

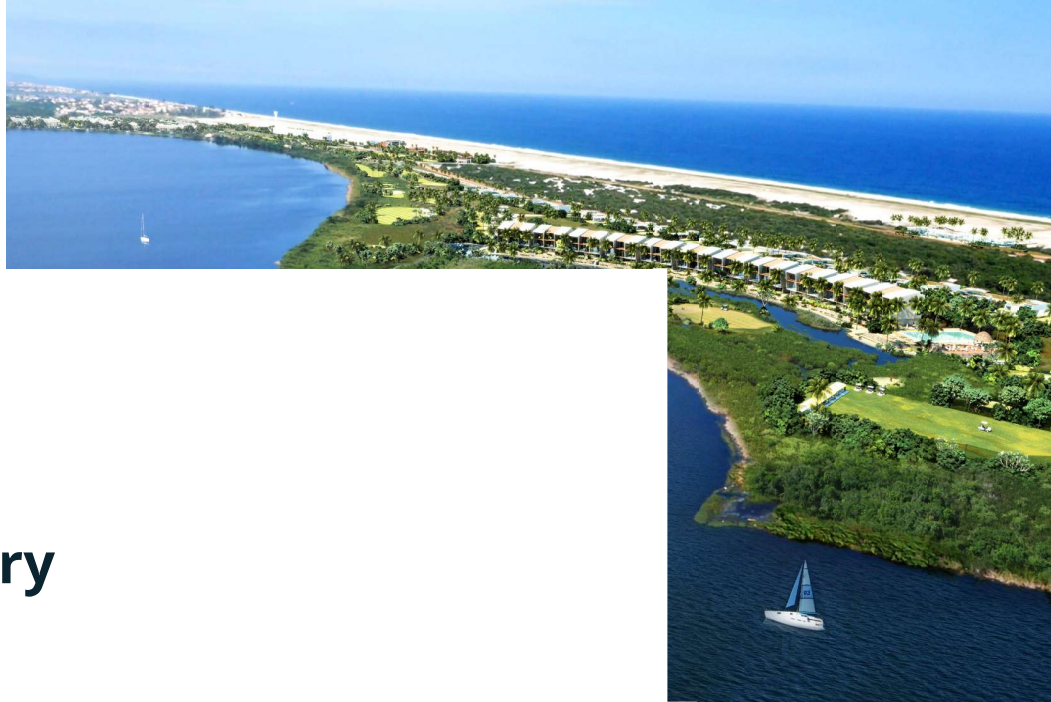


# ApexBrasil for MIPIIM 2022 Content Report

*February 2022*

apexBrasil 





## Summary

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Brazilian projects

## PART I – Introduction: Welcome to your Brazil

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Take off your shoes and step inside.

Feel the warmth of the red *jatoba* wood under your feet.

Caress the blue and white *azulejo* tiles of your new state-of-the-art kitchen.

Savour the parquet floors and white walls as the light of the southern sun cascades through the open veranda doors. In the distance the gentle hum of people and cars provides a reassuring reminder of the modern and vibrant metropolis you now call home. And take a moment to breathe it all in. For this property is not a figment of your imagination. It belongs to you.

Brazil has just put *real* into your real estate.

**A country of unparalleled natural beauty  
and vibrant modern cities**

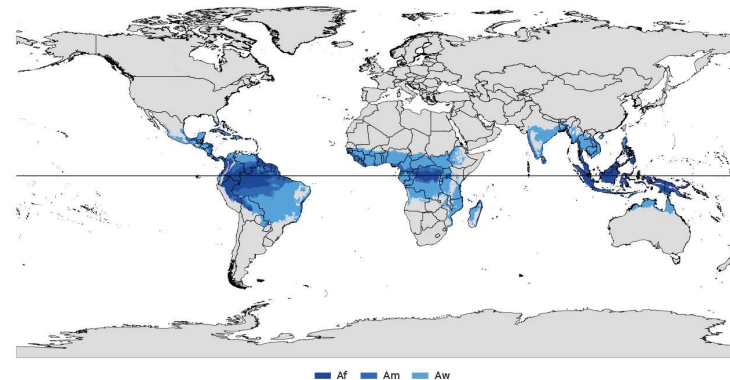


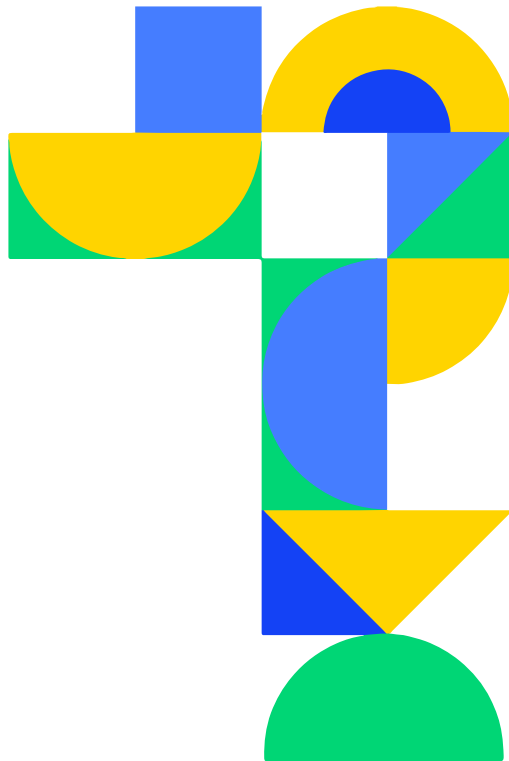


*Rio de Janeiro. The most iconic destination in Brazil and a renowned hub for investment opportunities in the real estate business.*

The former seat of the Portuguese empire, Brazil is a continent of its own. Spanning between the Tropic of Cancer and the Tropic of Capricorn, no other country possesses more tropical landmass on earth than Brazil. In this new world, perhaps with the youngest civilizations, Brazilians have been trying to create a tropical civilization for over two centuries. Amidst this continental setting, with six biomes and different climate zones, it is not unsurprising that, as Keyserling wrote, life is bursting, teeming within and without. Undoubtedly this *mélange* of peoples, flora and fauna has impacted its architecture. A keen architectural eye will see the Portuguese and baroque DNA, but it will also identify the teeming creativity of several influences that have shaped this modern nation.

