with the surroundings and with other territories.
- Use creativity, innovation and "gaming" as development tools.
- Promote connections with city networks.
- Incorporate digital technology and digital contents.
- Integrate the physical and the virtual worlds.
- Work to achieve a high index of well-being and happiness (IBE).



ENERLAND™ is seeking to establish a new intelligent territory paradigm based on People through Energy. As a result, it will provide a more sustainable environment through rationalization and exploitation of resources.

Among others, on this space we will have services and common utilities, such as sanitation, water, air and soil treatment, recollection, and treatment of solid residual products, parking lots and sustainable mobility to optimize their use.

ENERLAND™ is seeking to establish a new intelligent territory paradigm based on People through Energy. The very first smart cities were based on automation, buildings sensors, illumination, traffic control, etc. In ENERLAND™ and its area of

influence, each and every element will be able to communicate between themselves and us through the Internet of things, by increasing collaboration among all those elements. As a result, will provide a more sustainable environment through rationalization and exploitation of resources.

On this space, we will have services and common utilities, such as sanitation, water, air and soil treatment, recollection, and treatment of solid residual products, parking lots and sustainable mobility to optimize their use.

In every moment visitors will be able to see through their mobile/cellular dispositive and information panels around the premises how much energy is been consumed and generated as well as other park and its systems related data. It has been planned that all these applications be extended to the rest of the territory.

The vision “Intelligent, Proactive & Sustainable Territory” adopted by ENERLAND™ will enclose technological and social aspects and the interaction between them. So, the next step from the Internet of things will be the Internet of persons, where technology will be focused on people and their interactions:

- Construction process by minimizing carbon footprints.
- Sustainable urbanism with buildings bio-climatically designed in order to be more efficient and less energy consumed.
- Intelligent and efficient energy management.
- Environment, management and water, soil and wind treatment.
- ECOPARK: for 100% of residual products treatment, recycling, and management.
- Urban mobility, where on foot displacements, transport alternatives such as conventional and electric bicycles, individual and public transportation will be a priority.
- Due to the huge amount of information generated by the Internet of things, a center for data and telecommunications will eventually manage the security. Therefore, striving for high-efficiency levels in all our installations and premises.
- Free and easy to access connectivity for all users.
- Production, management, and food security.
- Citizens' participation.
- Health and personal attention.
- Sustainable tourism, conventions, sports, cultural and wellness activities.
- Education and professional training.
- The Economy of Happiness and InnoEconomy: brand new points of view on the Economy and the Society of Knowledge.
- Social networks, collective intelligence, shared work and fraternity.
- Integral security.

Sustainable Urban Transportation

The transportation system was designed under sustainable urban mobility of persons, being the person of priority, the bicycle rider, electrical individual transports, and the sustainable collective transports.

Special access will be built such as bicycles route, parking lot, interurban electrical buses, smart electrical bicycles “Sun-Bik™”, with free recharge for electrical cars, special cars for the disable and special cars with no drivers. All these accesses have been planned to extend them to the rest of the territory.

Illumination

Eight thousand (8,000) light posts (Star Lights) will be providing light, fed by Eolic and photovoltaic energy. They will have no cables and their performance will be powered by WIFI.

Eco-park

This area will handle the management of urban residual products, where they will be classified, recycled and treated 100%. Its main objective is to recuperate to its maximum capacity, all the residual products wasted by visitors and neighbor districts. Also, a Biomass plant has been considered for gasification purposes, which will be in accordance with the main energy matrix planned.

At any rate, there will be an intelligent recollection of residual products, use of cleaning robots and wastebaskets, which will communicate to the central system to optimize the recollection and as result, energy will be generated.

Water: Production, Treatment, and Depuration

ENERLAND™ considers water as a research and development strategy. The needed water will be obtained from desalination through less aggressive technologies than the currently used (inverted osmosis, pluvial waters recollection, gray and black waters). By using the less aggressive methods of recollection, we will be able to debug the water and reuse the mud for agriculture and soil conservation purposes.

In order to supply with main inputs that the complex and infrastructures need and also could be extended to the rest of the island, we are planning to obtain water from the sea. The used water will be treated again, so it could be reused to irrigate, cleaning meaning we are using efficiently every drop of water obtained.

Power Generation, Sanitary Water, and Air Conditioning

All the buildings and infrastructures are designed under the "GREEN BUILDING" model. This means that inputs, raw materials, water heating, and energy generation would be made in the same building and through different renewable energy plants.

Gardening and Landscaping

Natural gardens and ornamental elements will also be a part of our complex. They will be integrated according to each city district's themes, and selected plants that better adapt to environmental conditions and make the largest contributions to the C02 process. The irrigation systems will only use water obtained from themes parks, intelligently by considering the environmental humidity required by those plants.

Water pulverization systems will play a major role in different areas; since they could improve the relative humidity and bring a cool and pleasant ambient for visitors. Due to its environmental action, ENERLAND™ is eager to get involved with the community on progressively planting trees in the region under the supervision and control of specialized botanists and universities willing to participate in bringing different non-invasive and easy adapted species to the environment.

3.9 ENERGY PRODUCTION AT ENERLAND

ENERLAND, A UNIQUE INITIATIVE

One of the biggest assets in our project is being energy self-sufficient and the selling of energy surplus. This will be achieved by tight control on production and demand. In order to guarantee a steady offer with high quality internally and externally.

Estimated Energy Production

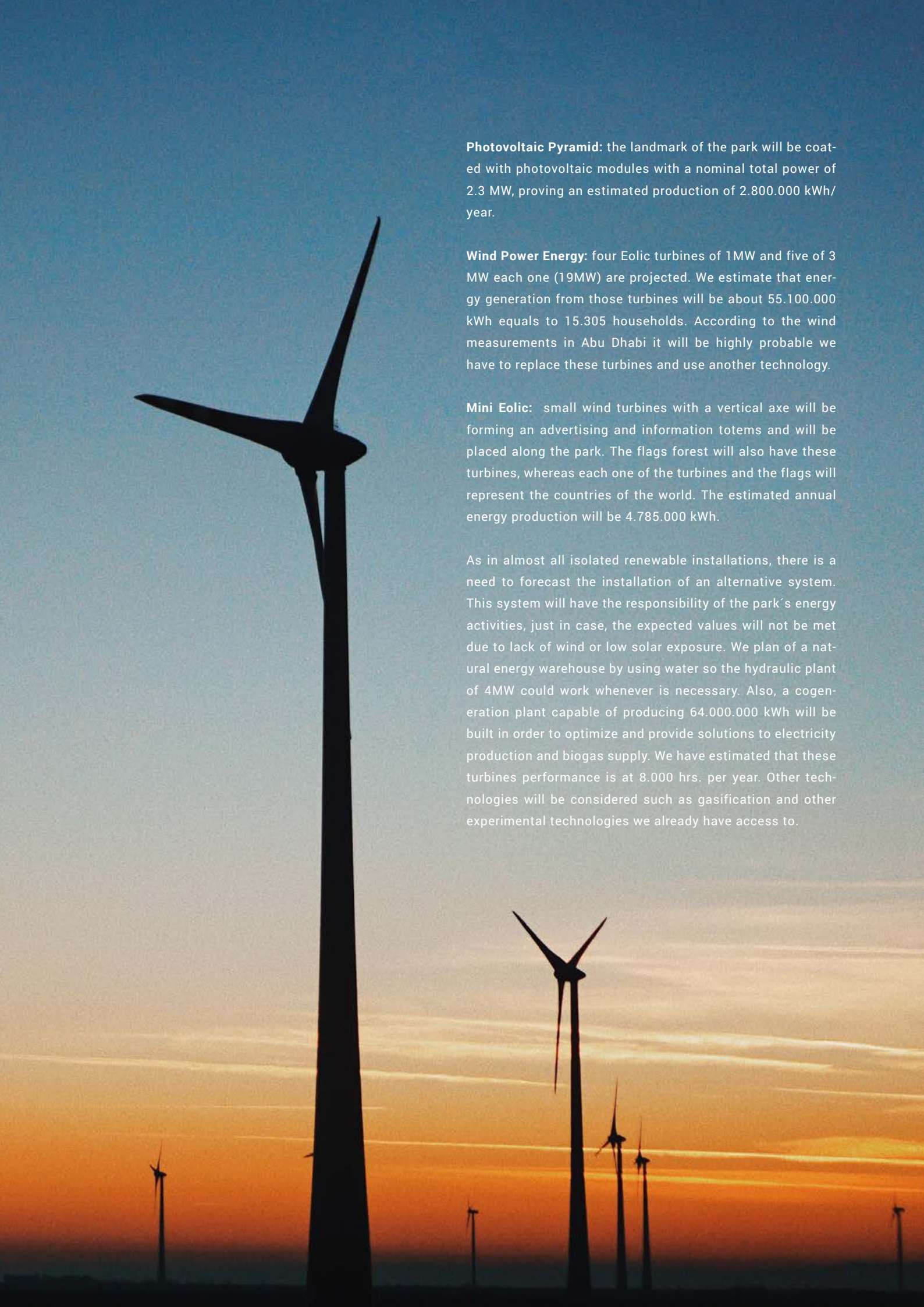
In order to meet the complex demand of energy, the latest technologies will be available for energy generation.



Parking Lots: all parking spaces will have a structure that will provide shelter to vehicles; whilst their surface will be employed to install photovoltaic panels. Therefore, an energy production plant (20MW) will be placed at least in the first phase. The irradiation data of the zone indicates an estimated energy production of 37.000.000 kWh per year, meaning 10.277 households with an average consumption of 3.600 kWh /year.

Open Spaces: along the park and integrated with its themes, there will be solar followers with a 1MV power. Also, there will be electricity generation obtained by movements and placed as games, billboards and photovoltaic pergolas, which will provide shelter to walkers.





Photovoltaic Pyramid: the landmark of the park will be coated with photovoltaic modules with a nominal total power of 2.3 MW, proving an estimated production of 2.800.000 kWh/year.

Wind Power Energy: four Eolic turbines of 1MW and five of 3 MW each one (19MW) are projected. We estimate that energy generation from those turbines will be about 55.100.000 kWh equals to 15.305 households. According to the wind measurements in Abu Dhabi it will be highly probable we have to replace these turbines and use another technology.

Mini Eolic: small wind turbines with a vertical axe will be forming an advertising and information totems and will be placed along the park. The flags forest will also have these turbines, whereas each one of the turbines and the flags will represent the countries of the world. The estimated annual energy production will be 4.785.000 kWh.

As in almost all isolated renewable installations, there is a need to forecast the installation of an alternative system. This system will have the responsibility of the park's energy activities, just in case, the expected values will not be met due to lack of wind or low solar exposure. We plan of a natural energy warehouse by using water so the hydraulic plant of 4MW could work whenever is necessary. Also, a cogeneration plant capable of producing 64.000.000 kWh will be built in order to optimize and provide solutions to electricity production and biogas supply. We have estimated that these turbines performance is at 8.000 hrs. per year. Other technologies will be considered such as gasification and other experimental technologies we already have access to.



A series of hydraulic electric generator turbines will be incorporated around the park. Located at places where small water influxes take place. The great majority of the machines located at ENERLAND are equipped with information on virtual reality dispositive, located in transparent cases, so our visitors could see how these machines work. In other words, when any visitor wants to look into any of these machines to see how it work, he/she will only need to point with their cellular/ mobile/tablet, etc. directly to the machines and will have access to a better understanding of the machines working. Wherever is possible, the attractions will be able to generate energy by movement, water or the sun.

As it was mentioned before, being ENERLAND, The Land of Energy™ a pioneering concept, there is no background or past references that could be related to for research purposes. Nevertheless, there are initiatives already developed or in the process of being developed, that will be available at the complex. Especially those regarding breakthrough on the subject of Smart Cities, Smart Grids, Green Buildings, communications, sustainable mobility and development of theme park attractions among others. The mentioned subjects will be evaluated and included in the new concept for the rest of the territory, as soon as they are ready and approved. However, many of these applications would require the development of new technologies or new adaptations for which the need to develop parallel sub-projects would be done with the help of different R+D+I centers.



Energy Storage

This is one of the most important objectives among the renewable sector. ENERLAND™ has designed structures to take advantage of water storage to be used later on to produce energy. This is done through a system that combines hydro-electric and solar pumps. Simultaneously, we are contacting companies specialized in building high capacity batteries to storage energy produced with renewable sources. These companies have shown interest to install their equipment in ENERLAND™, thus using our premises as a testing ground and technological storefront for their products and services.

Independent Network of Alternative Energy and Control Systems

RIE™ is an innovative form to provide and control energy. Through a local intelligent network (Smart Grid), will allow connecting different infrastructures and buildings by sharing and spreading the energy needs throughout each one.

RIE™ will simultaneously control and manage the consumption needs, production and surplus that would be generated by the park's attractions. The park has been conceived as a big mix clean energy generator. It will produce energy for consumption and /or selling 24/7. So, the attractions, buildings, etc. will be working even though no visitors are present.





3.10 MARKET ANALYSIS

SECTOR PERSPECTIVE

The main objective of the leisure sector in the field of Amusement Parks is aimed solely at fun. At present, there is no amusement park in the United Arab Emirates, or anywhere else on the planet, that offers a complete, differentiated and innovative product like the one offered by ENERLAND™. As already explained, this project can be understood from multiple perspectives, and has been the only one able to incorporate and perfectly complement in a single concept, elements as varied as: a large theme park, a sustainable and intelligent city, a large plant electricity, a formal educational center, a world center for research, development and innovation, a center for development cooperation, an innovative convention center, a large cultural center, a center for health improvement and a large shopping center, others. Consequently, it is understood that all these elements will be a differentiating factor in our offer, occupying a unique place in the Market.

However, although we do not find competitors that offer a perfect substitute product for ENERLAND™, we do find several agents that operate within the same market segment, which have a wide and recognized track record. These will compete strongly with our park, despite the growing demand for leisure worldwide.

ANALYSIS OF THE FIVE COMPETITIVE FORCES OF MICHAEL PORTER

The strategic model of the five competitive forces of Michael Porter is an effective management tool that allows an external analysis of the company, within the competitive environment to which it belongs (Industry of culture and leisure).

The five competitive forces are the following:

1. The threat of entry of new competitors

The benefits perceived by the operating companies in the culture and leisure industry (in which the large producers of thematic and entertainment parks are integrated) are a clear incentive for potential competitors. If the perceived benefits are high, the new companies will want to be part of the industry immediately. When a new company manages to join this industry, the total benefits must be distributed among more suppliers and, consequently, each company will obtain a lower profit. The process will be repeated several times until the total surplus is completely canceled. Then, the number of companies belonging to that segment will be immovable (economically it will be a long-term or stabilized situation) and the entry incentives will be equal to zero.

Explained the entry process, it is worth noting the extreme importance of the barriers that ENERLAND™ will have to hinder the passage of future competitors. What interests us, of course, is that our organization receives additional income for a long time or, in other words, that the situation of economic stability (total surplus equal to zero) arrives as late as possible. In order to achieve this, ENERLAND™ will make use of the aforementioned barriers, which depend, mainly, on two factors:

Scale economics: In what concerns the construction of large amusement parks and leisure, normally large companies have the ability to work under economies of scale. The meaning of this concept is very simple; As the number of units produced increases, a fall in unit costs (decreasing average costs) is generated. Due to the fact that ENERLAND™ intends to house an approximate building area of 1,871,581.42 m², it will be able to obtain substantial reductions in terms of costs, that is, it will work under the comparative advantages offered by economies of scale. Of these advantages can only benefit competitors who are going to offer a product of a similar size to ENERLAND™, and worth the redundancy, this is quite complicated so this factor would be reinforcing our barrier.

Differences of the product: In the culture and leisure industry there is a clear tendency towards differentiation, which gives a special and powerful role to the way in which services are delivered, the number of attractions offered and the quality of the product. Through this marketing strategy, which constitutes a powerful and solid barrier to entry, ALONDRA has proposed to offer a project with a network of goods and services that, without a doubt, will be perceived by the consumer as unique. This happens because, despite the strong rivalry offered by competing companies in the exclusive area of attractions, ENERLAND™ competes under criteria of sustainability and the environment, being a pioneer in using renewable energies as the main engines of its activity.

2. Competitors

As already mentioned, in strict rigor there are no perfect competitors for ENERLAND™ since it is the only one in the industry that will provide this type of services and many other additional services under sustainability criteria. The competitors are detailed in the section "Analysis of the competition".

3. Threat of substitutes

A market or segment is not attractive if there are real or potential substitute products, therefore, ENERLAND™ is characterized by being a great attraction, not only because it is a 100% sustainable amusement park, which makes it unique in the world, but also, for being an Intelligent, Proactive and Sustainable City, with a high technology and a great innovative capacity. This causes the threat of substitutes to be low or zero if the main characteristics of ENERLAND™ are taken into account. Nevertheless, as a threat, we can highlight the existence of certain attractions in other parks or the international recognition that theme parks and attractions in the world have obtained since the beginning of its inauguration, especially Disney and Universal Studios and probably Warner Bros. World Abu Dhabi and Ferrari World Dubai at The Emirates.



4. Power of negotiation of suppliers

In relation to this point, we can affirm that there are multiple suppliers in this industry and that among them there is a high degree of rivalry to capture the largest market share. That is why our concern due to the possible existence of some kind of oligopoly with enough power to set exorbitant prices disappears.

In our case, we could use several suppliers and choose the purchase option that best suits our interests, given the wide range of offers. Therefore, we could conclude that there is no monopolistic company in this area and, although it would be absurd to say that there is a situation of perfect competition (companies are price-acceptors and have no power to set a price above the marginal cost), the bargaining power of these companies is acceptable.

5. Clients' bargaining power

As for the possible pressure that could be exerted by organized groups of consumers on the final price of our product, there is no obstacle either. We do not foresee any type of monopsonist organization, given that consumers are many and very independent of each other. Although there is the possibility of offering discounts on prices for organized groups, it must be borne in mind that this discount is determined by the social policy of ENERLAND™ and not because the clients have high bargaining power.

After observing the Porter analysis we came to the conclusion that ENERLAND™ has a high attractiveness mainly due to its high barriers to entry, the lack of perfect substitutes, the low bargaining power of both suppliers and customers and, finally, and no less important, due to its high degree of differentiation in terms of smart city, sustainability and the environment.

THE POTENTIAL MARKET

A. GLOBAL TRENDS

New trends in travel and tourism demand show that in a few years, it will be very difficult to find consumers who do not meet the criteria of preservation of the environment.

Nature is becoming one of the most attractive and important elements for travel decisions and tourism as an industry. In fact, the United Nations considers ecotourism as a rapid way to expand demand. In this sense, people are becoming more and more aware in terms of their own carbon footprints when it comes to deciding the fate of their next vacation.

This is the reason why people have started looking for different ways of vacationing, even to decide the means of travel since, for example, the transfer to distant destinations by plane, consume a lot of fuel and emit large amounts of CO₂, having negative effects on other environmental variables.

This is where our ENERLAND™ project will bring added value to the city of Abu Dhabi since it has been designed to be 100% sustainable, 100% renewable, 100% green. With this, tourists, who spend their holidays in it, will have fun and at the same time will contribute to sustainability from the real point of view. On the one hand, they will experience, in the first line, the phenomenon of generating and consuming clean energy while they have fun, they will educate themselves and become aware; and on the other hand, they will be contributing with their consumption to technological development and the development of green projects with a clear contribution to the Development Cooperation of other nations of the world, within the framework of the Sustainable Development Goals of the UN.

In this context, it is necessary to evaluate the characteristics of the new consumer, within the framework of global trends:

- *The new consumer is a perfect multi-consumer in terms of travel and tourism.*
- *The new consumer wants to consume, but spend as little as possible without squandering.*
- *They demand more service and value for money because he has more information.*
- *They demand realities, not promises.*
- *They want to be more active.*
- *The new consumer is more educated and wants to satisfy and cover more interests.*
- *They stays are for shorter periods of time.*
- *The new consumer looks for alternatives in terms of exotic elements and adventure, as well as depending on long flight trajectories.*
- *They ask for more personalized products and packages, demanding nature, sustainability, risk and adventure, relaxation, culture, and gastronomy, among others.*

B. ANALYSIS AND DIAGNOSIS OF THE CURRENT SITUATION: PEOPLE, PLACE, AND PRICE

B.1. PEOPLE

Target - Target population

The ENERLAND™'s target as a theme park is initially aimed at young people and children, school groups and families with children. However, if we analyze the rest of the product's approaches, additionally we expect to receive people and groups aware of the environmental issue, with a special interest in renewable energies and sustainability, and with the education and culture.

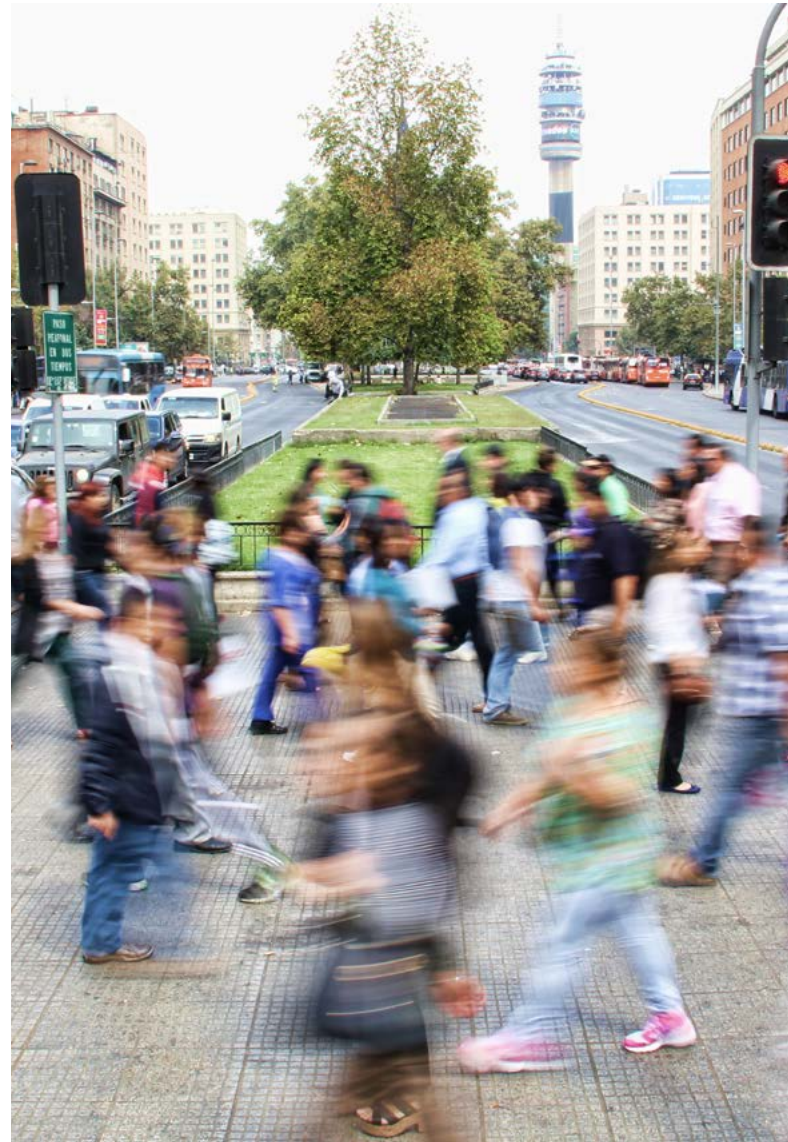
This does not exclude the elderly segment, which will also have a very special treatment in ENERLAND™, including the incorporation of a "Sensations Wellness Center" health and wellness center, the "World Anti-Aging Agency" and other

comprehensive services, as part of the commercial and leisure offer of the park.

In this sense, we find ourselves with a fairly broad offer aimed at almost all segments classified by age.

Additionally, the park is conceived as multilingual, multiracial, without distinction of sexes, religion or any other type of bias, so the diversity implicit in its definition gives it a universal and poly-cultural character that neither segments the market under any of these parameters.

Another type of client that has been considered is the corporate and institutional client, since the park is designed to be a convention center and a center for teaching and technological development, technology marketer, formal programs of undergraduate and graduate studies and training courses in general, among others. In this sense, workers, entrepreneurs, technology centers, universities, students, professors, researchers, NGOs, and public administrations also have a place in ENERLAND™.



Seasonality

Instead Abu Dhabi and Dubai receive international tourist during the whole year, the high season in Dubai, according to the reports of Hotelbeds Group, is from October to April, being January the month with the most visitors. So we can assume that the same tourist behavior occurs in Abu Dhabi.

The volume of the national and foreign market related to the project

According to Hotelbeds Group, Dubai occupies the sixth place in the ranking of the main destinations in the world in bookings made through their beds platform.

Orlando is the city that heads the ranking, followed by New York, Paris, Rome, and London.

Among the urban destinations of the Middle East, **the cities of Abu Dhabi and Doha occupy the second and third places** and it is Dubai who leads the classification with a considerable advantage. In fact, Dubai represents 65% of the total number of hotel nights booked through the Group in the Middle East.

According to the Group's reservation data, Indian tourists travel the most to Dubai, followed by residents of the United Arab Emirates (UAE), the Saudis and then the Spaniards. The issuing markets that recorded the highest growth compared to the previous year are, in ascending order, Spain, China, Germany and the United States (where growth has been very significant).

More than 2 million tourists visit Abu Dhabi so far in 2018, a 5 percent increase in half-yearly numbers compared to 2017. Latest figures released by the Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi) also showed that the number of hotel guests staying in the emirate during June rose by 6 percent compared to the same month a year ago, with Saudi Arabian and US guests underpinning the uplift.

DCT Abu Dhabi said the figures showed that the emirate is on track to exceed 2017's record-breaking numbers of guest arrivals when close to five million people stayed in the UAE capital.



On the other hand, considering the study: "Tourism in MENA Region", made by UNWTO (World Tourism Organization) in March 2019, we can also mention:

- The United Arab Emirates (USD 21 billion) is the top tourism earner in the MENA region, followed by Saudi Arabia (USD 12 billion), Egypt and Lebanon (USD 8 billion each), Morocco (USD 7 billion), Qatar (USD 6 billion), Jordan (USD 5 billion) and Bahrain (USD 4 billion).

- Just in Dubai, the total of International Tourist Arrivals was 15.8 million in 2017 and 15.9 million tourist in 2018.

Tourism trends in the MENA region

- The MENA region comprises a diverse group of 14 countries in the Middle East and 4 countries in North Africa, including established and emerging destinations in the Mediterranean and the Arabian Peninsula to high-spending outbound markets from the Gulf Cooperation Council (GCC).
- The Middle East and North Africa (MENA) region welcomed 87 million international tourist arrivals in 2018, equivalent to 6% of the world's total arrivals.
- International arrivals in the MENA region grew an estimated 10% in 2018, after a 7% increase in 2017, based on data available so far. Taken as a world region, this would be the fastest-growing group in 2018, due to strong results in both the Middle East and North Africa (both +10%). Only a few destinations in the region have reported 2018 full-year data.
- Of the total MENA arrivals, almost three quarters (73%) correspond to the Middle East and some 27% to North Africa.

- This remarkable performance reflects the continuous recovery of destinations that suffered setbacks.
- Saudi Arabia, the largest MENA destination, rebounded with double-digit growth in 2018, adding some 5 million international arrivals over last year to reach 21 million. Such remarkable growth was pushed by comprehensive tourism development initiatives conducted in 2018, in line with the Saudi National Transformation Plan 2020, including entry visa facilitation for some markets, international tourism festivals organized in different cities of the Kingdom, as well as the expansion in tourism infrastructure such as the Haramain high-speed railway. Forthcoming projects at the Red Sea, Al-Gidya and Neom will enhance the positioning of the Kingdom in the world tourism map.
- Egypt also enjoyed a continued strong rebound, however, with results still pending for the second half of the year. Egypt has seen large inbound flows from Germany and other European source markets. The country has recently launched an innovative 'People to People' campaign to promote Egyptian culture, heritage, and people.
- Jordan has seen positive growth in the first nine months of the year, benefiting from the recovery in Egypt, as many tourists book joint tours to Jordan and Egypt. New routes connecting more European cities to Amman and Aqaba were opened last year.

Growth in international arrivals was rather flat in Dubai (data for the United Arab Emirates is not available), though the destination has been one of the fastest-growing in the region since 2010 along with Bahrain. Dubai will host the Expo 2020 next year. The UAE continued to tackle new markets such as Nordic, Eastern European and CIS countries. Major cultural events such as the international book fair in Sharjah, unique adventure attractions such as the world's longest zip line in Ras Al Khaimah or the Ajman Run and other sports competition in Ajman, complemented the leisure and business offers of Dubai. The brand positioning campaign 'I Found Ras Al Khaimah' was launched to raise awareness and position the destination in all of its source markets.

- The region earned USD 77 billion in international tourism receipts in 2017, an estimated 6% of the world's receipts.
- Destinations in the region share vast natural, cultural, heritage and religious tourism assets. The region is home to leading hubs connecting all parts of the world, supported by well-developed infrastructure and a wide offer covering sun and sea, cultural, sports, shopping, cruise, meetings and health tourism as well as man-made top attractions.
- Tourism is a major economic pillar in many MENA countries and has become a strategic component in the diversification of oil-based economies.
- MENA represents a market of 389 million consumers or 5% of the world's population. It has a combined GDP of USD 2.4 trillion (2017) accounting for 3% of the world's economy.

International tourism in 2018

- International tourist arrivals (overnight visitors) grew by 6% in 2018 to reach a total of 1.4 billion. This represents a consolidation of the strong results of 2017 (+7%) and exceeds the rate of 4% or higher growth recorded every year since 2010.
- Overall results were driven by a favourable economic environment and strong outbound demand from major source markets, in particular, the Russian Federation, France, Australia, the United States and the Republic of Korea.
- Trends also show strong outbound travel from fast-growing emerging markets, especially India, but also from smaller Asian and Arab source markets.
- Given the remarkable growth of international arrivals in recent years, the 1.4 billion mark has been reached two years ahead of UNWTO's long-term forecast issued in 2010. More affordable air travel, technological changes, new businesses models and greater visa facilitation around the world have accelerated growth in recent years.

International tourist arrivals, 2018

- By UNWTO regions, the Middle East (+10%) and Africa (+7%) led growth, while arrivals to Asia and the Pacific and Europe (both +6%) increased in line with the world average. The Americas saw a growth of 3%.

Positive outlook for 2019

- Based on current trends, economic prospects and the UNWTO Confidence Index, UNWTO forecasts a growth of 3% to 4% in international tourist arrivals worldwide in 2019, more in line with historical trends.
- The projection for Africa is 3% to 5% growth in 2019, after 7% last year, as some destinations consolidate their rebound. Prospects for the Middle East point to 4% to 6% growth, following a 10% increase in 2018.
- Stable oil prices are expected to contribute to more affordable travel, thus enhancing connectivity and attracting new markets.



In the case of Abu Dhabi, according to Mohamed Al Mubarak, chairman of DCT Abu Dhabi (Dubai's Department of Tourism and Commerce Marketing) Abu Dhabi's international visitor numbers rose last year, buoyed by tourists from India and China, as the capital adds to its cultural and entertainment offerings.

The UAE capital hosted 10.27 million visitors in 2018 with growth across a range of sectors, Abu Dhabi's Department of Culture and Tourism said without providing a comparative figure. More than 350,000 cruise visitors docked at its shores and more than 2.6 million people visited its cultural sites.

"We will continue to push for growth, and are working toward the introduction of further landmark initiatives and attractions in the coming years that will cement Abu Dhabi's position as one of the fastest-growing destinations in the region in the last three years," said Mohamed Al Mubarak, chairman of DCT Abu Dhabi.

Abu Dhabi is seeking to grow its tourism sector as part of a push to diversify the economy and reduce reliance on oil revenues. The capital is looking to boost the number of visitors across the business, medical, cultural and cruise tourism sectors. In addition to Louvre Abu Dhabi, the emirate also reopened its oldest building, the Qasr Al Hosn fort site, as a museum.

India, China, and the UK remained the top three source markets for tourists into Abu Dhabi in 2018, according to the DCT.

The emirate recorded double-digit growth in the number of hotel guests from the three markets, it said, without providing figures.

Dubai had 15.92 million visitors in 2018, up 0.8 percent from a year earlier, according to official figures released earlier this month. India retained its spot as the emirate's top source market with more than 2 million travelers, according to Dubai's Department of Tourism and Commerce Marketing.

Finally, according to the Department of Economic and Social Affairs of the United Nations, the population of the United Arab Emirates amounted to 9,916,115 inhabitants. It is estimated that the population of Abu Dhabi could be located at 2,956,627 inhabitants.

Estimated visitors of ENERLAND™ in the first year

In order to carry out the present study with fairly conservative figures **we estimate 2,000,000 visitors to ENERLAND during the first year,** considering, on the one hand, the number of international tourists who visited Abu Dhabi by 2018 and so only the inhabitants of said Emirate, which in total **the target population would be surrounding 5,000,000 tourists,** between local and international tourist.

B.2. PLACE

The United Arab Emirates (UAE), is a country in Western Asia at the southeast end of the Arabian Peninsula on the Persian Gulf, bordering Oman to the east and Saudi Arabia to the south, as well as sharing maritime borders with Qatar to the west and Iran to the north. The sovereign constitutional monarchy is a federation of seven emirates consisting of Abu Dhabi (which serves as the capital), Ajman, Dubai, Fujairah, Ras Al Khaimah, Sharjah, and Umm Al Quwain.

Their boundaries are complex, with numerous enclaves within the various emirates. Each emirate is governed by a ruler; together, they jointly form the Federal Supreme Council. One of the rulers serves as the President of the United Arab Emirates.

The United Arab Emirates (UAE) has grown from a quiet backwater to one of the Middle East's most important economic centres.

Though traditionally conservative, the UAE is one of the most liberal countries in the Gulf, with other cultures and beliefs generally tolerated. Politically it remains authoritarian, however.

Relations with neighbouring Iran have been tense because of an on going territorial dispute over Gulf islands. The UAE was one of only three countries to recognize Taliban rule in Afghanistan.

Before oil was discovered in the 1950s the UAE's economy was dependent on fishing and a declining pearl industry. But since oil exports began in 1962, the country's society and economy have been transformed.

The UAE has diversified and has become a regional trading and tourism hub. UAE firms have invested heavily abroad.

The United Arab Emirates (UAE) has a desert climate, characterized by pleasantly mild winters and very hot, sunny summers, with the humidity of the Persian Gulf that makes the heat unbearable.

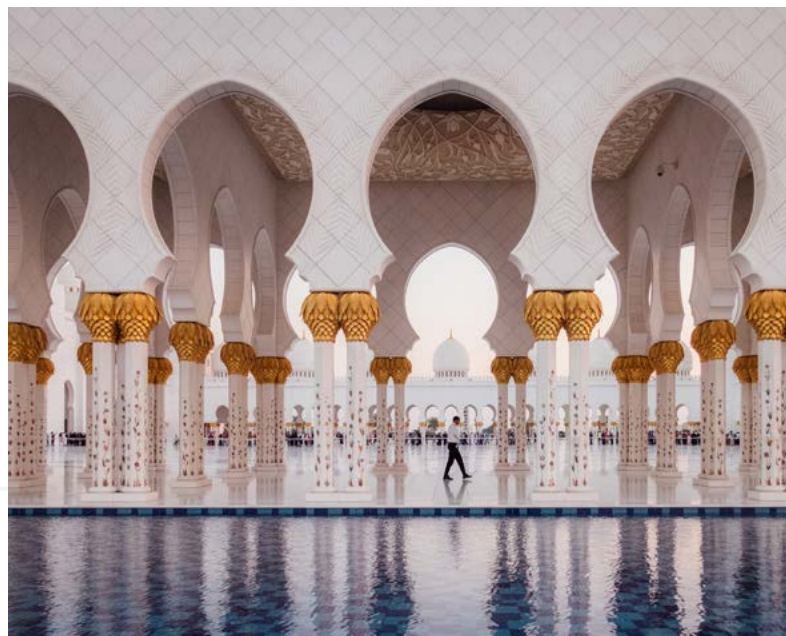
Annual precipitation is almost everywhere below 100 millimetres (4 inches) and is concentrated in the winter months. The rains are rare, but they occur in the form of showers or downpours, which can sometimes be intense.

Winter, from December to February, is very mild or pleasantly warm: the maximum temperatures range from **24 °C to 26 °C (76 °F to 80 °F)**. Sometimes, especially in January, cool air masses from the north can bring some cool and windy days, during which the temperature can drop to around 10/12 °C (50/54 °F) at night and around 16/18 °C (61/64 °F) during the day.

Summer is very hot and sunny, with daytime temperatures ranging from **38 °C to 42 °C (101 °F to 108 °F)** between May and September, and with the wind from the Persian Gulf that brings moist air from the sea, making the heat sweltering. April and October are also hot months, with highs around 33/36 °C (92/96 °F). During the hottest days, the temperature can reach 47/48 °C (117/118 °F) on the coast, and even more in the interior. Luckily, buildings are air-conditioned.

All year round, but especially in spring, the United Arab Emirates may be affected by strong winds, which can bring dust and sand storms.

In Abu Dhabi, the capital, the daily average temperature ranges from **18 degrees Celsius (64 °F)** in January (so, we are at the boundary between the subtropical and the tropical climate) **to around 35 °C (95 °F) in August.**





SUMMARY OF THE CURRENT ECONOMY OF THE UAE

STAFF REPORT FOR THE 2018 ARTICLE IV CONSULTATION (IMF)

On November 26, 2018, the **Executive Board of the International Monetary Fund (IMF)** concluded the Article IV consultation with the United Arab Emirates.

The economy is starting to recover from the 2015–16 slowdown caused by a decline in oil prices. Growth momentum is expected to strengthen in the next few years with increased investment and private sector credit, improved prospects in trading partners, and a boost to tourism from Expo 2020.

Non-oil growth is projected to rise to 3.9 percent in 2019 and 4.2 percent in 2020. The oil sector's prospects have also improved with higher oil prices and output. The overall real GDP growth is projected at around 3.7 percent for 2019–20. Inflation is expected to remain low, notwithstanding the introduction of the value-added tax (VAT) earlier in 2018. Although nonperforming loans rose during the slowdown, banks remain liquid and well capitalized.

Fiscal easing is underway to facilitate recovery. In tandem with stepped-up structural reforms to boost medium-term prospects, the authorities announced plans for a fiscal stimulus over the next three years, augmenting the planned increase in investment ahead of Expo 2020. As private sector activity picks up and stimulus measures are phased out, fiscal consolidation is expected to resume, to ensure sufficient saving of oil wealth for future generations. The overall fiscal balance is projected to turn to a surplus next year on higher oil prices and remain positive over the medium term.