Tropical (1980-2016)





The rich and diverse interior is corralled by over 8,000 kilometres of coastline – the 16<sup>th</sup> longest coastline in the world – which is studded by some of the most exciting and “happening” cities and megacities in the southern hemisphere. From Rio to Recife, São Paulo to Salvador, Brazil’s urban centres wrap around the country like a pearl necklace, swaying to the lively rhythms of Brazilian music and their famously warm, dynamic and passionate people.

Brazil’s natural landscapes are unparalleled. The country boasts the richest ecosystem in the world, from verdant tropical rainforests to thundering waterfalls, rolling savannahs and wetlands. Almost two thirds of the Amazon rainforest is in Brazil while the south-eastern coast is fringed by the Mata Atlântica, Brazil’s “other” tropical rainforest. This eventually gives way to evergreen forests and giant candelabra-shaped Araucaria trees in Brazil’s far south. The high plains of the Cerrado in the centre of the country are brimming with farmers and *fazendas* – attracted by the fertile soils and mild weather that make this Brazil’s agricultural breadbasket. Meanwhile the Lençóis Maranhenses flooded deserts are an eerie moonscape unlike anything on Earth.

The sacred and the profane, the adorned and unadorned beauty of its urban and natural landscape offers, colour and energy that few other places in the world can match. Because of this the country has long held an allure and fascination to outsiders, from intrepid explorers to modern holidaymakers.

From the bygone Eldorado to the promise of a Third Rome, this tropical empire to be boasts a population of over 213m





and a unique culture that incorporates diverse ethnicities, traditions, and influences. Heir to a common seminal culture—Portuguese – Brazil’s culture is a firth from whence all other cultures merge, African, Amerindian, Asian and European. And it is a work in progress towards the viability of a civilization on the tropics.

For instance, São Paulo (both the state and the megalopolis) is home to the largest Japanese population on Earth. Today there are 1.6m Japanese-Brazilians living in São Paulo alone, contributing to the Brazilian culture with its unique language and culinary traditions. Like the Japanese, Italians, Germans, Spanish, Britons, Russian, Lebanese, Syrians, Americans, Polish, Swiss, Czechs, and many others have called Brazil their home.

## **Building on the past, looking to the future**

The winds of trade have shaped the economic landscape of this continent. And despite its two centuries of development there is still so much undiscovered possibilities and opportunities to be seized.

As the largest economy in Latin America and the 8<sup>th</sup> largest economy in the world with GDP estimated at US\$ 1.749 tri (constant 2015 international US\$) or, alternatively, in purchasing power parity equally the 8<sup>th</sup> in the world (US\$ 2.989 tri – constant 2017 PPP international US\$) Brazil is perhaps the most interesting emerging market among its

peers. It remains a relatively young country and still has a lot of ground to make up in terms of building the critical infrastructure, services, and technology it needs to cement its status as a unique modern tropical civilization.

One of the ways Brazil will do this is by learning from the successes of the past and adapting these to the future. It is rolling out its biggest ever privatisation package in a bid to attract unprecedented levels of FDI to the country, in the process reinventing itself as the investment destination of choice, especially for large and exciting new infrastructure projects that will have remarkable externalities for Brazil’s real estate market. Recent microeconomic reforms on Brazilian business environment for the real estate market have brought the sector at the cusp of a transformational leap, and the capital markets have not overlooked this structural development. By attracting a new category of outsiders and foreign capital Brazil will hope to build its prosperity for the next two hundred years.

So as you step out onto your new veranda in the warmth of the Brazilian sun and survey the sprawling city below, the blue Atlantic shimmering in the distance, know that this piece of real estate is your piece of Brazil. A slice of tropical paradise and your place in Brazilian history.

Welcome to your Brazil.



## PART II – Brazil's real-estate market

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When it comes to real estate, Brazil has a set of unique qualities that gives the country a competitive edge among other emerging markets – and even the world.

The country offers a gargantuan consumer market, with the fifth largest global population and a rapidly growing middle class of over 100m people. The average age of Brazil's population is 33.5 years old, and almost two thirds of Brazilians are aged 29 or under. This young and urban population has a huge amount of purchasing power, and in June 2020, Brazil's Private Consumption Expenditure was reported at €164bn. There are over 400 coastal and inland counties in Brazil, all of which are set to gain significantly under recent business reforms and wider credit availability.

The country's size, diversity and young population are clear driving forces of Brazil's potential. And indeed these are strong pull factors to entice the next wave of foreign real estate investors.

However the country has also made huge strides forward to revitalise its real estate sector.

Since 2017, Brazilian residential real estate has improved significantly, thanks to a normalisation of the mortgage rate. This has led to a new growth cycle due to the steady lowering

of the national interest rate while the average mortgage rate has hovered over 7% annually since 2019.

The steady lowering of the national interest rate has been another core push factor behind the expansion of the Brazilian real estate market since 2020. It is currently at 2% per year – its lowest ever – which also resulted in the reallocation of investments from financial to real estate assets, and especially residential real estate.