The external position has also improved. The current account surplus nearly doubled last year to 6.9 percent of GDP as imports remained flat and is expected to rise further to nearly 8 percent of GDP by 2019 owing to higher oil revenues. Over the medium term, however, the current account surplus is projected to settle at a lower level as oil prices soften. Downside external risks have increased in recent months, driven by tightening global financial conditions, heightened volatility in emerging markets, geopolitical tensions, and rising protectionism.

KEY ISSUES

Context. The UAE has successfully weathered recent external shocks, thanks to its large financial buffers, diversified economy, and strong policy response. Continued fiscal and structural reforms to raise productivity while adequately saving oil revenues for future generations over the longer term will help ensure economic resilience and prosperity in the years to come.

Outlook and risks. The economy is starting to recover from the 2015–16 slowdown caused by a decline in oil prices. Growth momentum is expected to strengthen in the next few years, helped by higher oil output, increased public investment, and stepped-up structural reforms. Downside risks have risen, driven by global and regional factors.

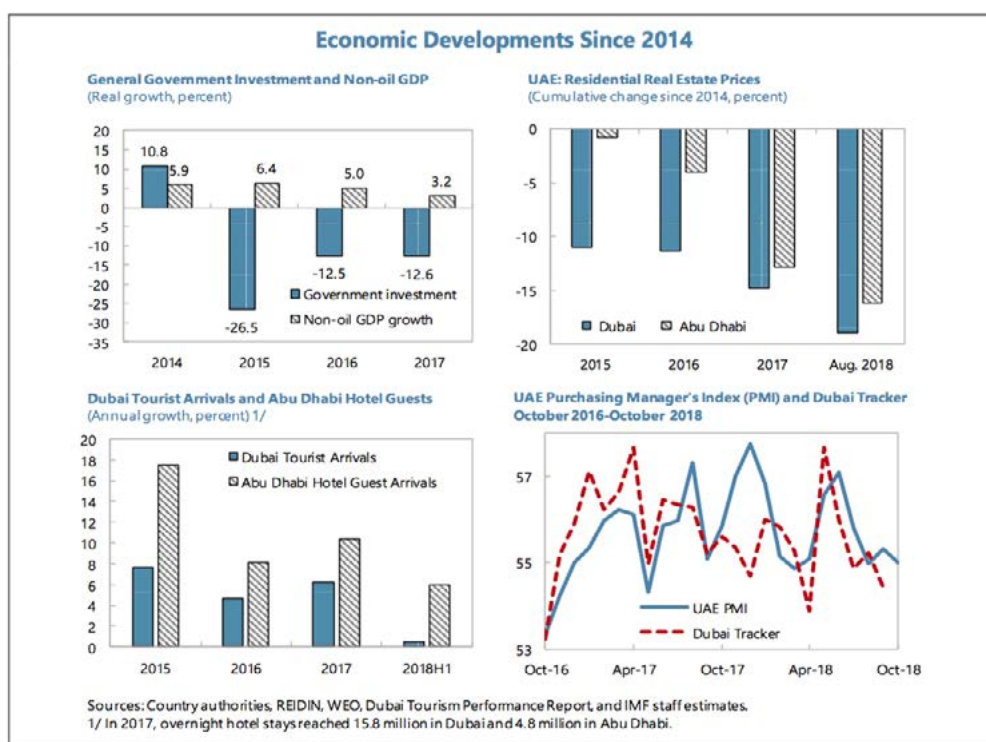
Fiscal policy. Fiscal easing is underway to facilitate nonoil growth recovery, as appropriate. Gradual and growth-friendly fiscal consolidation should resume once the recovery gains momentum to ensure intergenerational equity. Key priorities are to raise spending efficiency, continue diversifying revenues, firmly anchor fiscal policy, and improve policy coordination and management of fiscal risks.



Financial sector. Increased risks warrant heightened supervisory vigilance. Commencing issuance of domestic debt securities, strengthening the central bank's liquidity management framework, and enhancing the effectiveness of the AML/CFT regime will promote financial market stability and development.

External sector. The external position has strengthened on higher oil prices. The exchange rate peg to the U.S. dollar continues to serve the UAE well.

Diversified, private sector-led growth. Realizing the government's Vision 2021 requires a strong effort to foster productivity growth and increase the private sector's role in the economy. Reforms should focus on increasing competition, improving financial inclusion, reducing labor market fragmentation, and promoting talent.



To boost growth and competitiveness, the authorities announced a series of structural reforms in 2018 (Box 1). These included lowering fees and easing business licensing and registration, liberalization of foreign business ownership in selected sectors,³ and introduction of long-term residence visas for professionals and retirees. In addition, in September 2018, the UAE government announced a reduction in electricity tariffs for the industrial sector. Details for implementing many of these reforms, including coverage and eligibility criteria, as well as their timeline are yet to be released.

Box 1. Structural Policy Measures Announced in 2018

Government Fees	Business Licensing	Business Promotion	Foreign Investment and Resident Visas
Businesses with expired trade licenses (for more than 24 months) exempted from paying delayed and accumulated fees, provided they apply for license renewal, liquidation or cancellation (Abu Dhabi)	Instant licensing systems for most commercial activities to be implemented (Abu Dhabi) Companies operating in Dubai exempted from late license renewal fines till end-2018	A new Local Production and Procurement Support Program encourages public institutions and large companies to procure from local suppliers (Dubai)	10-year residency visas introduced for specialists in medical, scientific, research and technical fields, entrepreneurs and exceptional students; 5-year residency allowed for other students. Visa extensions eased for dependents and graduating students. 5-year renewable residency visas announced for retirees.
All government fees frozen for three years in Dubai. Private school fees frozen in 2018/19. Dubai municipality market fee halved to 2.5% and 19 fees in aviation industry eliminated	All new business licenses exempted from the requirement of having an registered office or a work space for two years and permanent home licenses allowed (Abu Dhabi)	New initiatives to facilitate eco-tourism to be developed (Abu Dhabi) Abu Dhabi Accelerators and Advanced Industries Council ("Ghadan") to be established to support high value-added investments (Abu Dhabi)	100% foreign ownership of UAE-based businesses allowed in selected sectors. Dual licenses allowed for companies operating in free zones, enable enabling on-shore operations and to participate in public procurement tenders
Selected companies to be exempted from fines and penalties accumulated as of end-2017 (Dubai)		A target of creating 10,000 jobs for nationals in the next five years announced	A review of all fines in the healthcare and education sectors initiated
Late payment fees on property registration waived (4 percent if not registered within 60 days) (Dubai)		Accelerated settlement of all delayed payments to private sector contractors announced (Abu Dhabi)	A review of real estate and infrastructure building regulations initiated with a view to easing compliance

³A new Law on Foreign Direct Investment, issued in November 2018, provides a framework for the UAE Cabinet to allow increased foreign ownership in selected sectors (yet to be identified) and sets out the process for applying for majority foreign ownership.

Creating a Vibrant, Diversified, Knowledge-Based Economy

Realizing the authorities' Vision 2021 requires further reforms to boost the role of the private sector and improve competitiveness.

While welcoming the recently announced policy initiatives, staff encouraged the authorities to clarify the specifics, and continue deepening and broadening reforms. Stronger and more diversified nonoil growth forms a base for sustainable fiscal revenues and long-term employment and entrepreneurship opportunities for the growing national population of the UAE, in addition to increasing returns to shareholders. Strengthening synergies between GREs from different emirates would improve efficiency by realizing economies of scale and scope. Integrating domestic financial markets would achieve similar benefits while increasing market liquidity and expanding the investor base. Privatizing nonstrategic GREs and bringing them within the scope of competition laws and regulations would boost efficiency and productivity growth. Building on the recently adopted FDI Law, liberalizing foreign investment outside the free zones could bring in new capital and spur diversification and innovation. It would also increase liquidity in the stock markets, enabling local companies to raise capital more easily and facilitating GRE privatization.

There was agreement that creating an "ecosystem" conducive to SME development would boost diversification, innovation, and job creation. The SME Council and the newly created high-level committee on SME financing are already moving in this direction, and close coordination among all stakeholders would be essential for success. Improved coverage by credit bureaus and collateral registries is also a welcome step towards improving currently low access of SMEs to bank finance. (Implementing the new bankruptcy law would support these efforts.) At the same time, relaxing risk weights on SME loans or other regulatory forbearance by the CBU could undermine financial stability. Beyond bank finance, fostering the development of domestic capital markets and a coordinated approach between on-shore and off-shore regulators in the fintech area would broaden SME sources of capital, while mitigating financial risks. Any direct government support for SMEs, including grants and guarantees, needs to be reflected in the budget.

Another priority is promoting talent and inclusiveness. Building on the recent introduction of long-term visas for highly-qualified expats, further steps to reduce fragmentation between national and expat labor markets, as discussed below, would support the authorities' Emiratization agenda while continuing to attract expat talent. Controlling the size of the civil service and bringing its wages and allowances more in line with those in the private sector would increase incentives for nationals to apply for private sector jobs or explore business opportunities while supporting fiscal consolidation. In tandem, strengthening education and training in areas that are in demand in the private sector would be important. While the gender gap is the second lowest in the GCC, it is still far higher than in global comparators. Building on past success continued efforts to increase female labor force participation would increase the pool of talent in the economy. Staff welcomed the adoption of the Equal Pay and Gender Equality Law in May 2018, which requires equal wage and nonwage benefits to be accorded to male and female employees in the national and expat labor force. Consideration could be given to introducing gender budgeting in the coming years.

IMF STAFF CONCLUSIONS

- The economy has been adapting well to the prolonged decline in oil prices since 2014.
- The main fiscal policy priority is to support the recovery in the short term and resume fiscal consolidation in the medium term.
- Continued strengthening of the policy framework and coordination would help realize the authorities' Vision 2021.
- Heightened supervisory vigilance is needed to support external and financial stability.
- Creating a vibrant, diversified, and knowledge-based economy requires further reforms to boost the role of the private sector.
- Promoting talent and inclusiveness is important for improving competitiveness.
- Continued improvement in economic statistics would facilitate decision-making and enhance credibility.



According to the analysis made by The Economist Intelligence Unit (March 2019), The United Arab Emirates will remain politically stable domestically in 2019-23 despite regional tensions. A possible transfer of power in Abu Dhabi from the current ruler, who is in poor health, to the crown prince will pass smoothly. Real GDP growth will pick-up in 2020 with the hosting of World Expo 2020. Economic diversification efforts and improving the business environment, mainly in Dubai, will be the major policy priorities. Government revenue will, however, remain dependent on the hydrocarbon sector.

IN CONCLUSION...

Considering the complete analysis made above, The UAE could be considered as a very good place to develop ENERLAND™ and its concept, including the implementation of a Human Development Program in order to transform progressively the whole region into an Intelligent, Proactive and Sustainable Territory. Nevertheless, the contribution of the UAE Authorities will be fundamental to reach the goals ENERLAND™ pretends in the region.

“UAE is a very good place to develop ENERLAND™. But in order to promote the desired changes, it is important that the UAE Authorities declare ENERLAND, The Power of Fun™ as a Strategic Project of Public Interest in the country.”



3.11 COMPETITIVENESS

ANALYSIS OF COMPETITION

The most important competitors installed in the United Arab Emirates are mainly three (3):

Ferrari World Abu Dhabi is a mostly indoor amusement park on Yas Island in Abu Dhabi, United Arab Emirates. It is the first Ferrari-branded theme park and has the record for the largest space frame structure ever built. Formula Rossa, the world's fastest roller coaster, is also located here. Officially opened to the public on 4 November 2010, Ferrari World Abu Dhabi covers an area of 86,000 square meters. Ferrari World Abu Dhabi was named the "Middle East's Leading Tourist Attraction" at the World Travel Awards 2015 & 2016. In 2017 and 2018, Ferrari World Abu Dhabi was named as the "Middle East's Leading Theme Park" at the World Travel Awards, as well as the Middle East's Best Theme Park by the Middle East and North Africa Leisure and Attraction Council (MENALAC) for 2018, in addition to receiving the Trip Advisor Certificate of Excellence in 2017.

Warner Bros. World Abu Dhabi is an indoor amusement park in Abu Dhabi, United Arab Emirates, owned and developed by Miral Asset Management at an expected cost of \$1 billion. The park features characters from Warner Bros.'s franchises, such as Looney Tunes, DC Comics, Hanna-Barbera, and others. The park is located on Yas Island near Ferrari World and Yas Waterpark and is the third Warner Bros.'s theme park. An adjoining hotel is also being built at the center of Yas Island. The park contains 29 rides, restaurants, attractions, shops and shows and its Operating Season is year-round. The park was opened on July 25, 2018, occupying an area of 1.65 million square feet equivalent to 15,9 Has.

IMG Worlds of Adventure is an indoor amusement park in the United Arab Emirates in Dubai. It is Dubai's first mega themed entertainment destination. The park is divided into five "epic zones". Two of the five zones represent global brands Cartoon Network and Marvel, while IMG Boulevard and the Lost Valley – Dinosaur Adventure zones are original concepts created by the IMG Group. Novo Cinema is the fifth section of IMG Worlds of Adventure and agreement was signed between Novo Cinema and IMG World of Adventure in May 2015. It is the largest temperature controlled indoor themed entertainment destination in the world, covering an area in excess of 1.5 million square feet (140,000 m²). With the capacity to welcome more than 20,000 guests a day, the destination features roller coasters, thrill rides, and other attractions based on popular Cartoon Network characters, iconic Marvel Super Heroes and animatronic dinosaurs. Other facilities include a variety of themed retail stores and dining venues and a 12-screen Novo cinema complex. Opened on August 15, 2016, with an Operating season Year-round.

The great rivals of ENERLAND™, worldwide:

Walt Disney Attraction:

Walt Disney World Resort: The main competitor of ENERLAND™, considering the various attractions offered and its large number of visits each year is without any doubt, Magic Kingdom, because in 2017 more than 20.45 million people enjoyed the park, becoming the most visited theme park in the world, according to the 2018 Amusement Assistance Global Report.

It is located at the Walt Disney World Resort in Florida and is coordinated and directed by the Walt Disney Company through Walt Disney Parks and Resorts. It has six thematic areas: Main Street, U.S.A; Adventureland; Frontierland; New Fantasyland; Tomorrowland and Liberty Square.

Disneyland Paris, formerly known as Euro Disney is a recreational and holiday resort of 22.30 km² (2,230 ha) located 32 kilometers from the center of Paris, France. This complex consists of two theme parks Disneyland Park and Walt Disney Studios Park, a shopping and entertainment area (Disney Village), a golf course (Golf Disneyland), seven Disney official hotels and seven other associates. It's opening to the public was in April 1992 being the second Disney complex to open outside the United States, after Tokyo Disney Resort, and the first owned and operated by Disney. With 9.67 million visitors in 2017 and beating its own record, it is one of the most important tourist destinations in Europe, ranking second in the international market after the United Kingdom. Disneyland Paris is operated by a company where 39.78% of its shares belong to the Walt Disney Company (The Walt Disney Company), 10% to Saudi Prince Al Waleed Bin Talal and 50.22% belong to other shareholders. The resort's second theme park, Walt Disney Studios Park, opened its doors in March 2002, based on the entertainment and film business, after Walt Disney World's Disney-MGM Studios.

Tokyo Disneyland, which is one of the two theme parks at the Tokyo Disney Resort. It is the first Disney park that was built outside of the United States and was opened in April 1983. Built by Walt Disney Imagineering and together with its neighboring park, Tokyo DisneySea, it is the only park that is not run by the Walt Disney Company. It consists of seven areas, each with different styles: Bazaar World, the four classic areas of Disney: Adventureland, Westernland, Fantasyland and Tomorrowland, and two mini-areas, Critter's Country and Mickey's Toontown. The visits received in the complex in 2017 was approximately 16.6 million, achieving, since its opening, more than 500 million visits, making it one of the most visited theme parks in the world.

Six Flags is the seventh largest amusement and theme park chain operator was founded in Texas in 1961 and is currently headquartered in New York. The first park of this chain arose in Texas, that is why it was originally called "Six Flags over Texas", due to the six flags that have flown in Texas throughout its history: Spain, France, Mexico, Republic of Texas, United States and the Confederate States of America. Among all the parks built by the Six Flags chain we can highlight the one in New Jersey, called Six Flags Great Adventure, opened in 1972 and located next to Six Flags Wild Safari Animal Park and the Hurricane Harbor water park. The park is known for its imposing roller coasters like Nitro, Superman: Ultimate Flight, Batman: The Ride and, the highest in the world and second fastest, Kingda Ka, and one of the tallest, fastest and most The world's greatest fall angle, El Toro.

Universal Orlando Resort is a complex formed by three theme parks: Universal Studios Florida and Islands of Adventure, Universal Volcano Bay (water Park) and a fourth Themed Park in concept and design phases (<https://www.orlandoweekly.com/Blogs/archives/2018/07/23/universal-orlandos-rumored-new-theme-park-might-now-have-a-name>) all located in Orlando, Florida (United States). It is a place of daytime and nighttime fun with restaurants, shops, cinemas and nightclubs (City Walk) and six hotels. The complex started with the Universal Studios Florida theme park that opened in 1999. It was the most ambitious project ever carried out by the company at that time. After the events of September 11, 2001, tourism in general, fell sharply and all amusement parks worldwide showed a decrease in attendance, except Universal, due to the exciting attractions, shows, and tours that helped the park achieve an increase in attendance during this difficult period.



3.12 MARKETING PLAN

SWOT ANALYSIS (STRENGTHS, WEAKNESSES, OPPORTUNITY & THREATS).

To meet the objectives of ENERLAND™, Alondra must take advantage of its strengths, overcome its weaknesses, avoid risks and guarantee the opportunities it offers. Both strengths and weaknesses are internal factors that can be controlled by the company, while the opportunities offered by the market and the threats to which the project is exposed are external factors that must be faced in order for ENERLAND™ to be a successful project. Below is the SWOT matrix.

WEAKNESSES	THREATS
Scarce of own economic resources for the execution of the project.	Entry barriers due to its large size, since the investment required for its construction, is high.
High costs for the construction of the project.	Great competitors such as Ferrari World Dubai, Warner Bros. World Abu Dhabi and IMG Worlds of Adventure, on a national level and others at the international level such as Walt Disney World, Universal Studios, among others, since they have a lot of experience in the development sector of ENERLAND™.
Small business size.	Great dependence on subsidies, and loans for its construction.
	Political tension in the region.
	Current legislation on sustainable construction, generation of electricity through renewable resources and other legislation that maybe require revision.

STRENGTHS	OPPORTUNITIES
Environmental concern and awareness to contribute against to global warming and climate change on our planet.	Climatic conditions for the use of solar and heating energy.
Use of high technology linked to health, sports, smart cities and sustainability (water, air, and soil), as well as the production of clean energy by different plants (photovoltaic, biomass, hydraulic, etc.).	Accelerated growth of tourism, in particular, by events such as Dubai World Expo 2020. Governmental and private support for the tourism industry.
High experience, know-how and cohesion of qualified national and international companies, institutions and human resources for the development of the project.	The economic expansion of the country and the Abu Dhabi city. Excellent infrastructure to support tourism development and possibility to construct new ones. Presence of Museums and other local attractions.
Development and implementation of a unique project worldwide.	Increasing the business initiative and its culture.
Development of R+D+I projects and training plans in the world of ICT, sustainability, renewable energies, smart cities, among others.	Governmental and Institutional support for local and national development. Tax advantages and more opening for Foreign Direct Investment (FDI) regulations.
Flexibility for the construction of the project in different stages, generating an expansion of the demand.	Technological progress, specifically in the sector of health, smart cities, (ICT), renewable energies and sustainability in general.
Production of electric energy, clean water, and treatment of urban solid waste for consumption and sale from the beginning.	International and local labor market.
Existence of economies of scale (decreasing average costs).	Legal, institutional and citizen security.