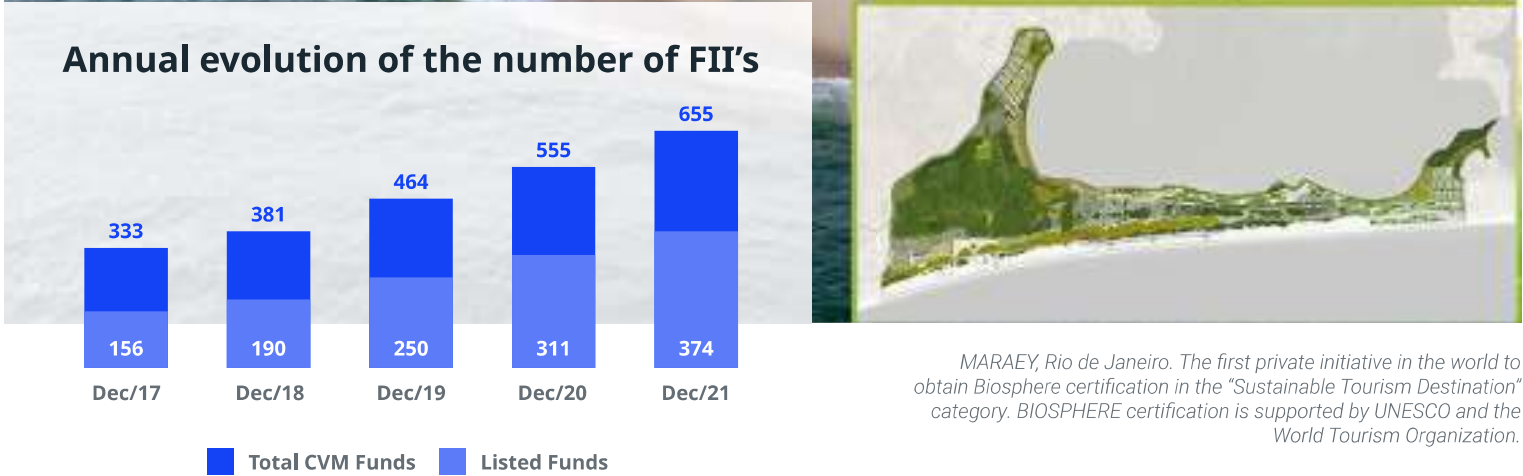
There has been a significant boom in Real Estate Investment Trust (REIT) funds in Brazil, the current market capitalization of which is over €21.7bn and assets under management of €27.9bn. At the end of 2021 there were 672 REIT funds, 395 of which were listed.

Meanwhile the past three years have seen a new wave of REIT IPO, doubling the annual market capitalization rate vis-à-vis the prior years and averaging 70 new IPO for each year of the 2019-2021 period thanks to Brazil's massive public-private partnerships (PPP) infrastructure programme. This momentum of pent-up demand for residential, corporate, hospitality, logistic, retail, and health assets has turned the Brazilian real estate market into a hotspot for foreign and domestic investment.





Annual evolution of the number of FII's



MARAEY, Rio de Janeiro. The first private initiative in the world to obtain Biosphere certification in the "Sustainable Tourism Destination" category. BIOSPHERE certification is supported by UNESCO and the World Tourism Organization.

Real estate investment funds in Brazil



## Creating a favourable investment climate

The market potential for international investors in Brazil is enormous, covering both the public and private sectors, being driven by a legal and financial landscape that is proving to be more and more attractive every year», explains Lucas Fiuza, Business Director of Apex-Brasil. The sale of government-owned assets across the country is a key pillar of this market, which is underpinned by a number of regulatory changes in recent years designed to make the investment climate as smooth and straightforward as possible. More details on these are included in following sections.

Simplified rules as well as €123.6bn of new credit have now been earmarked for real estate, while a number of tax incentives are being considered for international investors depending on the impact of the real estate project on any given local economy.

Thanks to these new policies Brazil has managed to significantly reduce bureaucracy and administration to buying real estate for global investors. The situation today remains much more favourable to foreign investors, resident or not, who can now buy real estate in Brazil in a relatively seamless way that would have been largely unthinkable just a few years ago.

## Brazil's hospitality sector: a real estate success story

This is especially true for Brazil's hospitality sector.

Drawing on Brazil's glorious weather and reputation as one of the world's top tourist destinations, the sector is going through an investment boom with a rich array of new opportunities.

And several multinational actors have already jumped on-board to help realise their highly profitable projects in the territory.

Hilton doubled their presence in Brazil over the past five years and has achieved a record-setting development year in 2020 – a trend expected to continue in 2022. The Four Seasons, Marriott International and Radisson Hotel Group are all turning their attentions to Brazil as a key target for business expansion. With the inauguration in early 2022 of the Rosewood São Paulo hotel, located in the heart of the urban oasis of Cidade Matarazzo, one of the most striking Brazilian projects of recent years and a finalist at the MIPIM awards in 2017, these new projects give a glimpse into the scale of the opportunities and ambition in Brazilian real estate.

Current predictions show that Brazil's hotel market is expected to grow by 70 properties and over 15,000 rooms in the next five years, propelled by local strategies for sustainable growth, public-private partnerships, and the lowering of barriers to international investment. More than 2,000 state-owned properties across various real estate verticals are expected to be offered to the private sector. As a result, revenues in the hotels sector are projected to reach €1.9m (£1.6m) in 2022 and grow by over 25% each year.

A prominent investment opportunity in the hospitality sector is the multi-purpose entertainment cruise terminal - the "BC Port" – which will be opened for investment in 2022. BC PORT's architecture in-itself is inspired by the etymology of the sea bass found in the Camboriu River and uses the latest in architectural design exhibited at major events such as the World Expo 2015 in Milan, Italy. Recyclable, bioclimatic and technologically advanced materials will be used in building





this astounding multifunctional structure. Once inside, guests will travel through the richly decorated interior inspired by the cruise routes “From the Tropical Forest to the End of the World”. They will have at their disposition over 60 stores from world-renown brands and 21 restaurants and can stay overnight in a hotel that has luxury and high-class suites, with sun lounges on the balconies, outdoor hot tubs and a pool deck with infinity pools, jacuzzis, a spa, fitness lounge, game room, cinema, Irish pub and night club. Minutes after disembarking, the 16,000 passengers projected to go through the port can enjoy the main attractions of Balneario Camboriu, including the Unipraias Park, hike in the Atlantic Forest and enjoy the nearby beach.