PRODUCTS AND SERVICES POLICY

As it was previously mentioned in the reference point to Our Product, ENERLAND™ is a concept that encompasses several products or services as we have already detailed:

- **ENERLAND The Funny World**
- **ENERLAND Sustainable and Intelligent city**
- **ENERLAND Clean Energy and Sustainable Facility**
- **ENERLAND Educational Institute**
- **ENERLAND Research Center**
- **ENERLAND Communication and Data Center HUB**
- **ENERLAND Party Mall**
- **ENERLAND Convention Bureau**
- **ENERLAND Health & Wellness Center**
- **ENERLAND Sport Center**
- **ENERLAND Cultural Arena**
- **ENERLAND Magical City**
- **ENERLAND Developing the World**
- **ENERLAND Leisure District**
- **ENERLAND Complementary Developments**

In each of the aspects referred to above, ENERLAND™ will offer a range of products and services based on excellence, quality, and sustainability. Social responsibility, commitment to our values and care for our planet will be the fundamental elements that will shape our policies regarding the products and services offered.

PRICING POLICY

As already mentioned, the pricing policy of the entire park will be oriented to offer quality services at very reasonable prices and segmented by the type of market that is desired. In principle, the policy will be oriented to offer a high-quality service at a lower cost than market prices, so we are facing a very aggressive pricing policy, aimed at offering high quality at a very competitive market price.

However, according to the type of customers ENERLAND™ will receive, there will be a luxury segment that will be attended with prices commensurate with the special goods and services offered.

Prices of tickets to the Park: taking into account the quality that we will offer in the parks, we start from the price calculation for the first year of operation of the park of € 80.00 adults and € 75.00 children between 4-9 years. As a world reference, for the year 2019, Walt Disney World (4 Parks) has a price per day of € 161.00 for those from 10 years or more and € 154.00 for children between 4-9 years.

Food, beverages and merchandising: the setting of prices in stores and restaurants is very important since the biggest criticism of important world-known parks is that prices are very high for the quality of what they offer. The pricing and quality policy that will be implemented in ENERLAND™ will be aggressive and segmented. The offer will also be very extensive, in the sense of being able to meet all the needs and tastes of different customers, including the ecological and healthy segment.

Revenue from fairs, congresses, and exhibitions: pricing has been calculated below the prices of fairs and important exhibitions, setting as added quality all the services that ENERLAND™ is willing to provide.

Incomes from cultural events: the entire price policy set for the cultural offer, with the aim of making it massive assistance, since the prices are below the market. For the first year of operation, it is expected that the cost of admission to the General Theater in average: € 50.00, Opera: € 85.00, Musical events: € 50.00, Cinemas: € 10.00.

We understand that our price policy is very competitive so we pretend with this, to have massive assistance in order to make ENERLAND™ a cultural center of reference in the region and of course, worldwide.

Educational center: for the educational and research centers courses will be offered from 24, 40 and 80 hours with a cost from € 2,500.00 to € 5,000.00. And for higher courses of Specialty, Master or Doctorate with a cost of between € 6,000.00 and € 12,000.00. Very reasonable prices, considering that they will be for the first year of operation. The aim is that ENERLAND™ courses are also a reference for all technicians and professionals dedicated to the development of Intelligent, Proactive and Sustainable Territories, to renewable energies, to sustainability, to ICT and to the development of all technologies that will be addressed in ENERLAND™, such as: robotics, home automation, sustainable mobility, health and anti-aging, biotechnology, nano-technology, among others. The undergraduate offers will be made once the careers that will be promoted from the complex are defined.

Franchises and rentals in Shamandu: the rental price policy and the franchise fee has been adjusted to the maximum in order to offer a wide range of products that cover all the needs of customers, from the normal customer who is looking for economic at a good price, even the demanding customer who wants an exquisite quality, without caring about the price.

Hotels in Shamandu: the hotel offers in Shamandú will meet the needs and demands of all customers, seven (7) sustainable Resorts, all with excellent quality. Places of four (4) stars will be offered up to seven (7) stars. For the calculations made here, prices have been taken far below the reality of the product that is going to be offered. Normal market prices have been taken without taking into account the "exclusivity" of a significant part of the offer. The prices used in the study, for the first year of operation, are double room € 50.00, room 3-4 people € 130.00, room 5-6 people € 250.00. They are very cheap prices for a four-star superior Resort.



CUSTOMER SERVICE POLICY

Excellence in relation to customer services and its idealization is one of the pillars on which we must base our success and differentiate ourselves from potential competitors. There are three foundations on which our policy with customers will be based:

Security in customer satisfaction, feedback information and control: A differential element of our approach to the client is the “satisfaction guarantee” commitment by which we commit ourselves to the fulfillment of the services with quality and sustainability standards. The Department of Quality and Sustainability will act on this premise, which, depending directly on the General Directorate, will have as its mission the permanent follow-up of the guarantees applied, the complaints received and the solutions adopted.

Maximum customization in the relationship and excellence in care: Differentiation by relationship and attention with other Parks is a fundamental premise in ENERLAND™. The effectiveness in the prevention and resolution of problems that affect customers is a key element in the positioning of our brand in the market. To achieve this we will rely on three elements:

- 1 Clients will answer a computerized quality questionnaire, arranged in electronic devices throughout the park. In order to encourage them, raffles with prizes will be made (new visits to the Park, merchandising gifts, etc.).
2. The Department of Quality and Sustainability will deal with the questionnaires, the complaints of the clients will be answered and the corrective measures will be taken. The Department of Quality and Sustainability, as well as the Marketing Department, will be made up of highly qualified personnel for the management of “conflicts” and detection of “problems”.
3. All ENERLAND™ staff, without exception, will receive specific and precise training regarding the relationship with customers. Having a manual with specific rules for this purpose.

Loyalty: Naturally, an essential factor for the success of ENERLAND™ will be getting customers to repeat visits in the future, so they should always leave with the feeling of having received love, understanding and experienced great satisfaction; the feeling of having learned new things but still have many experiences to discover and enjoy.

Moreover, with the loyalty of satisfied customers, we wish they transmit to their friends and acquaintances our good work and their satisfaction in ENERLAND™, becoming these friends potential clients of ENERLAND™. For this reason, a loyalty program based on the following elements will be established:

1. **Incentives:** Discounts and gifts for recommending other visitors, or repeat visits within a certain period (for example up to 5 years).
2. **Visitors VIPS, Preferred, etc.:** Design of a program of visitors with different categories, who according to a series of parameters will obtain prizes with concrete and interesting incentives.
3. **Promotional actions:** maintain contact with customers by offering specific promotional actions. It will be done through the Quality and Sustainability and Marketing Departments.



ADVERTISING AND PROMOTION (media)

The main activities that will be carried out in order to promote ENERLAND, The Power of Fun™ are the classic ones known so far, plus others that will be designed in the face of new challenges.

Advertising will be used in the different media, public relations, tour operators and travel agencies, own and external, brochures and catalogs, merchandising, direct mail, among others.

Internet: official websites as horizontal platforms to launch other complementary activities, under a totally horizontal and enveloping concept.

Public relationships and agreements with media: a broad public relations activity will be developed, with the aim of appearing frequently in traditional media, especially television, informing ENERLAND™ and its conceptualization.

Congress, TED talks or similar worldwide: In order to explain the nature of the project, its concepts involved and the changes we want to propose an implement on the planet.

Promotional Plans of the Government of the UAE, and of the Government of Abu Dhabi: It is desired to agree with the different levels of Government that ENERLAND™ will be promoted as a the UAE project for the world.

3.13 MARKETING ACTION PLAN

In order to develop the marketing action plan, a global budget of € 18,187,000 has been budgeted. This budget includes the three fiscal periods for the construction of the first phase of ENERLAND™ 2020, 2021, 2022. We estimate this amount it is a sufficient budget to publicize the ENERLAND™ brand and generate a positive response on potential customers with the opening of it in 2022-2023.

Subsequently, in the following fiscal period, the budget for marketing actions increases substantially, with an investment in this chapter of € 40,358,000 foreseen for the year 2023.

For the development of ENERLAND™ in a competitive and constantly developing environment, we need a sales force that is based on an intelligent marketing strategy. This strategy must be designed on the basis of a matrix structure that groups together each and every one of the actions that will be adopted in an enveloping manner.

In addition, all strategy and technology to be used should be designed with a future projection of at least between five (5) and ten (10) years. This includes the development of an interactive web as a platform, blogs, APP's applications, simple video games, electronic and traditional books, loyalty club, television series, film, music, merchandising, among other complementary actions that will be progressively planned.

Only in this way will we open a significant and sufficient gap in the market and we will accelerate the growth process.

Being ENERLAND™ a totally sustainable city, with five theme parks dedicated to renewable energies, and also, being a 100% original idea, there is no competition in the market. For this reason, the decision has been made to establish four (4) significant milestones inflection points, so that the growth in the number of visitors is massive:

- **December 2019. World Presentation of the Project.** Placement of the first stone and great announcing party.
- **2020. Presentation of the ENERLAND™ at the World Expo: Dubai 2020.** Preparation of a permanent round of recruitment of allies, investors and technology partners.
- **January 2021. Pre-opening of the park** with animation show, water and lights, Grand Parade, and multitudinous concert.
- **December 2022. The formal inauguration of the park** with part of the city of Shamandu, as well as with the World of Illari and the biodiversity of the land (America Theme Park) fully built and at full capacity.

It is worth noting that from 2023 the new parks and facilities of Shamandu that will be completed, will be gradually inaugurated: the World of Alondra (Essence-Europe), The World of Baiji (Water-Asia), The World of Koori (Fire - Oceania) and the World of Yepard (Air-Africa), using the opening of each of them to substantially increase the number of visitors, prior to a global call to a high impact and relevance event.

In order to always maintain the novelty within ENERLAND™, despite the fact that at the end of the fourth Phase the entire built park will be announced, some attractions will be left to be built later and thus, from time to time, launch new attractions that keep the Illusion of visiting again.



4. ORGANIZATION AND HUMAN RESOURCES

A very important premise in ENERLAND™ is to take care of and maintain our Human Capital since it is understood that this capital is as important or more than other resources of ENERLAND™.



4.1 COMPANY MANAGEMENT

Administration of the company: ENERLAND™ will be managed by a Board of Directors formed between 5 and 11 members and a secretary. The Board of Directors will appoint a Chairman and a Chief Executive Officer who will act as the General Director and representative of ENERLAND™.

Operational Management: A Management Committee will be created. Depending on this committee, the rest of the structure will be formed, which will fundamentally be of the matrix type.

4.2 FUNCTIONAL ORGANIZATION OF THE COMPANY

Considering the complexity of ENERLAND™ in terms of its scope and dimension, it is important to emphasize that it will be necessary to create a set of complementary companies that will make up the Holding of the UAE.

These companies must be independent centers of income generation and cost centers. For the development of these companies, as well as the various departments that will comprise them, we will have the proven experience of other companies in the sector, adapting this experience to the integral approach of the concept. To assure this, we will have the help of expert consultants from different sectors.

4.3 WORKING AND REMUNERATION CONDITIONS

The Human Resources policy that will govern ENERLAND™ will be built on the basis of the following approach: "companies are created by ideas but built by people". In this sense it is considered of vital importance that the Human Capital of the company is based on:

- a) A novel and intelligent organizational system, permanently adapted future ways of employment.
- b) The selection and incorporation of the best and most competent professionals in each position.

c) All the positions of ENERLAND™ and especially those in direct contact with customers, will be chosen under a rigorous selection process and submitted to special training.

d) ENERLAND™ will be run under criteria of leadership, modernity, motivation, fraternity and team spirit. Those who demonstrate commitment, aptitude and proactive attitude will quickly make progress in the company.

e) ENERLAND™ believes in the human being and in his energy, therefore there is no distinction between men and women, the composition of the staff will configure qualified and prepared human beings. According to our principles, we can not distinguish between sexes, ages, religions or other types of bias. A balance will be promoted between personal time, the time that the employee can share with a free performance and the remuneration will be supported in the "same work, equal salary" principle.

f) ENERLAND™ is a wonderful place of love, peace, and fun where energy and knowledge are shared among all, therefore, conflicts, aggression and selfishness will be avoided at all costs.

g) The remuneration system in ENERLAND™ will be based on a dynamic remuneration model, with a minimum salary higher than the official one, and complemented by a production and incentives model based on a healthy competition, related to the fulfillment of the objectives. All this in a framework of love for work, pride of belonging and personal satisfaction.

h) As a pioneer destination of the first park, If we take into account the calculations made and the figures managed by other theme parks with similar conditions, the city of Abu Dhabi, capital of the United Arab Emirates and its surroundings, will benefit, in the first phase of construction, with the creation of three thousand (3,000) direct employment and fifteen thousand (15,000) indirect new jobs.

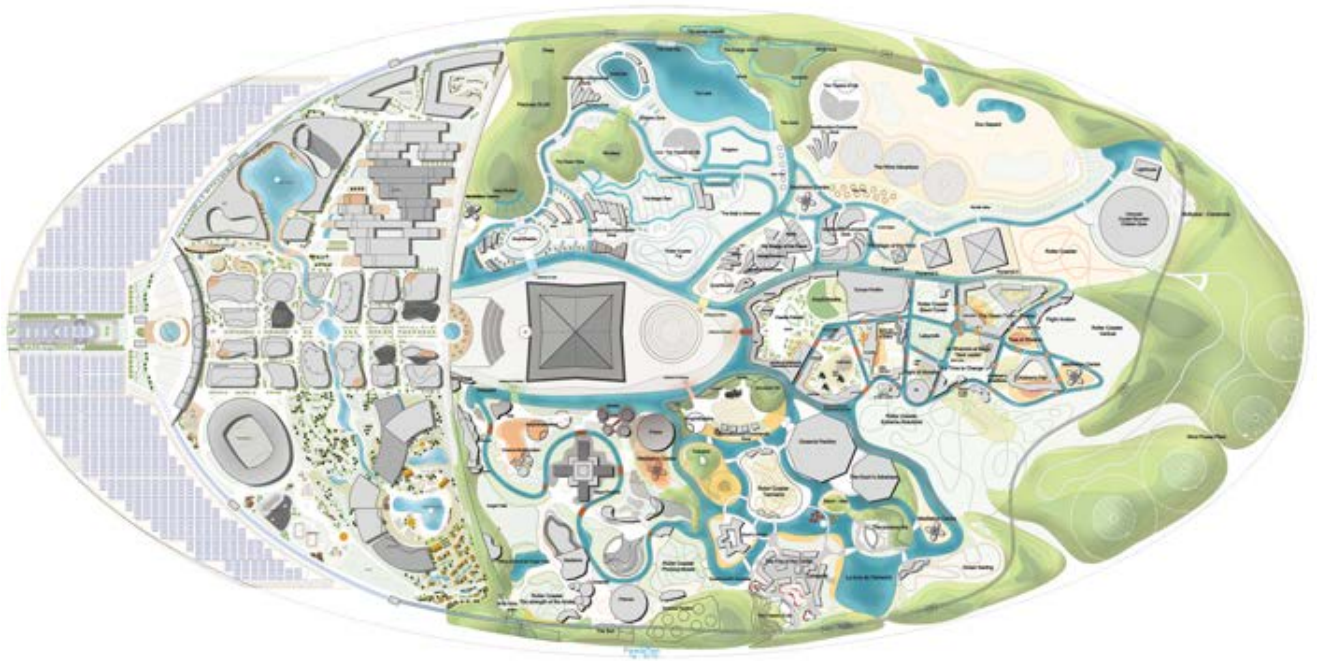
5. PROJECT FEASIBILITY ANALYSIS

5.1 CONSTRUCTION PHASES

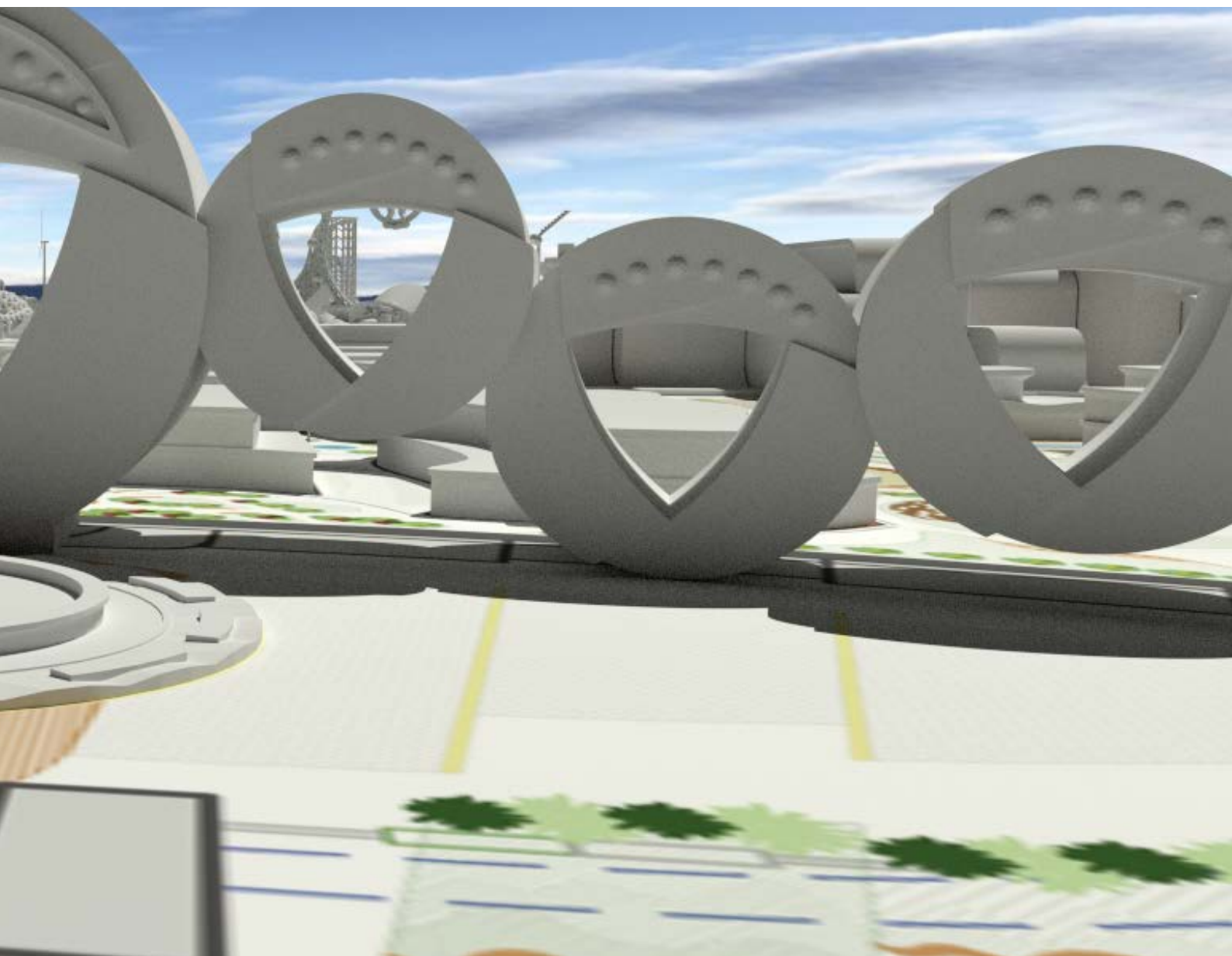
Due to the wingspan of the project and considering, on one hand, suggestions submitted by consulted experts and on the second hand, The UAE very own characteristics especially Abu Dhabi, the development of the project will have four (4) construction phases. With this planning, we will minimize the construction advancement risk, by allowing the complex to adapt to visitor's influx, creating new flows of tourists from Dubai, from the countries where most of the current tourists come from and then, from other countries. Finally stimulating the growth of the territory and its needs.

- **Phase 1, involves the current influx of tourist visiting Abu Dhabi y local tourist.**
- **Phase 2, involves the target we have set for future visitors. Families with children.**
- **Phase 3, for the public we dream about.**
- **Phase 4, the future.**





The Park 100% finished



PHASE 1: CURRENT INFLUX OF TOURIST VISITING ABU DHABI (2020-2022)

This phase is oriented to demand goods and services from tourists visiting Abu Dhabi and its inhabitants. According to the Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi) statistics, more than 2 million tourists visited Abu Dhabi in 2018 and the population is 2,956,627 inhabitants. Dubai had 15.92 million visitors in 2018. For a very conservative calculation, in the present study, we will consider 2 million visitors to ENERLAND™ for 2022-2023. It means that in this figure the regular annual increment of tourist of the region is not considered, neither the amount of tourist can come to visit the park from Dubai and the call effect the Park will have.

The kinds of tourists that currently are visiting Abu Dhabi are young couples up to 35 years old, with an increment of visitors coming from China, India, and Russia, which are demanding a more attractive and interesting leisure offer. The offer that ENERLAND™ should provide must be striking, financially profitable, highly competitive and mainly targeted to the current tourist's influx.

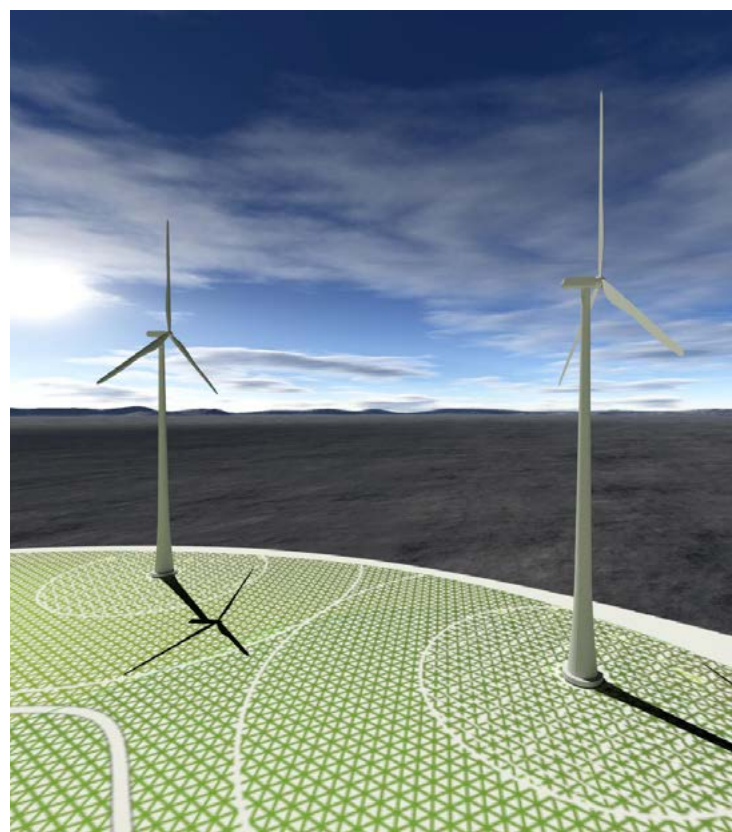
The phase will involve designing of ultimate projects, sustainable urbanism adjusted to Abu Dhabi, preferable using open spaces with different elements and natural solutions to counteract the climate conditions, like reforestation and the use of photovoltaic pergolas simulating clouds, among others. Also include the processing of the proper licenses and permits documentation, soil movement, basic infrastructure building, product residual treatment, energy sources and desalinization processing. Additionally, the World of Illari, the America theme park (dedicated to getting energy from the element "earth"), a mall and an outlet of international brands, two hotels, a parking lot building, and the wellness center. The maximum investment in this phase will be **1,243,980,666.50 Euros**.



PHASE 1: INFRASTRUCTURES

Energy Sources

- An Eolic plant of 19MW with a five wind generators of 3MW and four of 1MW. (Most require a study and probably we have to replace it with other technology)
- A photovoltaic plant of 21,52 MW and segmented as follows:
 - A parking lot with photovoltaic billboards of 200.000 square meters (20MW).
 - 20.000 square meters of photovoltaic panels placed on hotel and apartment rooftops.
 - 6.000 square meters on malls cover (720MW).
- A biomass plant for gasification, which belongs to the Urban Residual Integral Plant (Eco-Park) (26MW).



Sanitation Installations

- An Eco-Park for a 100% integral treatment of residual products generated by the complex and some districts of Abu Dhabi.
- A desalination water plant.
- Water residuals and mud to be reused.

ENERLAND´S Party Mall and Commercial District

It is a 30.000 square meters large commercial complex and leisure to shop and to have fun. The Europe continent will be its main theme. Will have 80 commercial stores, a supermarket, twenty-five (25) restaurants, and coffee shops, five (5) multidiscipline cinemas and entertainment shows. Also, will have a 12.000 square meters on a mixed (open-in-door) Outlet, themed on Africa with twenty (25) stores. All buildings and installations are originally designed to facilitate access to people with reduced mobility and handicap. The priority will be for pedestrians, bicycles, and public transportation with 10 electric buses that will carry visitors from nearby locations and hotels to the park.



ENERLAND'S Theme Park and The Fun District

The goal of the park is that visitors learn through fun, how renewable energies work. The total project is built around the five continents concept. Each and every one of them is dedicated to nature's elements and the type of energy that each element generates.

Considering that the park is being constructed in Abu Dhabi, the design of a typical Theme Town or Villa with some attractions, restaurants, stores, etc. will be constructed in Shamandu. This Town will count also with **Our Tribute to Sheik Sayed**.

The first phase will open with America's theme park. With an emphasis on energy from earth and biosphere: photovoltaic, biomass and biogas, etc. It has 200.000 square meters surface and will have 18 attractions with the latest technologies.

- **Illari's world:** emblematic building with commercial establishments, saloons, and restaurants.
- **Energy's Spheres:** An adventure that introduces visitors to the virtual reality world, mixing reality and adventure.
- **Galapagos Visit (Water Ride):** this adventure takes the form of a Ride. Visitors will be able to travel on giant turtles from the Galapagos. Ever since we are going through the ride with its water ups and falls, Illari will be explaining life's origin and how important and necessary is to preserve species.
- **The Light Travel: (4D Simulator):** Will provide an imaginary journey to the sun and to all the planets in the universe.
- **An American Adventure: (Dark Ride):** Inside a Mayan Pyramid, we will take a trip around America where Illari and friends will explain the history of energy from coal usage at the industrial revolution, the cars combustion engines and how the world is turning to green energies.
- **Makike and the High Xingu Loggers (A wooden roller coaster):** a big roller coaster, made with wood where we could evaluate the struggling caused by the indiscriminately logging and the consequences on soil (deserts) and climate.

- **Photosynthesis (Family Roller Coaster):** A virtual reality family roller coaster, which simulates an imaginary trip to the interior of a climbing plant whilst doing the photosynthesis process.
- **The Angel Fall (Free Fall):** By ascending through a mysterious landscape until visitors are engulfed by the mountain whilst experiencing a free fall on this famous water fall.
- **Amazon Rainforest:** A high adventure, where visitors will be using lianas to a rain forest, string bridges, bungee jumping, through the Amazon jungle.
- **Energy Spheres:** Inflatable transparent spheres would slide through the river and ending up by falling into a heavy currents lake.
- **The Andes Force (Fun Roller Coaster):** An inverted roller coaster that will run across the Andes mountains chain.



- **American Gladiators:** Participants would have to face and overcome a series of fun trials between floating platforms, runways and traps.
- **America's Liberators Theater:** a dancing, musical and acrobat show, play by legendary tribes and America important heroes.
- **The Gold Fever:** A small size train will ride across an old west gold mine at high speed.
- **America's children fair:** A series of attractions dedicated to children, where American landscapes and monuments will be deformed as cartoons adventure. These attractions are for the little ones, who would be able to enjoy flying cups, merry go around, mini free fall and a roller coaster exclusively for children.
- **The Energy Journey:** Guided visits to show energy and recycle plants functioning.



NOTE: Depending on the study that will be done soon, other attractions could be developed.





The Leisure District

- A hotel zone of 100.000 square meters with wide green zones equipped with the latest Smart Cities technology.
- A sustainable designed five stars hotel, with 350 rooms, 1.400 beds, and a luxury restaurant. Will offer typical cuisine and international and also will have conventions and event saloons.
- Another four-star sustainable hotel, with 400 rooms, 2.200 beds and having Asia as a theme. 75% of the available rooms will be for families (4-6 persons).
- A sustainable building with 200 apartments (2-4 persons). Initially, The worker will occupy these rooms while the construction is been taken place. Later on, will be a part of the lodge offer for students and/or visitors of ENERLAND™.

Health District

Consider the construction of the first phase for the Sensations Wellness Center. A large sustainable center, that includes a SPA, thermal waters, health and wellness center, swimming pools and having Oceania and the Indian Sea Islands as the theme.

Sports District

Special running tracks built between trees for training purposes, including a gym, skate tracks, gymnastics equipment, and other sports disciplines.

Sustainable Mobility and Accessibility Systems

Will have vehicles to be charged with solar energy on their parking lot: 300 electrical intelligent bicycles **SunBik™**, forty (40) electrical vehicles for people with disabilities and 20 no driver electrical vehicles.

Sustainable Human Development Program and Corporate Social Responsibility

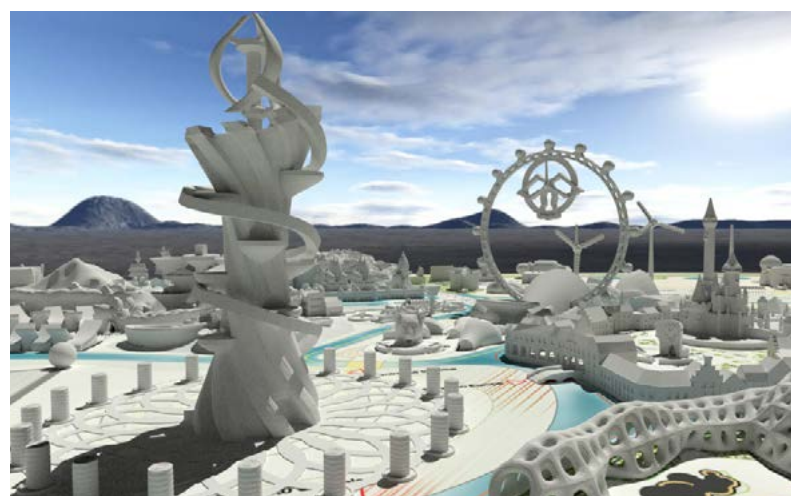
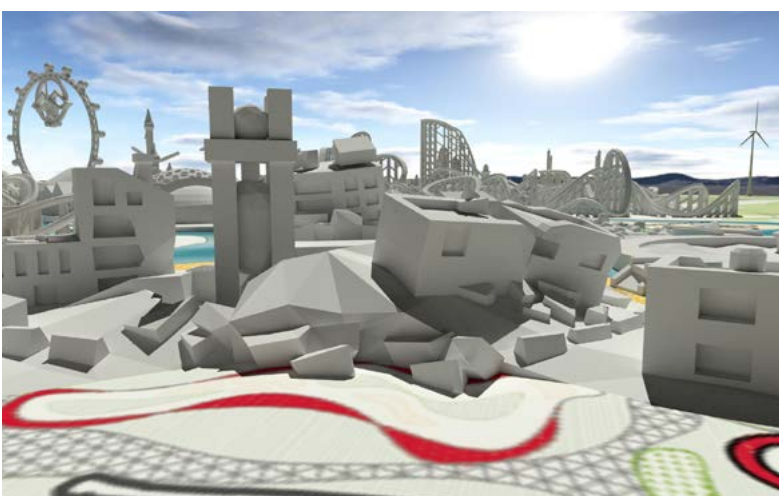
This program begins with training and education for ENERLAND's workers, culture, languages, holster, and sports among others, will be part of the activities must be planned for all. It becomes a very important issue at this stage: the signing agreements to make the island infrastructures be a part of this phase.



▲ PHASE 2: THE TARGETED CUSTOMERS WE WANT TO ATTRACT (2023-2025)

On this phase, we will thrive to attract family tourism, especially targeting children and youngsters. Also, we will take actions to attract corporate and conventions tourism, as well as health and wellness.

It has been budgeted the construction of singular buildings, including two hotels, health and wellness city, the culture city, a downtown, commercial and cultural equipment and The World of Baiji; an Asian theme park dedicated to water.



▲ PHASE 3: TO ATTRACT CUSTOMERS WE DREAM OF (2026-2027)

Construction of a brand new hotel and park having fire as a concept and the overall theme will be Oceania, “The World of Koory”.

PHASE 4: THE FUTURE (2027-2028) ▲

Involves the completion of cultural and fun equipment. Construction of the park “The World of Alondra” having Europe as themed. Also, the construction of the last hotel and the park called “The World of Yepard”, dedicated to the wind and having Africa as themed.

PARALLEL PHASE: COMPLEMENTARY DEVELOPMENTS (2020-2025)

Depending on the agreements with companies, governments and organizations, investor’s capacity and financing procurement, the construction of the complementary developments will be planned and executed, according to the priorities established.



Putting together this methodology, control, and BIM technology, we can foresee other scenarios in real time by allowing fixing deviations by introducing the necessary changes in demands.

Also, it will be used a specialized software to simulate the influx of people into the city. This software permits to design the whole city in the best way, avoiding future problems.

In order for the success of all of the above, a high-level team has been appointed. This international qualified personnel, whose fields of expertise cover strategic planning, finance, legal, architecture, urbanism and sustainability, entertainment shows, music, movies, special effects, and theme parks operations.

On the other hand, during ENERLAND™ construction, strict control of carbon footprints will be taken place in order to minimize the environmental effects. We will rely on the experience of the city of **MASDAR** in Abu Dhabi, so we will establish agreements for cooperation with all those responsible for that project.

The whole construction project will be supervised by using the ISO 14006 international quality norm. This norm provides the guidance for documentation, implementation and improving the Eco-designing management as a part of an environmental system.



5.4 ECONOMIC-FINANCIAL FEASIBILITY

As it was mentioned, the project has been divided into four (4) phases, including sub-projects within different business areas, and built into a temp horizontal frame strictly planned. The areas or units belong to the first phase are as follows:

- *Energy*
- *Theme parks*
- *Hotels & Resorts*
- *Commercial Stores*
- *Health & Wellness*
- *Merchandising*
- *Agroindustry and Food*
- *Sustainable project Development*
- *Real State and Infrastructure Development*
- *Image exploitation rights*
- *Events and Congress*

The above areas, the planning, and management of these projects will be supervised using a Balanced Scorecard, (BSC). This management tool allows the correct implementation of the general strategy for each ENERLAND™ business units. The common strategy will be revised through a clear definition of objectives and indexes (identifying the possible deviations achieving the objectives).

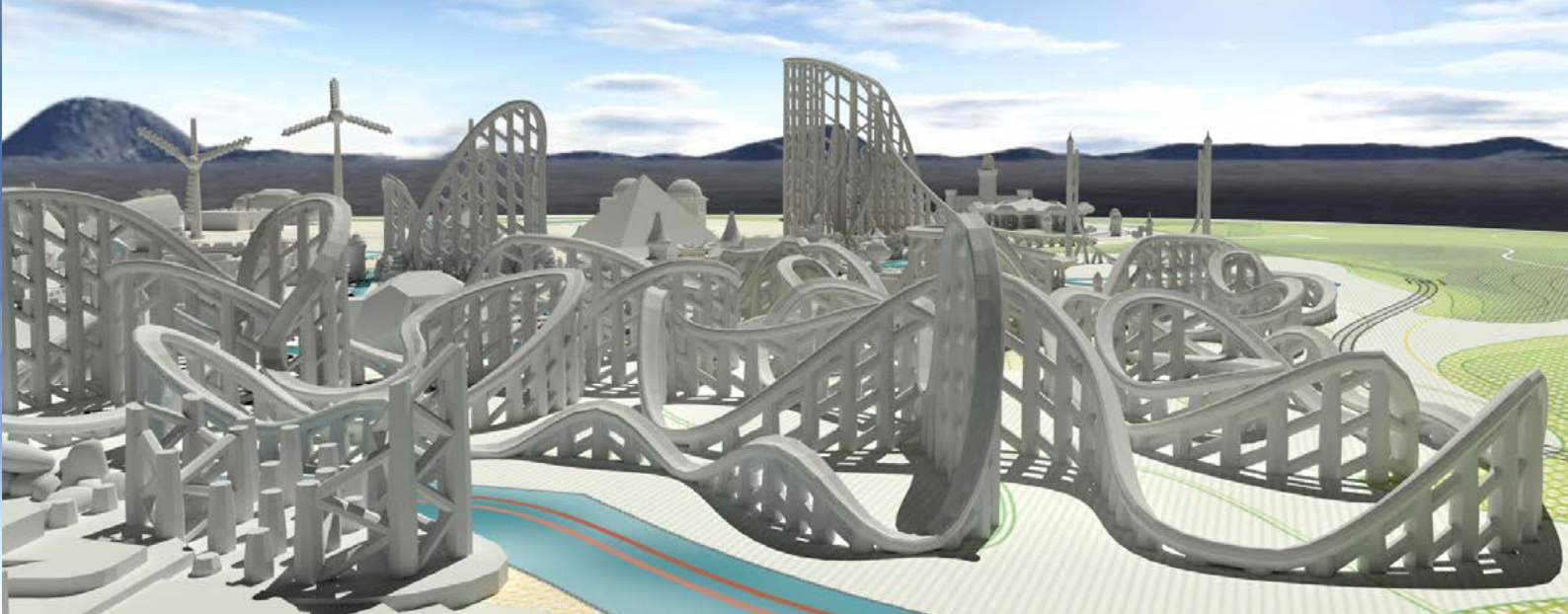
Each unit BSC will have a strategic map of cause-effect relation, defined by four interrelated perspectives: finance perspective (1), client's perspective (2), internal processes (3) and learning and personal growing perspective (4).

The ultimate objective from the financial perspective point of view will be the creation/maximization of the value of the shareholder. To achieve this objective, ENERLAND™ has established the following steps:

- A. Growth (market share as well as income).
- B. Strategic costs management.
- C. Well-balanced financial structure.
- D. Increasing the shareholder's ROI (Return on Investment) as an ultimate goal.



In order to achieve the above objectives, prior ENERLAND™ has to be sufficiently profitable from the financial standpoint. By taking into consideration several scenarios (some more/less conservative risky and more or less optimistic than others), the project's feasibility under a conservative scenario must be guaranteed. Beginning with this premise, a series of hypothesis for conservative scenarios have been formulated, so analysis is in order to reach to conclusions from a merely financial standpoint.



The conservative scenario is as follows:

Own resources represent only 30% of the financial structure of ENERLAND™. The rest 70% are outside resources.

For simple math calculations, we assume that outside resources will proceed in its entirety from a bank loan (syndicated loan), with an interest rate of 3,0% up to 20 years with a 36 months grace period.