Investors may also take interest in MARAEY, an ambitious project to create a sustainable tourist-residential complex in the state of Rio de Janeiro. Building on just 6.6% of land, MARAEY intends to preserve 81% of the project’s overall surface area and create the second-largest Private Natural Heritage Reserve (RPPN) of resting forest in the State of Rio de Janeiro and the fifth largest in Brazil. Covering nearly 440 hectares, the RPPN will span almost half of the overall surface of MARAEY and will be fully and perpetually protected. The inhabited area will include four five-star hotels welcoming an average of 300,000 tourists every year. The project, guided by the smart city philosophy, will also feature various houses with a comprehensive range of services such as a schools, hospitals, an international hospitality university, shops and businesses, as well as a host of leisure activities and sports. Private investments are currently projected at €1.9bn, with tax collection of €1.2bn in the first 14 years (construction and sales consolidation) and a further €173m annually in operations.

## Showcasing Brazil’s real estate to the world

Brazilian real estate has been on a journey in the past few years and is now well and truly blossoming. But the best is yet to come.

The growth in Brazil’s economy spurred by the PPI, and other economic factors like low interest rates and favourable exchange rates make the purchase of real estate in Brazil an excellent opportunity. For would-be foreign investors looking to set up shop or lay down roots in the country, there has rarely been a more exciting time to buy than today.

And MIPIM Cannes is one of the signature events in the global real estate calendar and an opportunity for Brazil to demonstrate its credentials to experts from all over the real estate world.



## PART III – How Apex-Brasil supports global investors in real estate

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Apex-Brasil, the Brazilian Trade and Investment Promotion Agency linked to the Brazilian Foreign Ministry (Itamaraty), works to promote Brazilian products and services abroad, and to attract foreign investment to strategic sectors of the Brazilian economy – including real estate.

The Agency plays a number of crucial promotional and advisory roles as part of its efforts to attract inward investment to Brazil. This includes working to identify business opportunities, promoting strategic events and lending support to foreign investors willing to allocate resources in Brazil.

With the focus firmly set on securing global interest and FDI in Brazil's real estate market, Apex-Brasil has been busy mapping out the myriad real estate and infrastructure opportunities in Brazil for global investors. Given its connections to all Brazilian states the agency has an unrivalled knowledge of the network of public and private opportunities in real estate across Brazil.

In 2022 the agency and high-level Brazilian ministers will travel to key global hubs – London, Oslo, New York, Singapore, Tokyo and Paris as well as other capitals – as part of a dedicated real estate investor roadshow series known as the Brasil Investment Forum Experience or “BIFx”.

The series will aim to clarify the attractiveness of the Brazilian economic landscape to potential investors. In addition, Apex-

Brasil staff will work with investors to highlight promising opportunities as they come to market and support investors who may face challenges breaking into the market.

And MIPIM is a part of this exciting new real estate agenda for Apex-Brasil. Speaking ahead of the 2022 installment of MIPIM, Apex-Brasil's CEO Augusto Pestana said:

*“2022 will be a pivotal year for Brazil's real estate market. As part of our efforts to bring our real estate opportunities to the world Apex-Brasil has planned a series of global roadshows which we will continue to roll out over 2022. We want to let the global investor community know that when it comes to real estate Brazil is open for business.”*

Apex-Brasil's BIFx real estate roadshow dates:

- ❑ London – 21-22 April – Real estate & Industrial and Logistics Infrastructure
- ❑ Oslo – 26 April – Real estate & Energy
- ❑ New York – 11-12 May – Real estate & Industrial and Logistics Infrastructure
- ❑ Singapore/Tokyo – TBC – Real estate & Logistics infrastructure
- ❑ Paris – 13-14 Sep – Real estate





## PART IV – How Brazil's government has laid the foundations for the real estate revolution

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Brazilian real estate is booming today. The country's public coffers boast €261bn in real estate assets which is roughly equivalent to 20% of the national GDP and Brazil is replete with a wealth of new opportunities in this sector.

But such a positive phenomenon was not always the case.

It is no small secret that for a long time Brazil suffered from a lack of public investment especially in its infrastructure. The wider economic downturn witnessed over the past three decades created a funding gap that proved difficult to overcome. Set against these challenges, the country's public real estate assets experienced decline and in some cases even neglect.

### **Modern and forward-thinking government programmes built around FDI**

Since 2020 the situation has changed dramatically. An infrastructure "renaissance" has taken hold in Brazil as, faced with the need to arrest the decline of its properties and bridge a stubborn funding gap, the government crafted a number of measures designed to revolutionize the real estate landscape in the country.

It has done this in the first instance by looking abroad.

Thanks to the Investment Partnership Program (PPI), Brazil's colossal privatization programme, Brazil has made enormous efforts to attract the next wave of private capital and foreign direct investment (FDI). Now the country has successfully repositioned itself as a major FDI destination among its competitors. From infrastructure to transport, energy to national parks – and now real estate – Brazil has used FDI as its primary vehicle to bring in FDI and spur growth for infrastructure in key economic sectors. Brazilian inward FDI levels topped €50bn in 2021, returning almost to 2019 levels, and the economy is now expected to make the fastest recovery to pre-pandemic levels among Latin American countries.

### **Waking the real estate sleeping giant**

Domestically, the government has pioneered a number of crucial reforms designed to facilitate and streamline a favourable investment climate and awaken Brazil's "sleeping giant" of real estate.

The first of these measures was the updating in 2020 of Brazil's federal legal framework for real estate management, a turning point that gave rise to several new policies and programmes which together have spurred the hottest new investment climate for real estate in the southern hemisphere.



One of these is the Property Acquisition Proposal (PAI), also rolled out in 2020, which helps to identify and value prime government properties for investment. Under the PAI, any investor from around the world can deposit a financial offer on a listed federal asset. The government then uses the initial bid as a baseline to open up a public tender for further bidding. The initial investor retains a preferential right until the end.

The result has been a turbocharging of sales of federal assets twenty-fold – a figure that continues to rise. In August 2021 Brazil's Ministry of Economy released a list of nearly 4,000 underutilised government properties with a value of approximately €5.1bn, with notable examples being the *A Noite* building in Rio de Janeiro, a former newspaper headquarters and Latin America's first ever skyscraper.

Other important changes are the evolution of private lease contracts for natural but non-transferrable assets such as government beaches, islands and riverbanks. The new system will allow the sustainable development of tourism infrastructure such as marinas, piers and resorts. Examples include the Tapajós River in Pará state and Cairu, a pocket of stunning islands and beaches south of Salvador in Bahia.

From these policies have spawned the brand new *Incorpora, Brasil! Federal Real Estate Funds (FII)* programme, which will liquidate the federal government's real estate portfolio, and increase the scale of real estate sales by offering investors large lots for development rather than individual properties.

The new mechanism, to be officially unveiled at MIPIM in Cannes in March 2022, provides for the sale to private buyers of the Federal Government's vast real estate portfolio, estimated at a staggering 750,000 individual assets. The Brazilian government expects around €15bn in investments from the sale of federal properties across the country by the end of 2022.

## From Brasilia to Belém: Prime real estate auctions planned in 2022

Over the course of 2022 the Ministry of Economy plans to hold auctions of up to €16.8m in assets for privatisation as a testbed for further editions. To stimulate uptake the ministry will launch five funds in the first quarter of 2022, each one between approximately €50-90m in assets. Tenders will select the fund manager who will be in charge of designing and developing the investment thesis with an emphasis on promoting strong environmental, social and governance (ESG) criteria.

Already, a number of Brazil's largest, most high-profile properties and lots are being offered. This includes over one million square metres of prime lots in downtown Rio, over 400,000 square metres adjacent to the airport in Porto Alegre and over 200,000 square metres in the country's utopic capital Brasilia. Added to this promising mix is a swathe of ocean-front assets in Florianópolis in southern Brazil as well as prime lots bordering beautiful forest reserves in Belém on the northern coast.

Thanks to the new policies and programmes pushed forward by Brazil's Ministry of Economy the country has managed to usher in a groundbreaking new era of real estate development. The Brazilian government has made global trade and investment the foundation of its economic development strategy, one that has bridged the funding gap in critical infrastructure and created a multiplier effect for other sectors to benefit – especially Brazilian real estate.

Brazil has succeeded in opening its public and private real estate markets to the world. And the country is now ready to reap the rewards for this modern and forward-thinking policy that will, quite literally, shape Brazil for decades to come.

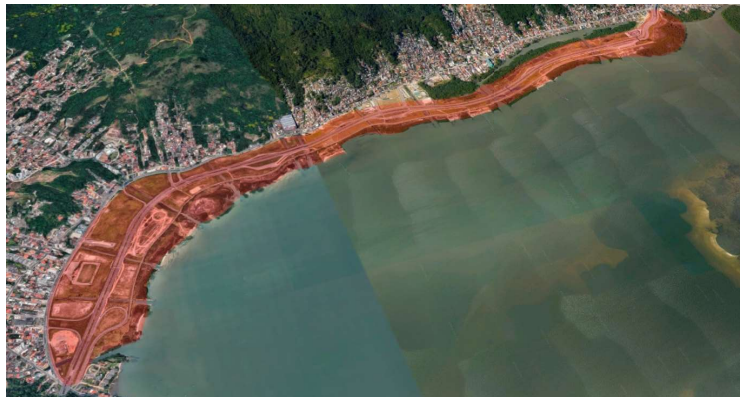




*Beira-Mar Sul, Florianópolis. Under the Incorpora Brasil - Federal Real Estate Funds programme several kilometres of ocean-front assets in Florianópolis in the state of Santa Catarina will be auctioned for development in 2022.*



*Trensurb development, Porto Alegre. Under the Incorpora Brasil - Federal Real Estate Funds over 400,000 square metres of assets adjacent to the airport in Porto Alegre will be auctioned for development in 2022.*



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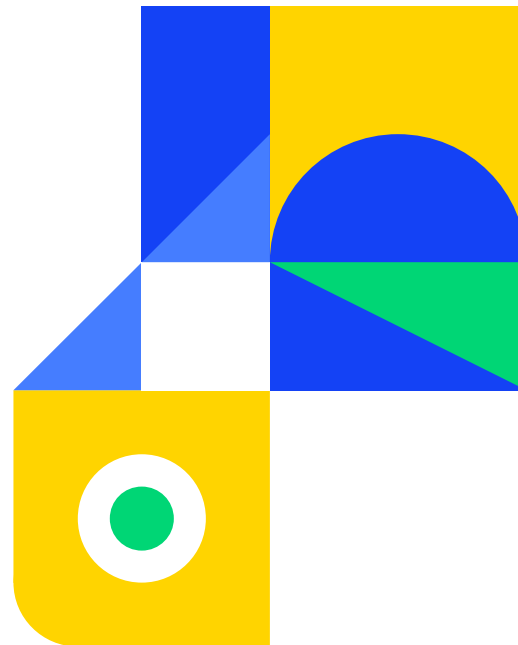




Brigadeiro Protásio Airport, Belém. Under the Incorpora Brasil - Federal Real Estate Funds this underdeveloped airport site on Brazil's northern coast will be auctioned for development in 2022.



Brigadeiro Protásio Airport, Belém. Under the Incorpora Brasil - Federal Real Estate Funds this underdeveloped airport site on Brazil's northern coast will be auctioned for development in 2022.