Only the first phase will be executed (the rest of areas financial analysis, income/costs influx are not considered, which will generate an increase in its long-term profitability).

This study did not take into consideration several revenue inputs. These income sources are: a) Hotel concessions selling; b) Desalination, supply, and depuration of waters; c) The selling of Integral residual treatment products; d) Energy selling, produced by the Biomass and other plants PV, Eolic, etc.) Development, selling, renting of sustainable urbanizations and the current recuperated infrastructure; f) Renting/selling acres for hotel development; g) New shareholders; h) Donations and financial aids (ENERLAND Foundation); i) Income derived from training and education activities.

According to PEOPLE ANALYSIS, we take a figure of 2.000.000 visitors per year. Which represents 11% approximately of the total of tourists that visited The Emirates in 2018. This number is obtained from the following percentage forecast: a) 60% of Abu Dhabi current visitors (1.200.000 tourists) and b) 27% of Abu Dhabi current inhabitants (800.000). In the calculation was not considered the actual visitors to Dubai either the new tourists who will be attracted for the destination (attracted destination).

The financial gains derived from investments are taken in a conservative way, 2% of fixed-term liquidity.

Taking into consideration the above facts, for the feasibility first phase study using a conservative approach, we submit the following:

- 1. INCOME/REVENUE PLAN**
- 2. COSTS PLAN**
- 3. RESULTS PLAN**
- 4. VAN & ROI**
- 5. ECONOMIC AND FINANCIAL PROFITABILITY**

INCOME/REVENUE PLAN

One of the many financial objectives of ENERLAND™ is to guarantee an increase in revenue starting in the first year of construction. This objective will be achieved in two ways:

Through the design and fulfillment of the construction schedule table and the start of the different sub-projects that eventually will generate independent income, distributed along the time frame and from the very start of construction. Basically, the established schedule proposal states that once the land has been obtained, a topographic study, urban projects, licenses, and soil movement will be made.

The energy plants will be constructed and begin functioning. Later on, edification projects should be inaugurated as per this order: Large Mall, Outlet, apartments building, five stars hotel, four stars hotel and at the end, the theme park The World of Illari.

To maximize the shareholder's wealth, we will use a suitable sales force, supported by an intelligent marketing strategy (internal process perspective) compiling with the financial strategy. The marketing strategy includes the development of an interactive web as a platform, blogs, APPS, loyalty customers club, TV series, music and merchandising among other complementary sets of planned actions. The final objective for this strategy is (internal perspective) is to be able to open an important segment of the market (targeted customers) in order to speed up the growth process to get attractive profitability.

The continuous start of sub-projects (opening schedule plan), combined with marketing efforts will guarantee a steady increase of visitors (market share) and the first phase income too.

INCOME GENERATION-PRICE ANALYSIS

The sales strategy will be as follows:

Selling energy benefits

The revenues obtained from this action should consider two points of view. On one side, due to the auto-sufficiency, the complex will be able to provide energy consumption savings and second, on the other side the energy selling to third parties.

The initial installed capacity (19MW Eolic (On review) and 21,42 MW Photovoltaic) generates production of more than 100 million of KWH per year by taking into consideration the sun and wind exposure indexes in Abu Dhabi.



Such production will be more than enough for energy auto consumption (the complex) operating at its fullest capacity (the four phases). Nevertheless, the elements built in the first phase will only require 25% of its own energy produced consumption and leaving a surplus of approximately 30,39 MW. The surplus production (more than 70 million KWh per year) will be transferred to the electrical grid to be sold to third parties. The estimated selling price considering the current market conditions was 24.00 euros/MWh with a 1,5% growth rate.

Park Tickets Price (ILLARI)

In order to determine the initial price to be applied for analysis purposes, a detailed study of demand and supply based on the targeted market was done. From the supply standpoint, a type of product/service offered by competition (regional and worldwide) and the fixed prices. ENERLAND™ direct world competitors by product/service offered in America are Disney Parks: Magic Kingdom, Epcot Center, Hollywood's Studios; Universal Studios Orlando, Six Flags and Busch Gardens. While in Europe we could find Disneyland Paris, Port Aventura, Europa Park, Efteling-Kaatsheuvel. A ticket average price on the American parks is 115,86 euros per adult and 109,95 euros per child, whilst the average ticket price on a European park is 44,49 euros per adult and 42.85 euros per child. In order to set our ENERLAND™ price, we have used the average ticket price for those cited parks.

The above parks are already consolidated in the theme parks market. They have a worldwide known brand and they act as monopoly entities sometimes. That is why they can set a high-ticket price, to control the volume of production and be able to offer a very well differentiated product during their mature phase. ENERLAND™ is just starting operations (Initial phase - 2022) and is able to afford it. Nevertheless, it will set a lower price than the average America counterparts, due to



Hotel Stays Income

On the first phase, the constructions of two 5 stars and 4 stars sustainable and themed hotels are taken place. Both hotels will be managed by ENERLAND™, on a very conservative scenario.

The prices set by the study are very affordable, considering staying quality and product/service offer (more quality for your money): 240 euros per day for rooms (1-4 people) and 350 euros per day for rooms (max 6 persons) in a five stars hotel, 130 euros per day for room (1-4 persons) and 250 euros per day for room with an average capacity of 5-6 persons in the four stars hotel.

Other Revenues

Events, Image Rights and Sponsorships. These are the type of revenues that we cannot calculate on a very precise way. Since they are not coming from a specific themed area. These revenues belong to the image rights and sponsorships, which were estimated at 600.000 euros in year 4, with an annual inflation rate increase.

Fairs, Expositions, and Seminars. Under this concept, we account two types of revenue: One, revenues derived from ticket sale for these events and second, revenues obtained from the stands renting in order to develop the fair, expositions, and seminars activities by quarter. These revenues are calculated as follows: 7,500 visitors/event, an annual increase of 2% and different prices (Fairs: 60.00 euros/person, Expositions: 45.00 euros/person, Seminars: 45.00 euros/person).

Movie theaters and Musical Shows. Movie Theaters: five cinema rooms with different dimensions so they could be used for multiple activities. A room with a maximum capacity of 400 people, plus two other rooms with a capacity for 300 people, all of them will play four daily sessions. The ticket price for movies will be 10 euros and the estimated average assistance percentage rounds 70% of the room total capacity. Musical Shows: for this analysis, we are estimating four annual concerts, with a room capacity for 40,000 persons in each one. The ticket price will be 50.00 euros with assistance of 60% of the maximum room capacity.

Sensations Wellness Center. The major specialize medical and esthetics, SPA center estimates revenues of 1,200,000 euros per year and considering that the first phase will not be completely built. However, it will be able to cover expenses for basic medicine and the SPA will become a reference name worldwide.

Parking Lots. In order to calculate this revenue, we have to consider that the parking lot will have 12.000 parking spaces. We estimated that 60% of visitors would get to the park by car, while the resting 40% will be using the bus service. The average daily price for the parking space will be 12 euros for cars per day and 48 euros/day for buses during the first year of inauguration. Both prices will be constant up to year 4. From that moment, the prices will be updated at a 3% annual rate.

Financial revenues. We estimate 2% over our liquidity.

General Costs

a) Salaries and Wages

They are the human resources hired directly for the first phase of the project. It is estimated on 3.000 direct jobs and having a minimum of 776 jobs distributed through the following departments: Presidency and Directors Team (3), Administration, Finance, Human Resources (19) Business Managers (39) Exploitation Management team (565), Technical Management (117), SPA Wellness (11) and Medical Services (12).

The staff hired will be a part of human capital, highly trained and depending on the achievement of goals and objectives will be rewarded accordingly with social fringe benefits, attractive salaries, as well as career planning and internal promotions opportunities. We will be using a novelty organization and human resources model, exclusively designed for a company with our characteristics. It is ENERLAND™'s priority the learning, personal growth, and all the training, education, skills development and the commitment towards team members and working teams. Our workers will not be just employees, they are going to be actors and characters of a story into a special world in favor of sustainability. At the same time, our team of external collaborators to learn, innovate and constantly improving is directly related to their ability to create and adding value to ENERLAND™. For this reason, ENERLAND™ is knowledge oriented, encourage the disruptive train of thought and the learning becomes a highly valuable asset to the organization.

b) Electrical and Water Supply

Even though the complex is 100% auto-sufficient on these two headings, these costs are considered so we could use them when supply deficits times affects production and for climate reasons or else conditions.

c) Supplies

On this heading, all needed supplies/inputs are considered so the first phase can function properly. Including, servers and networks, computer equipment, IT's, consumables and equipment for the Wellness Center, Sports installations, pyrotechnics equipment, gardening, and landscaping. Also, the wardrobe, makeup, hygiene and cleaning, among others.

Financial Costs

On this heading, we will include the interests of the bank's loan. The calculation takes a 4,5% interest rate, with an amortization time of 20 years and a grace period of 36 months. Keep in mind that this is the less favorable scenario of them all. Nevertheless, on the development of the rest scenarios, the percentage of external resources will go from 70% down to 50%, combined with better adequate financial instruments.

Another issue to be considered in this point, is the 1% commission for intermediaries in case they provide the investors directly, and a commission o a maximum of 0,5% if they provide financial organizations.



6. PROJECT FINANCING PROGRAM

6.1 ENERLAND HOLDING EAU (HEADQUARTERS ARAB EMIRATES)

The ENERLAND HOLDING UAE will be located in a free zone of the United Arab Emirates, mainly due to its tax advantages and its double taxation agreements with many American and European countries.

The possibility of establishing it in Abu Dhabi, Ras al Khaimah or Dubai is currently being evaluated, which will ultimately depend on operating costs, ease of travel, possible differences in the tax treatment of the different Emirates, other companies in the area, among other considerations.

Likewise, the company that will be in charge of building and managing the park (VEHICLE COMPANY) will be constituted at The Emirates, which must comply with all its fiscal and legal obligations in that country.

The VEHICLE COMPANY is a mercantile whose Social Capital will be contributed initially in its entirety by ENERLAND HOLDING UAE, and said Capital will be in turn the entire Capital of ENERLAND HOLDING UAE. For operational purposes, an amount will be reserved for the management expenses of the Headquarters for the first years, while the construction of ENERLAND, The Power of Fun™ is being carried out.



The ENERLAND HOLDING UAE will be the beneficiary of the rights and ENERLAND™ patent for the UAE for the time it will be defined, as well as the owner of the land, who will authorize the VEHICLE COMPANY to use them.

The Management Body of this Mercantile Company (VEHICLE COMPANY) will be appointed once the incorporation process of the new partners is advanced, it being logical that it be initially formed by the same persons that constitute the HOLDING Management Body, plus the representatives of the business groups that contributed to making ENERLAND™ a reality.

The ENERLAND HOLDING EAU will be constituted with a Share Capital that will be derived from the contribution of the land plus the rights of use of the trademarks, intellectual property and copyright as intangible assets, therefore among its assets it will have exploitation rights of ENERLAND™ in the UAE for a period of time ranging from 50 years or more.

The initial partners of the HOLDING COMPANY will be the ones that will make the effective contribution of capital; and the initial partners of the VEHICLE COMPANY are: the HOLDING plus the four business groups that have made ENERLAND™ possible, in the first place, for the idea to become a project and secondly, that the project has become a reality.

These business groups have achieved so far:

1. Develop the entire concept of ENERLAND™. Copyright worldwide; brand development, and patents for Spain, the European Union and soon in the UAE.
2. Conceptualization and development of the project.
3. Obtain the support, participation and collaboration of the UAE Authorities.
4. Get the land provided.
5. Obtain the support of technological partners and top-level international supplier companies.
6. Obtain the commitment to finance ENERLAND™.

The Social Capital contributed by these business groups will be valued by independent companies and will be constituted by participations denominated "Class A".

GOLD SHARE

As regards other participations, preferential participation called "GOLD SHARE" is defined, both in the HOLDING COMPANY and in the VEHICLE COMPANY, whose owner will be the Intellectual Author of the Project. This is for the purpose of safeguarding the integrity of the concept and the intellectual authorship of the project, as well as preserving minimum participation in the capital of both companies that can not be diluted as a result of future capital increases.

This participation will have a set of rights that will be regulated in a timely manner.

NEW PARTNERS

In order to expand the number of shareholders, it is intended to accommodate new investment partners in the VEHICLE COMPANY and in the other specialized companies that will be set up to develop the ENERLAND™ tourist destination. To this end, the process of attracting new capital has been opened.

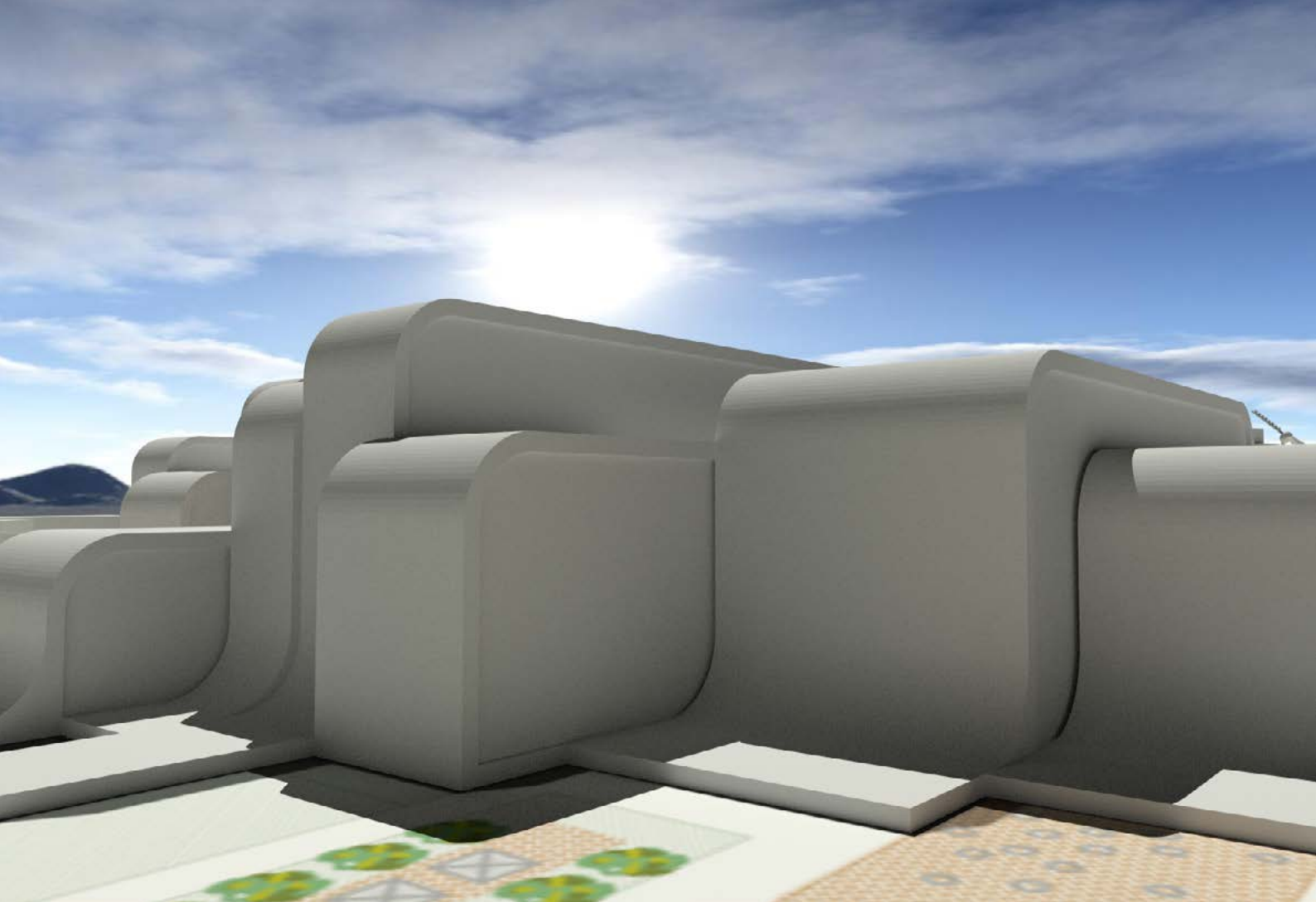
The new Investor-Partners for entering the Project at this time, and for the waiver of the preferred subscription rights held by the current shareholders, they will pay an Issuance Premium equal to the Nominal Value of the social participation they acquire.

In summary, an increase in the share capital will be made with an Issuance Premium, which will allow an additional provision in Cash Flow in Treasury from the Issuance Premium.

OTHER FORMS OF PARTICIPATION

The ENERLAND Foundation is a non-profit foundation, which can receive contributions, donations and will be open to the participation of government institutions, private companies, non-governmental organizations, universities and other organizations interested in contributing to the Mission of ENERLAND™.

This Foundation will have as main objective the development of R+D+I and the design and execution of cooperation projects for development, especially in the framework of the "Each Continent one Cause" Program.



6.2 FINANCIAL SOURCES: PUBLIC AND PRIVATE

As a consequence, ENERLAND™ is a project which its main objective is to promote **Human Sustainable Development** through its commitment to show that it's fun and learning model scheme, through intelligent cities, which integrates tourism, education, knowledge, culture, health, sports, improving entrepreneurship initiatives, diplomacy and cooperation. Adding the value of the intensive use of renewable energies, technology, and innovation by obtaining and intelligent manage water, wind and soil conservation. So, it is without a doubt that the program fits in its entirety with the Sustainability Development Goals enunciated by the United Nations Organization (UN-SDG) and agreements of Paris COP21 in 2015. Also, its objectives and priorities comply with the EU on energy and the development of intelligent cities.

Solar power rose to record prominence in 2017, as the world installed 98 gigawatts of new solar power projects, more than the net additions of coal, gas and nuclear plants put together. The solar build-out represented 38% of all the net new generating capacity added (renewable, fossil fuel and nuclear) last year. China accounted for just over half of that new global solar capacity in 2017, and it accounted for 45% of the \$279.8 billion committed worldwide to all renewables (excluding large hydro-electric projects).

Information is taken from the 2018 annual report on "World Tendencies on Renewable Energies Investment", sponsored by the United Nations Environmental Program (PNUMA), made by Frankfurt's Finance and Administration School (Germany) and the London firm Bloomberg New energy and Finance (BNEF).

Other investment tendencies have been analyzed as well. We observed that there is a worldwide tendency for investments on project financing for the following areas: IT's, water, ecology, mobility, food, digital health, eco-building and leisure among others. These areas are covered by ENERLAND™. Now, we can also add the interest shown by investors in the sustainable tourism and leisure sector, plus the changes proposed by ENERLAND™ on education makes this program a highly valuable strategic project to channeling public and private funds.

The UAE has bilateral agreements signed with Spain and other countries, which could be expanded and used as a very good opportunity for UAE and Spanish companies, including The Canaries to have access to preference conditions for the development of ENERLAND™.

Once the project is announced and all the advantages mentioned, the project-financing program will access public and private sources, being the private source a priority. Especially those investment funds, with specific characteristics and aligned to sectors directly related to the project and have already been contacted.

The following are the financing sources to be considered:

- **Direct Capital:** by providing land, intangible assets, monies coming from direct investors and another kind of money or financial assets contributions in general. We are planning to create an Investment Fund Unit of our own, in order to manage the different investments and the offers of equity percentage of the project. Also, a sit at the Council will be offered.

- **Crypto Currency emission** associated with sustainability and renewal energy. The placement of this crypto currency in the market with the support of ENERLAND™ and its sub-projects will provide a liquid income from the initial moment of its launch. And the most important thing is that such capital raised will not be linked to the shareholders.