## Brazilian projects

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### MARAEY



#### About the project:

45-km from Rio de Janeiro, boasting a coastal strip of 844 hectares with a 12.5 km stretch of lagoons and 8.5 km of coastline, MARAEY is set to become a unique worldwide benchmark in sustainable residential and tourist development.

ESG principles are at the heart of MARAEY as evidenced by its environmental preservation (81% of preserved area, reforestation plans and only 6,6% occupancy rate), social integration (professional programs for local inhabitants, traditional villages, university and school) and governance (equality, transparency and auditing), coming together to establish a truly unique and perpetual economic footprint in Brazil.

MARAEY, true Paradise on Earth!

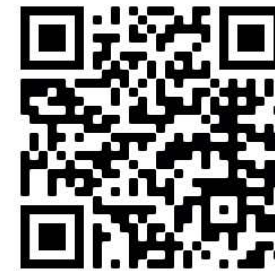
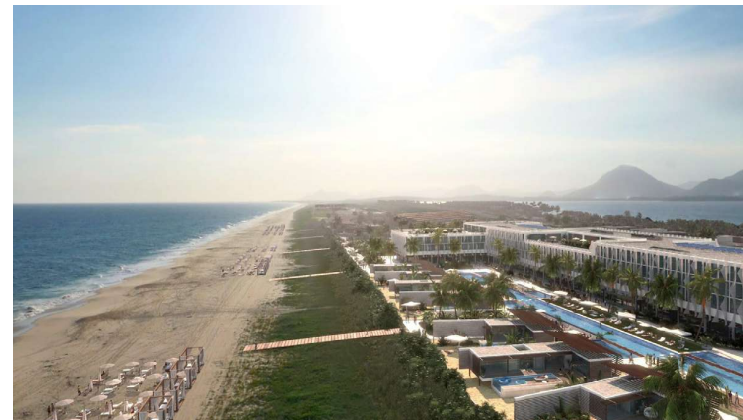
**SECTOR** = Mixed-Used Development: Tourism, Residential, Sports, Hospital, Shopping, School, University, etc

#### HIGHLIGHTS/ HOT TOPICS



- ❑ CAPEX Foreseen for the Project: 3 bn USD
- ❑ Fase que o projeto se encontra: Under construction (infraestrutura), expecting break ground of the first buildings by the end of 2022 / beginning 2023
- ❑ Localização: Maricá – Rio de Janeiro - Brasil
- ❑ Total buildable surface = 2 million square meters
- ❑ UH:
  - ❑ Rock in Río MARAEY Resort: 891 Rooms
  - ❑ Ynoo MARAEY Golf resort 104 suites + 164 branded residences
  - ❑ Yvyra MARAEY Resort: 58 Villas + 80 branded residences
  - ❑ Kuaa MARAEY Resort: 457 Rooms + 62 branded residences

## Pictures





Global Innovation and Technology District

- ❑ **The largest ESG Real Estate Fund in Brazil.**
- ❑ **Masterplan design by the Italian Carlo Ratti** (largest smart city specialist).
- ❑ **Located in Brasília, the Brazilian Federal Capital** (international and national hub).
- ❑ **Development for leasing** with an exit strategy (Fund plans an IPO).
- ❑ **Aprox. US\$ 1,2 total investment.**
- ❑ **Mixed use occupation: Technology, startups, business offices (33%), residences (34%), universities (10%), hotels/convention center (3%), open malls (5%) and parks.**
- ❑ Land site area 959.860m<sup>2</sup>, potential area 1.242.566m<sup>2</sup>, **Gross leasable area 781.613m<sup>2</sup>.**







## CAUYPE CITY - THE CITY OF YOUR FUTURE



### The project

The Sustainable Planned Urban Community of 32,000 inhabitants in Caucaia, 40km from the center of Fortaleza, CE, developed by Luciano Cavalcante Real Estate Development with urbanism by Jaime Lerner, is located next to the Pecém Industrial and Port Complex, which will triple the movement of cargo by 2030. Close to Europe and the Panama Canal, it is an important logistics hub and generates 61,300 direct and indirect jobs, with 22 companies in operation and 8 in implementation.

Cauype City reduces the distance between housing and employment. Its design starts from its environmental base and identity elements. The Lagamar do Cauype formed by the dune field, with variable width and volume of water, is a highlight of the landscape; use of the waterfront for public activities marks the identity of the project. The Atlantic Forest is protected by the 42-hectare environmental protection area.

With 35% of the 436ha occupied with 2,852 single-family lots from 150 m<sup>2</sup> to 360 m<sup>2</sup>, 6,627 multifamily lots in 2, 4 or 8-story buildings, in addition to lots for commerce, services, education and logistics, it serves the popular ranges from 1.5 to 8 floors. 6 minimum wages from the Casa Brasil program, classes in the 6 to 10 minimum wages range, and middle and upper classes.

Cohesion with the surroundings, light modes of travel, public transport, institutional equipment, wide sidewalks, afforestation and landscaping, bike paths, active facades, meeting and leisure spaces, instigate the enjoyment of users. Urban acupuncture preserves historical and natural elements, such as the village and the colonial stone road, Great Cultural House, Water Income, Lagamar Pergola, Nature's House. The project makes a metaphor with bobbin lace.

### Sector

- ☐ Hospitality,
- ☐ Residency,
- ☐ Sports or Ecotourism,
- ☐ Services or Commercial Activities, Public and Private

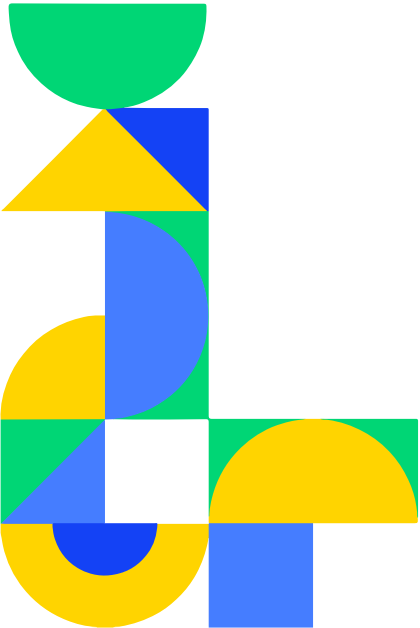


## Highlights/hot topics

STUDY AND ANALYSIS - CAUYPE CITY - PHASE 1														
fase	setor	utilização	quadra	Área (m²)	lotes	U\$/m²	VGv	índice	altura	unids	índice	pessoas	unids	bloq
Gleba A	1	1 Residencial/Comercial	AA	7.422,5773	33	80	593.806,18	0,5	2	33	3,9	129	33	0
Gleba A	1	1 Residencial/Comercial	AB	6.829,9994	30	80	546.399,95	0,5	2	30	3,9	117	30	0
Gleba A	1	1 Residencial/Comercial	AC	6.190,3971	27	80	495.231,77	0,5	2	27	3,9	105	27	0
Gleba A	1	1 Residencial/Comercial	AD	6.418,9456	27	80	513.515,65	0,5	2	27	3,9	105	27	0
Gleba A	1	1 Residencial/Comercial	AE	10.208,7311	47	80	816.698,49	0,5	2	47	3,9	183	47	0
Gleba A	1	1 Residencial/Comercial	AG	9.821,2931	44	80	785.703,45	0,5	2	44	3,9	172	44	0
Gleba A	1	1 Residencial/Comercial	AH	8.881,3842	41	80	710.510,74	0,5	2	41	3,9	160	41	0
Gleba A	1	2 Multifamiliar Residencial	AF2	5.099,5450	1	80	407.963,60	1	8	150	1,5	225	150	0
Gleba A	1	2 Multifamiliar Residencial	AG2	7.381,5872	1	80	590.526,98	1	8	85	3,9	332	85	0
Gleba A	1	2 Multifamiliar Residencial	AH2	14.209,8402	1	80	1.136.787,22	1	6	210	3,9	819	210	0
Gleba A	1	2 Multifamiliar Residencial	AI2	11.899,9137	1	80	951.993,10	1	6	125	3,9	488	125	0
Gleba A	1	3 Comercial/Serviços	AC2	34.376,5124	1	80	2.750.120,99	0,5	2	80	5	400	80	0
Gleba A	1	3 Comercial/Serviços	AD2	7.999,6919	1	80	639.975,35	1	8	170	1,5	255	170	0
Gleba A	1	3 Comercial/Serviços	AE2	7.666,9753	1	80	613.358,02	1	8	140	5	700	140	0
Gleba A	1	3 Comercial/Serviços	AI2	18.504,0345	3	80	1.480.322,76	0,5	2	3	50	150	3	0
				162.911,4280	259	80	13.032.914,24			1212		4339	1212	0
Gleba A	2	0 Residencial	AF	5.699,3711	34	80	455.949,69	0,5	2	34	3,9	133	34	0
Gleba A	2	0 Residencial	AI	7.518,7893	47	80	601.503,14	0,5	2	47	3,9	183	47	0
Gleba A	2	0 Residencial	AL	6.948,4975	43	80	555.879,80	0,5	2	43	3,9	168	43	0
Gleba A	2	0 Residencial	AM	7.585,7614	47	80	606.860,91	0,5	2	47	3,9	183	47	0
Gleba A	2	0 Residencial	AN	8.232,8397	49	80	658.627,18	0,5	2	49	3,9	191	49	0
Gleba A	2	0 Residencial	AP	6.311,1968	37	80	504.895,74	0,5	2	37	3,9	144	37	0
Gleba A	2	0 Residencial	AQ	6.948,4601	43	80	555.876,81	0,5	2	43	3,9	168	43	0
Gleba A	2	0 Residencial	AR	7.585,7236	45	80	606.857,89	0,5	2	45	3,9	176	45	21
Gleba A	2	4 Industrial/Logística	AI	15.140,7019	3	80	1.211.256,15	0,6	2	3	100	300	3	0
Gleba A	2	4 Industrial/Logística	AK	9.601,4163	3	80	768.113,30	0,6	2	3	15	45	3	0
Gleba A	2	4 Industrial/Logística	AO1	2.974,3101	1	80	237.944,81	0,6	2	1	15	15	1	0
Gleba A	2	3 Comercial/Serviços	AO2	2.906,7563	1	80	232.540,50	0,6	2	15	5	75	1	0
				87.453,8241	353	80	6.996.305,93			367		1781	353	21
Gleba A	3	0 Residencial	AV	6.311,1612	37	80	504.892,90	0,5	1	37	3,9	144	37	0
Gleba A	3	0 Residencial	AW	6.948,4248	41	80	555.873,98	0,5	1	41	3,9	160	41	0
Gleba A	3	0 Residencial	AX	7.585,6848	47	80	606.854,78	0,5	1	47	3,9	183	47	0
Gleba A	3	0 Residencial	AZ	6.948,4206	43	80	555.873,65	0,5	1	43	3,9	168	43	0
Gleba A	3	0 Residencial	AA2	7.585,6816	45	80	606.854,53	0,5	1	45	3,9	176	45	0
Gleba A	3	2 Multifamiliar Residencial	AT	14.961,5880	6	80	1.196.927,04	1	3	216	3,9	842	460	0
Gleba A	3	3 Lojas sob o Multifamiliar	AT					1	1	120	3	360	15	0
Gleba A	3	3 Comercial/Serviços	AS	4.186,7185	2	80	334.937,48	0,6	2	30	5	150	30	0
Gleba A	3	3 Comercial/Serviços	AU1	2.864,1862	1	80	229.134,90	0,6	2	15	5	75	3	0
Gleba A	3	4 Industrial/Logística	AU2	2.956,1665	1	80	236.493,32	0,6	2	1	15	15	3	0
Gleba A	3	4 Industrial/Logística	AY	9.722,4966	2	80	777.799,73	0,6	2	2	15	30	10	0
Gleba A	3	4 Industrial/Logística	AB2	8.514,9412	1	80	681.195,30	0,6	2	1	15	15	21	0
				78.585,4700	226	80	6.286.837,60			598		2318	755	0
					838		26.316.057,77					8438		21