- **Suppliers and Companies provisions** that would like to participate in ENERLAND™, in order to guarantee its future preferential rights on installations and products commercialization. In this case, the supplier makes a contribution in cash or goods/ services, so we could guarantee them an advantageous position when the bids time arrives.

- Financing by **"Project Finance"** through the banking system and other private investment banks.

- Financing using the **"Project Finance"** through Multilateral Investment Banking: EU, European Investment Bank, Inter-American Development Bank, Andean Corporation, Latin America Investment Bank, African Bank for Investments Asian Development Bank. On this case, the Abu Dhabi and the UAE Governments participation will play a key role.

- **Risk Capital** providing capital in exchange for shares participations on the different companies belonging to ENERLAND™ in the Emirates or in another country. Also, a sit at the Council will be offered. We will have an agreement exit clause, which includes the possibility to give back the shares for total investment in return, plus a percentage of profits.

- **Debt bonds emission** in order to comply with any existing regulation in the Emirates, or going public by previously authorized by the National Market Values Commission (CNMV).

- **Bank guarantee and discounted bonds** through secondary market values. With this type of investment, the investor will get a profit in cash or request a percentage of shares from the company. However, this will be subjected to the discount rate from the financial instrument used and /or the lines of credit and other financial assets offered.

- **Subprojects financing** will be through programs, development companies and The Canaries and Spain's governments. Also, Crowd funding financing will be used. FIEM FUNDS and other financial fund coming from the Government of Spain.

- **Money contributions from Government, Donations and Reimbursement Deposits** through ENERLAND FOUNDATION. In this case, the owner of the money would be able to participate in the different programs and projects promoted by the foundation including ENERLAND™.

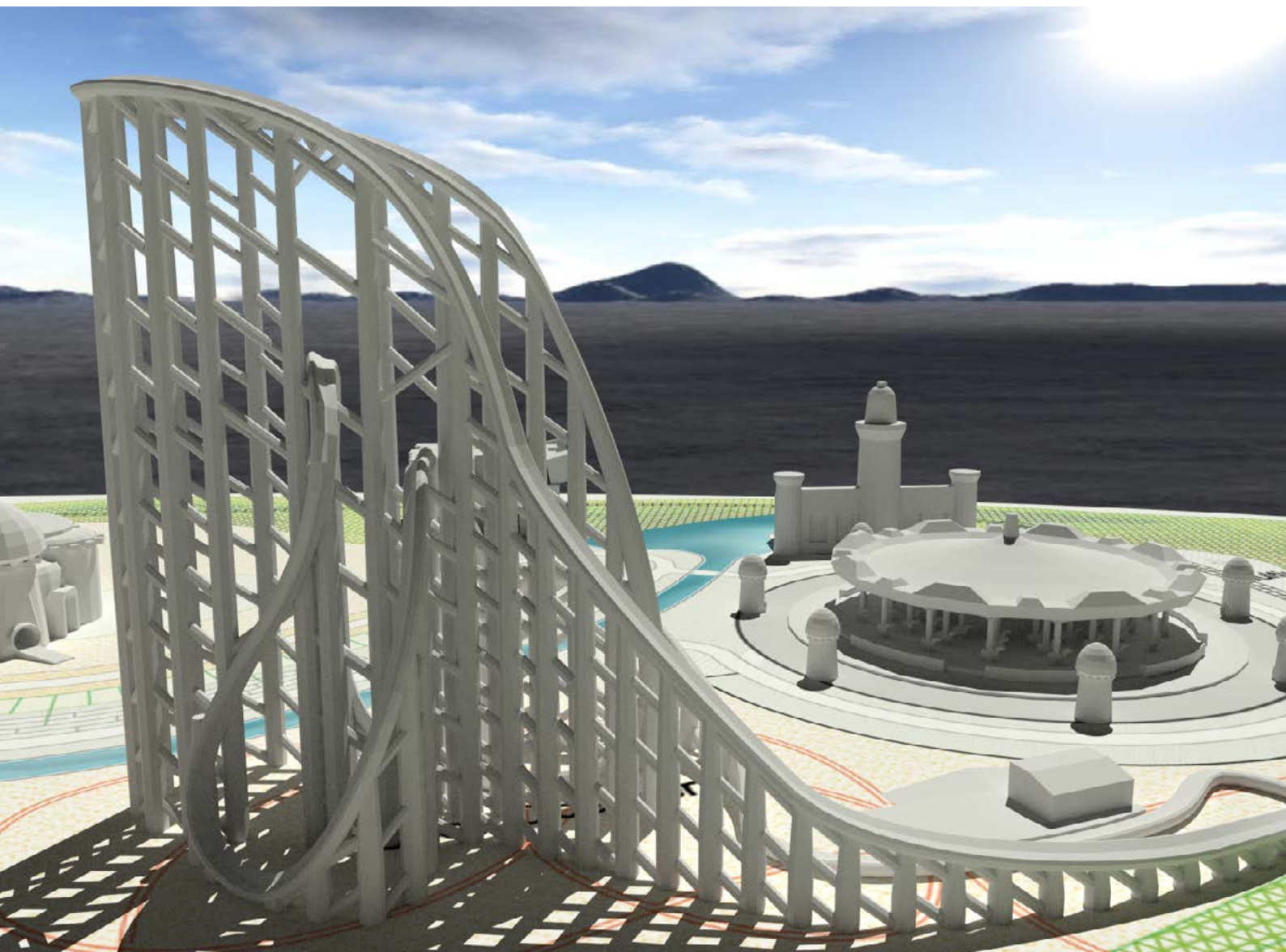
- **Going public through the CNMV** will be available on the second phase of the strategic financing program.

6.3 CAPACITY TO CAPTION PRIVATE INVESTMENTS (INTERNAL/EXTERNAL)

The required investments are not only aimed to the Oval Construction but for the Complementary Constructions, turning Abu Dhabi into an Intelligent, Proactive and Sustainable Territory (TIPS). They offer a great opportunity to invest in different sectors, which nowadays are a worldwide trend. We could also add some facts about the UAE which are: Fiscal Tax Shelters, infrastructure network, high tourists rate, sea and air connections, integral security, willingness to use the Emirates as platform, in conjunction with The Canary Islands, for exporting products/services and technology to countries around an ideal environment will be created to attract International capital hungered for creative, innovative and one of a kind projects like **ENERLAND, The Land of Energy**.

Finally, due to the universal characteristics of our project and its effect on the environment, provides an excellent opportunity to expand those investments to other countries and projects. This brings us the concept of "First Sustainable Banking System", so the possibilities to expand those private investments, locally, regionally and beyond our boundaries are high. As mentioned earlier, the project will be supported by different Government entities, especially the UAE. These institutions will provide security to investors as well as the investment banking systems.

On of the institutions will be involved directly with the project is the Central Bank of the UAE. They will offer a secure system for investors in order to guarantee the licit origin of the funds, the correct management of these and the repatriation of the invested capital.



7.8 HELD MEETINGS WITH THE FOLLOWING PRE-SELECTED COMPANIES

ENERLAND™ has been presented at a worldwide level in different organizations and countries, including the United Nations, obtaining diverse institutional support willing to participate in the initiative. For the development of the project, Alondra has been meeting large companies and corporations in the world, as:

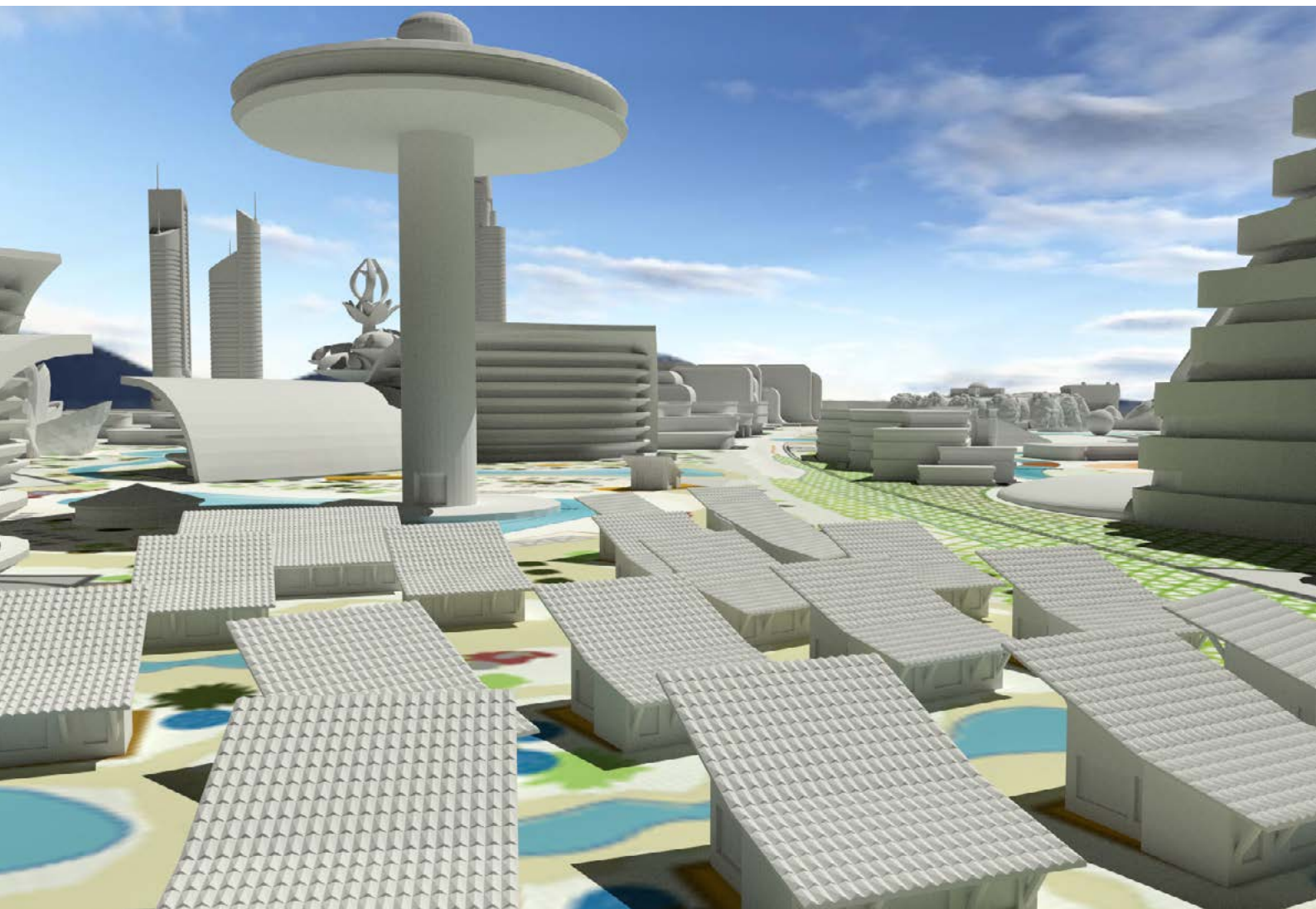
• **JRA: Jack Rouse (U.S.A.), Forrec (Canada), IdeAttack (U.S.A.) MaxMakers (Switzerland), B&M: Bolliger & Mabillard (Switzerland), P&P (Germany), Dan Perlman (Germany):** international companies with certified experience on theme parks designing and construction of the first parks built in the world, such as Disney, Universal Studios, Europa Park, Six Flags, among others.

7.9 UNIVERSITIES

- **La Laguna University- ULL (Spain).**
- **Gran Canaria Las Palmas University- ULPGC (Spain).**

7.10 ENERLAND THEME PARK, MEMBER OF THE IAAPA

ENERLAND™ is a member of IAAPA: International Association of Amusement Parks and Attractions. It is the largest international business exchange Association in the world for the entertainment industry and fun companies. It specializes in theme parks and attractions. The organization represents + 4.500 installations, suppliers and individual members from more than 97 countries.



8. STATE OF THE ART

Up to this present day, Alondra has taken steps upon designing a pre-project document, which has the following content: complete definition of the concept, design and characters concepts and stories, including graphic design, engineering and sustainability, 3D scenarios of the complemented areas, the Human Sustainable program designing, financial strategy and marketing/sales strategy.

A printed 3D mockup has been developed; a video and promotional presentation have been made. A feasibility costs study has also been made, including a site's requirements, attractions of the park in general, a Business Plan for the whole complex (Considering other countries). However, these studies and designs must be revised according to their applications in UAE and recommendations made by the entertainment sector's experts, once the go-ahead for the projects is granted.

All the brands and intellectual properties of the concept have been protected. A market research studies for **ENERLAND, The Land of Energy** have also been made for different locations as well, including Dubai- UAE, Miami - U.S.A., Natal - Brazil, Mexico, and Canary Islands (Spain).

Alondra has been granted with the support of different personalities, organizations and well-established global companies (United Nations, Development Inter-American Bank, World Bank, CAF Investment Bank, IAAPA, American, and Asian and European specialized companies, among others. Their supports will provide a strong international impulse for our project.

One of the many objectives of this document is to present ENERLAND™, its concept, and scope to main UAE Authorities so the project could be granted as a **Strategic and Public Interest project** for the Country. So, we pretend to appoint the very first destination of the project, as long as all the requirements for its construction and operations are successfully met.

The basic project proposal has been developed. So artistic, technical, and technological details, as well as strategic planning and the financing sources that will ENERLAND™ be using for its development and construction, are included.

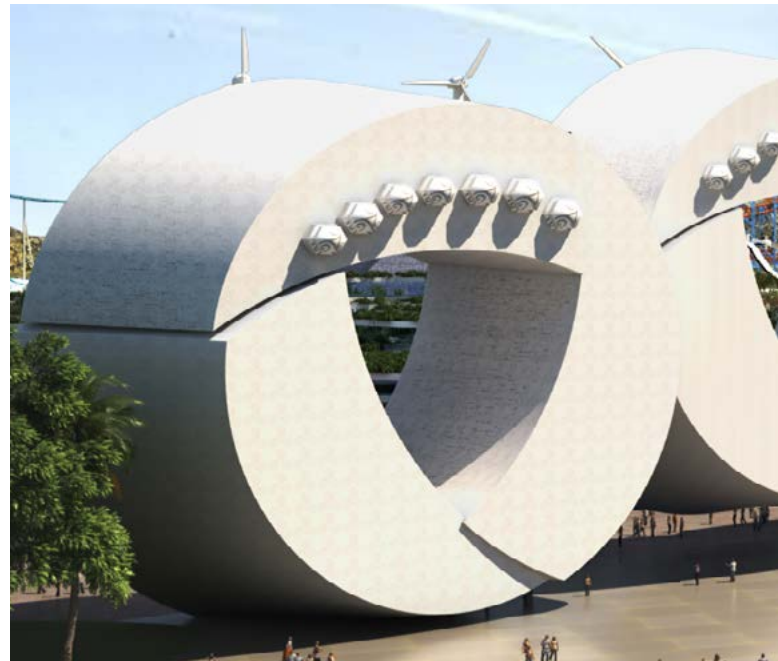


9. BENEFITS OF THE PROJECT

ENERLAND™ is presented as a unique opportunity for the region to become the very first region in the world to implement a different, strategic and international sustainable development model.

The economy of the country will have a positive impact, and the region as a whole. Direct jobs creation for the FIRST PHASE is forecasted at 3.000 and Indirect Jobs: 12.000. The whole project will create 85.000 new employees.

The FIRST PHASE investment is 1,243,980,666.50 euros. This will cover the development of energy, water treatment, solid residual products plants, commercial, sporting, health wellness and fun areas. As it was mentioned there are three (3) new phases up to the completion of the basic project (Oval), which will be located on 300 hectares (741 acres) and 1,200 additional hectares for the Complementary Developments and future expansion of the Park.



- Creation of the first 100% sustainable entrepreneurship project to generate social changes and creating a brand with new environment preservation awareness in order to counter climate change effects.
- Diversify and increase the fun and wellness offer in the country in order to consolidate UAE as a major world tourist destination and sustainable oriented.
- Attracting new internal migrants and quality companies to the region, making the country an attractive place for International Direct Investment (IDI).
- Increasing the quality of living and education for its population as well as for its surroundings by encouraging the return of talent and the catchment of new talent to the region.
- Turning UAE into an international referral for research and development on energy renewables, sustainability, environment, biotechnology, health, anti-aging and mobility, among others. This would establish a positive attitude for entrepreneur projects, services specialization and implementation of new technologies.
- A chain of added value trade on fishing, agriculture, livestock, specialized industry, services, tourism, culture, sports, and health.
- Construction stimulus and acceleration of process for modernization and update of the sustainable infrastructure of the region, which will generate an important increase in jobs generation.
- Sharing and reinvestment of social benefits in the country.
- Due to its progressive development, spreading the "ENERLAND'S EFFECT" will increase productivity in the region for companies, the better quality of living for its population, increasing the income per capita and wellness index for the local citizens, as well as for the surroundings countries.
- The country will become an intelligent territory, proactive and sustainable.
- Direct contribution to The "UAE TIPS" formation to consolidate the region as an international platform for sustainable businesses and high level of technology production.



9.1 ECONOMIC IMPACTS ON THE UAE

The UAE economy is principle based on petroleum & gas industry and most recently in tourism. ENERLAND™ is the very first project in the world designed to boost Regional Development through **Sustainable Human Development Program (SHDP)**. It aims to positively influence on the three (3) sectors of the UAE economy and at the same time, creating synergies by energizing these productive sectors and adding value to them. This will definitely have a positive effect on the economy back and forth, goods and service exports, technology, the better quality of life, increasing the income of people, companies and overall the UAE institutions and organizations.

ENERLAND™ will have also a huge impact on education, employment, and per capita income. The tourism sector will be strengthened, agriculture productivity will boost, fishing industry, technology development for export, especially IT's, energy, water and soil and also will favor conditions to increase **Direct International Investments (DII)**. Therefore, the whole industrial sector, construction, and companies can directly be involved in our project.

9.1 ECONOMIC IMPACTS ON THE UAE

PRIMARY SECTOR

ENERLAND™ has the goodwill to get the majority of inputs and raw materials from the UAE, by promoting and helping its primary sector to achieve better outcomes for their products using its natural surroundings and ecological harvest.

The surroundings of sustainable production systems and Agro installations will facilitate production increase. An important area will be a nursery, which will provide trees, shrubbery, plants, fruits, and vegetables by using new techniques.

SECONDARY SECTOR

ENERLAND™ has been conceived as a 100% sustainable destination and as an industrial booster as well. The main objective is turning Abu Dhabi and the rest of the country into Intelligent, Proactive and Sustainable territories in terms of water, soil, and energy. ENERLAND™ will serve as an attractive center for new companies that will be able to export their production of goods, services and technology.

Industrial Sector

We intend to improve and develop the industrial sector around sustainability, energy efficiency and renewable, among other interest sectors for ENERLAND™ and the UAE. We want to provide an ideal business environment, so companies, entrepreneurs and Start-Ups, would be able to design and produce innovation. ENERLAND™ will encourage companies that would like to participate in such a development model to settle in Abu Dhabi by taking advantage of the local Fiscal Economic Regime, and a new one that could be approved by the Authorities for the ENERLAND™ Especial Zone.

Establish as a new strategic development program, this new attractive feature will have as a main goal to extend these actions not only to local sustainable surroundings but to Asia, Europe, Africa and America.

Regarding the African continent, UAE in a strategic alliance with the Canary Islands is an ideal point to settle because from both regions companies can work in the African countries, especially the ones located at the western front. Thus, not only offer the security of the UAE and the European region but also allows the RIC (Canaries Investments Reserve) would be invested over there.

Finally, we can improve our international relationship through Singapore and Japan, for which we have the support of the Fundación Metrópoli and his President, who has excellent relationships with the mentioned countries.

Energy Sector

The energy with all its forms is the main engine for ENERLAND™. Every place has been designed to generate power energy for its own consumption. As it was mentioned before, one of the biggest innovations made by ENERLAND™ has been the development of energy generation plants, interconnected through an intelligent control (Smart Grid) called RIE™: Independent Alternative Energy Network, by which uses almost all the actual clean technologies available in the market.

Keeping in mind the education and training objectives, we could show the world how we can generate energy without damaging the environment. The park has several electricity producing plants that are controlled by this intelligent system and must be able to coordinate the total production, distribution, and consumption at all times. The technologies applied to these plants are Photovoltaic, Eolic, Biomass, Biogas, Hydraulic, Wave, Thermal, Geothermal, Solar Thermal (Sterling) and other Cogeneration ones. Additionally, we have technology applications such as Mini-Eolic and Mini hydraulic. It is important to include those due to its impact. ENERLAND™ will contribute to implementing this model in the rest of the region, starting with Abu Dhabi and following with Dubai.

Regarding the solid products residuals, and recycling, we conceived it as an integral process, starting from the residual generation through recollection, process, and reuse (Circular Economy). Through ECOPARK, ENERLAND™ would implement an education, training and awareness process as a didactic attraction to be visited by tourists and local inhabitants.



TERTIARY SECTOR

Tourism Sector

The UAE is one of the most important tourist destinations of the world, because of its beaches and unique dunes; exceptional conditions for practicing water sports; excellent development conditions and security; good tourist infrastructure and amazing constructions.

In the case of Abu Dhabi it counts on the Abu Dhabi International Airport with a capacity of 30 million passengers per year. Four ports: Zayed Port, Khalifa Port, Free Port and Mussafah Port and optimal conditions for renewable energies, especially photovoltaic and solar heating.

The Tourism World Organization (TWO), has included the concepts of sustainability and efficiency in this sector. It is quite often that tourists are on the outlook for destinations that respect the environment, which makes this concept a key issue to make a big step towards climate change.

The UAE has launched several initiatives to boost the travel and tourism sector. Some of the initiatives include Sustainable tourism development in Abu Dhabi, which is one of the main goals of our project.

The Department of Culture and Tourism in Abu Dhabi, actually works towards the sustainable tourism development of the emirate. This involves:

- Preparing the annual Sustainability Report.
- Launching and implementing 'green' tourism and hotel initiatives.
- Holding environment-related exhibitions and conferences.

With the construction of ENERLAND™ in the region, with the support of those local and international specialized companies, universities and private and public organizations that we can attract to the region, in order to participate with us in this amazing development, we can assure that the positive impact on the regional economy and in the Tourism Industry Know How will be very strong.

For example, it is indisputable the wide knowledge and experience that The Canaries have on tourism, so our experience and relationships we have in this region, will be one of the mainstays that we use in favor of the region and the project in general in order to develop a quality competitive product.



ENERLAND™ not only offers The UAE the possibility to be avant-garde on tourism sustainability with a breakthrough project. But it also offers the opportunity to be ranked as the very first region in the world able to adapt its infrastructures, services and offer to the present and future challenges of energy efficiency and human development sustainability, and being able to expand its influence and effects to other regions in the world too.

Information Technology

The particular and innovative needs of ENERLAND™ demand to acquire and use of the latest applications and technologies available. The complex will provide full **WIFI** connectivity for systems and users. This policy will expand to the rest of the territory with the important support of the government and ENERLAND™.

A state of the art data center, provided with the latest computer security systems, will give service to communications, planning and forecast the systems requirements through the Internet of things and users of communications.

It is forecasted to count with a **High-Speed Computer: ENERLAND-HPC**. In order to be well communicated with the rest of the world, we have to evaluate the local communication system and determine if there is an optic fiber submarine cable that connects the UAE with MENA region, other African countries and other cables network linked to Asia, America and Europe.

ENERLAND R+D+I Center (CIDE)

It is a privileged space for co-working and the implementation of a program to promote innovative projects development with tech base from and to any part of the world. Nevertheless, is about open space, provided with all consulting services, logistics support and one for all window for payments to Administration and financing in order to facilitate environmental-minded start-ups, companies, R+D+I projects development.

CIDE is created to promote R+D+I projects development, service to companies on renewable energies, sustainability, IT's companies, sustainable mobility, medicine, health, sports, water, biotechnology, robotics, nanotechnology, tourism, multimedia, gaming and audiovisual.

Also offers an integral advisory services for companies wishes to settle and develop its entrepreneur activities in the Emirates, especially Abu Dhabi, incubation nests for start-ups, new companies and consolidated companies that are wishing to interact with ENERLAND™ for the develop and commercialization of the results of their research, products and services to the rest of the world.

CIDE will comply with its activities taking advantage of previous experiences of technological parks and research centers of the world and mostly being aware that innovation and creativity could be developed in almost any space. Even if it means not to necessarily build a predetermined specific space to accomplish these purposes.

Education and Training

A series of education and training centers will adhere to the **Research and Development Center (CIDE)**. These centers will function as entities for knowledge updates and retraining for future workers of ENERLAND™. Other collaborations will be promoted with universities, tech parks and research centers to enhance the academic offer in all the program disciplines. One of the major objectives would be to actively collaborate with universities, specialized in sustainability and technology applied to the Sustainable Human Development.

A digital e-learning platform would be created in order to offer Open Massive Online Courses (MOOC's) to any user who needs it. The courses will range from sustainability, social sciences to any of courses that ENERLAND will include in the **Sustainable Human Development Plan** and in the **Intelligent, Proactive & Sustainable Territories Development**. Access to these courses would be thanks to agreements with different international universities and in-house courses produced by **ENERLAND FOUNDATION**.

Technologies Innovation

ENERLAND™ and its influence over the territory will turn Abu Dhabi into a lab scenario to test and show the use of developing technology.

We understand that ENERLAND™ will be a permanent "Living Lab" which always will be on Beta Phase, due to the fact that latest technology and apps are changing and updating constantly and at the same time, recycling and reusing the previous ones. All the developing technology favoring the intelligent cities will find a space for the exclusive use of sustainability and pro-activity, which means having a huge tech storefront in favor of humanity.

On the other hand, the technology applied today to sustainable energy is a big competitor versus the traditional fossils energy; since its treatment gets better and better per day and prices become more competitive. However, the most important challenge in this phase will be breaking up the inertia created by the use of these traditional resources, by betting/supporting on energy efficiency as a previous objective before start using renewable energies.

Technology makes the systems more efficient and effective by spreading and leveling off production and energy consumption by making the renewable cycle a reality.

One of the most important historic achievements on the subject has been the Paris Conference COP21 in 2015. The basis of this agreement established the progressive substitution or the replacement of polluted energy by green energies.

Abu Dhabi will also have through ENERLAND™ a tech model of independent intelligent networks supported with energy efficiency guidelines, water treatment, recycling and air and soil conservation.

In order to be an example of energy efficiency, our project contemplates energy production through the theme park attractions among others. In fact, we will take advantage of energy recuperation by using the inertia and stop times made by attractions for which further and deep research will be necessary in order to adapt this technology to the engineering of the attractions.

Also, the project involves the use of additional technologies available on the market today and others that are under development and testing. This will be applied to illumination, sound, multimedia communications and games as well.

ENERLAND™, The Land of Energy contributes to a series of technological innovations and advantages:

- Energy production mixed plant for own consumption and for energy surplus selling from renewable sources (systems connected by networks), combined with sustainable systems based on Green Buildings which are interconnected to independent energy grids.
- Use of pavement, building materials and facades capable of producing energy.
- Using information and communication technologies (TIC's) so being a part of the whole concept, favoring the internet of things, making the already installed dispositive to participate and interact with them through AI process in order to get a more efficient environment.
- More sustainable mobility and access systems.
- Innovative use of the technology in the attractions by applying virtual reality and augmented reality, exploring new ways of fun to be applied to the general public regardless of age or mobility conditions.
- Designing a brand new organization and systems model, more dynamic, intelligent and innovative. So the human resources management and the whole organization structure of the group of companies would benefit from it.
- Technology, Blockchain and Big Data applied to have feedbacks from visitors and regional inhabitants in general. So, these applied and developed technologies would help in the use of the Internet of People and population even before they visit the park (Collective Intelligence).

• By attracting talent and new population to the region, especially the return of local talent, plus the international and national investments, creating new business opportunities and employment generation with quality and excellence. In summary, ENERLAND™ is shown as a development force for Abu Dhabi and the UAE and as a consequence, will be an extraordinary example for the rest of the world.

• These new jobs will require a qualification. A need to develop training and education programs that qualify, update and certified the education of employees is mandatory for our success. Technology, mechanics, computer sciences, languages, tourism, communication, music, dance, entertainment, movies, and games are some of the subjects to be taught at our programs.

• ENERLAND™ would attempt to complete and modernize the current incomplete infrastructures on the region, thus creating an economic stimulus under efficiency and sustainability concepts that thrive in order to turn Abu Dhabi in a sustainable territory and example to follow.

• From the UAE, **ENERLAND, The Land of Energy™** is bringing out a new awareness on tourism development and sustainability. A different and innovative economy, supported by human relationships with harmony, focused on environmental preservation. The key issue here will be **EDUCATION-TRAINING**. Accomplished by getting the involvement of all social agents, institutions, and organizations, with the ultimate goal to create a much better world under a new global awareness.

• These set of actions, not only will have an influence over the UAE; however they, would be applied to promote sustainable human development in the around countries, especially MENA region, other African countries, Europe, Asia and America, where the UAE already have or would be able to reach bilateral cooperation agreements in different areas including national security.



SPORT, HEALTH AND THE WORLD AGENCY FOR ANTI-AGING

One of humanity's most important global challenges is the aging of the population, which must be tackled, like other challenges, through global cooperation. We live in a world of abundance that is full of opportunities that scientific and technological progress brings, and it is quite disappointing that we are still suffering from aging. When it comes to aging, biological research is just one piece of a puzzle that must also include economics, politics, and cultural change.

Instead of combating one disease at a time, which is the way medicine and pharmaceutical development have been practiced in the 20th century, we believe that we can develop medicines that treat aging at its source and, therefore, have a much greater impact on health and life expectancy, than drugs that target a single disease.

Opinions are changing rapidly on whether aging should be a condition for which a doctor can prescribe medication. We currently live in a society where aging is so common that it is considered by most people, including the medical community, as something natural and inevitable. And if something is considered inevitable, you usually do not focus on it in the same way as something that can be dealt with.

The medicine of the 20th century is very limited in terms of health, and there are many age-related diseases that remain incurable, causing a huge amount of human suffering. However, it has recently been shown in animal studies that by directly addressing the aging process, we could learn how to cure these diseases, reverse aging and guarantee better health and productivity in the future. Therefore, if we support scientific research on the mechanisms of aging, we can develop curative treatments for people; in the coming years, there may be therapies of a new type with the capacity to slow down and even partially reverse aging. But what technologies are we talking about? Maximization of diet and microbiome, pharmacological solutions, stem cell technology and organ replacement, gene therapy, nanotechnology, artificial intelligence, somatic genetic engineering, cell and tissue reprogramming, among others.

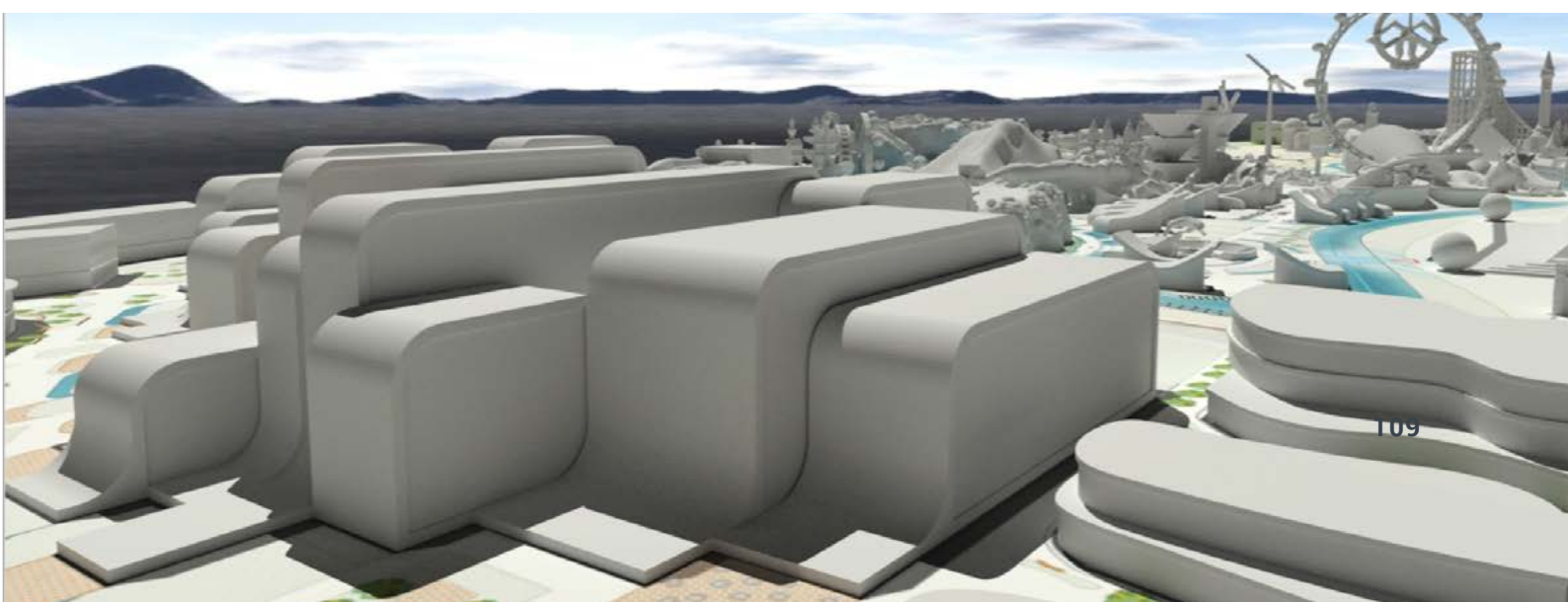
From ENERLAND™ we consider it essential to work on anti-aging therapies to improve the quality of life of people, so that “the unstoppable advance of medical technology will allow us to repair the damage that the passage of time causes in the organism, and thus, be able to live every more year, until we can establish control over aging.” Therefore, the extension of healthy life and medical progress should be an important part of the global agenda.

One of the star proposals of ENERLAND™ in the field of health, is the creation of the World Anti-Aging Agency, which would be based in Abu Dhabi, given the magnificent conditions that we currently have and those that we are going to create.

This agency, accompanied by a comprehensive program on health: body + soul + spirit, which has sports and hospital facilities of first level, which makes use of ancestral medicine and promotes life sustained in love, abundance and in the excellent relations between all the living beings on the planet, will turn Abu Dhabi into a World Health Center, totally new, with a different approach for the benefit of all.

10. ABU DHABI'S IMPLANTATION REQUIREMENTS FOR ENERLAND

- Declaration from Government that ENERLAND™ is a “Strategic & Public Interest project” and a “General Public Interest” for The UAE.
- A signed agreement between UAE Government, The Board and Municipal authorities of Abu Dhabi, in order to commit together with mutual understanding to undertake the project, so we could avoid contradictions, red tape, and misunderstandings that could cause delays in the development of the project and negative effects on the region. It is very important to point out that the project will require going through several proceedings, such as revisions, evaluations, and approvals from local Authorities, Urban General Plans, and the Municipal Ordinances, if so. That is why we are encouraging a coordinated work between government and ENERLAND™, because a more sustainable population will increase, together with infrastructures, hotel accommodations for the future progressive growth of tourism. This agreement will also contemplate the corresponding compensations in case the initially agreed conditions change abruptly by legal imperative in the country.
- Equally important is the fact that if it is our intention to turn Abu Dhabi and the UAE into an Intelligent, Proactive and Sustainable Territory, the construction and building requirements must turn mandatory (Technical Edification Code) the using renewable energies, recycling systems, water treatment and residual products to control the carbon footprint in general. Since the infrastructure will be changing into a more sustainable one, it is necessary to change the current legal requirements for its implementation and construction.
- A commitment to obtaining an express legal resolution on land requalification and building licenses. Actually, it is necessary to have an immediate regulation for the use of land including sustainable electrical development, photovoltaic plants and other clean sources of energies.
- Project's approval by the correspondent Authority to be able to guarantee the secure handle and return of funds from the Investors.
- Collaboration and guarantees for the joint development of the SHDP.
- Signing agreements between the parts for the development of the complementary infrastructures, updating current ones and including them into ENERLAND'S Development Plan. It is important to consider the construction of a high-speed train (or equivalent) between Dubai and Abu Dhabi, including a stop in ENERLAND™.
- Signing international cooperation agreements for the SHDP with the following institutions: Universities, Greenpeace, Developments programs: PNUD, PNUMA, UNESCO, International Banks: WB, IADB, CAF-DB, EIB, AfDB.
- Improving our relations with our neighbor countries and other strategic countries: diplomatic, economic, security, communications, etc. by bilateral cooperation agreements, enforcing the current ones, including the ones signed by the UAE Government.
- A joint international effort to promote Abu Dhabi an ENERLAND™ as a sustainable tourism destiny, even by authorizing new flights routes to and from Abu Dhabi International Airport and the signing of Cooperation Agreements with other airports, ports, and airlines.



11. CONCLUSIONS

ENERLAND, The Power of Fun™ or **“The Land of Energy”**, is conceived as a pioneering project, unique in the world, in terms of generation, use and application of renewable energies and sustainability in general, since it integrates people with the form to interact with nature, with the ability to use and create technology so that, both nature and society, grow together and balanced. In this sense, this ambitious and innovative project will contribute to the positioning of its Headquarters in the world, as a city responsible for the environment, thereby creating an example to be imitated, and reducing the impact of human beings with respect to the footprint of carbon.

The construction of ENERLAND™ will mean a quantitative and qualitative leap in terms of the number and quality of the tourist that visits the region, clearly marking a before and after. In this sense, ENERLAND™ will make a direct contribution in terms of tourism offer, especially in the target: families with children even though this product was specially designed to welcome everyone equally.

The main goal of ENERLAND™ is to raise awareness and educate with fun about climate change, global warming and the damage we are doing to nature. However, its action will go beyond and also offer, within the framework of the **“Economy of Happiness”**, solutions to the existing problem, providing real help to all levels of society and from all its different approaches and points of view. In this sense, ENERLAND™ should be considered as a catalyst for change, so it is hoped everybody supports it so that it can fulfill its task and, together, achieve the socioeconomic impact that we have called the **“ENERLAND EFFECT”**.

ENERLAND™ is a highly profitable project, with a Return of Investment Rate (ROI) of 13.70%, a period of recovery of the investment of ten **(10) years**, with a Net Present Value (NPV) of **2.739.758.297,88 €**.

In short, ENERLAND™ is a revolution in terms of Diversity, Tourism, Culture, Education, Development, Sports, Health, Technology, Sustainability, and a safe bet to develop the renewable energy industry and sustainability in its full spectrum. In this sense, its main function will be to strengthen Abu Dhabi and the UAE by building the **FIRST RENEWABLE AND SUSTAINABLE THEME PARK IN THE WORLD**, which will bring an incredible development of all the sectors involved in its design and operation, implementing a permanent maintenance of new advances in terms of Technology and Responsible Tourism.





ENERLAND

THE POWER OF FUN