			OVERALL SALES VALUE	
vendidos	estoque	observações	VGv:unid	VGv TOTAL
16	48,5%	17	60.000,00	1.980.000,00
25	83,3%	5	60.000,00	1.800.000,00
11	40,7%	16	60.000,00	1.620.000,00
14	51,9%	13	60.000,00	1.620.000,00
28	59,6%	19	60.000,00	2.820.000,00
12	27,3%	32	60.000,00	2.640.000,00
13	31,7%	28	60.000,00	2.460.000,00
0	0,0%	150	28.000,00	4.200.000,00
0	0,0%	85	70.000,00	5.950.000,00
0	0,0%	210	54.000,00	11.340.000,00
0	0,0%	125	76.000,00	9.500.000,00
0	0,0%	80	137.506,05	11.000.483,97
0	0,0%	170	30.000,00	5.100.000,00
0	0,0%	140	30.000,00	4.200.000,00
0	0,0%	3	1.200.000,00	3.600.000,00
119	9,8%	1093		69.830.483,97
33	97,1%	1	44.000,00	1.496.000,00
46	97,9%	1	44.000,00	2.068.000,00
43	100,0%	0	44.000,00	1.892.000,00
25	53,2%	22	44.000,00	2.068.000,00
33	67,3%	16	44.000,00	2.156.000,00
21	56,8%	16	44.000,00	1.628.000,00
24	55,8%	19	44.000,00	1.892.000,00
5	11,1%	19	44.000,00	1.980.000,00
0	0,0%	3	2.422.512,30	7.267.536,91
0	0,0%	3	1.536.226,61	4.608.679,82
0	0,0%	1	475.889,62	475.889,62
0	0,0%	1	40.000,00	600.000,00
230	65,2%	102		28.132.106,35
26	70,3%	11	44.000,00	1.628.000,00
0	0,0%	41	44.000,00	1.804.000,00
0	0,0%	47	44.000,00	2.068.000,00
0	0,0%	43	44.000,00	1.892.000,00
0	0,0%	45	44.000,00	1.980.000,00
0	0,0%	460	36.000,00	7.776.000,00
0	0,0%	15	40.000,00	4.800.000,00
0	0,0%	30	40.000,00	1.200.000,00
0	0,0%	3	40.000,00	600.000,00
0	0,0%	3	472.986,64	472.986,64
1	10,0%	9	3.111.198,91	6.222.397,82
0	0,0%	21	1.362.390,59	1.362.390,59
27	3,6%	728		31.805.775,06
376			129.768.365,38	



OVERALL SALES VALUE	
PHASES	ESTIMATED RESULT
1	129.768.365,38
2	324.420.913,44
3	194.652.548,06
4	129.768.365,38
5	259.536.730,75
TOTAL	1.038.146.923,01

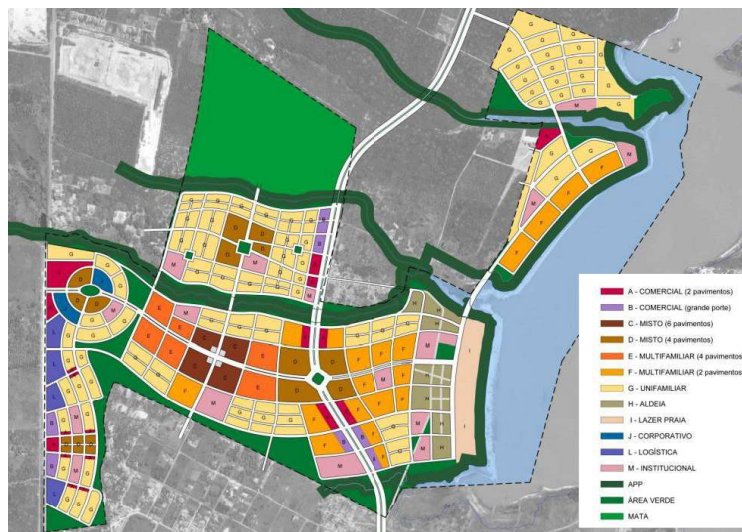
(\*) Values in U\$

## Pictures

The area:



The project:



First phase:





Floor plan first phase:



## LAGOINHA VILLAGES



### The project

**LAGOINHA VILLAGES. A singular development, privileged by nature.**

**An astonishing project. Just as the landscapes on Lagoinha in Brazil.**

Aldeias da Lagoinha is a diversified development, with an area of more than 10.000.000m<sup>2</sup> of land and approximately 12 km (7,5 miles) of beachfront on the seaside. The project combines singular features of the local nature, in harmony with the landscape and the environmental qualities of the region that stand out for their beauty and exuberance. The purpose is to benefit from the tourism potential and the charm of Ceará in a sustainable manner, aiming at the well-being and quality of life on the spot.

The development is designed with 9 different Villages called “Aldeias”, in tribute to native culture. Each “Aldeia” is designated according to its individual characteristics and aptitude to hospitality, residency, sports or ecotourism, services or commercial activities: Coconut Village, Lighthouse Village, Sunset Village, Sports Village, Village of the Rising Sun, Village by the Sea, Village of Winds, Golf Village and River Village.

With an ample range of choices, the project is attractive to a diversified clientele, from the more demanding tourist to high-level investors. Lagoinha Villages comes as a landmark on the business of sustainable tourism developments at the Brazilian Coast.

### Sector

- ☐ Hospitality,
- ☐ Residency,
- ☐ Sports or Ecotourism,
- ☐ Services or Commercial Activities





## Highlights/hot topics

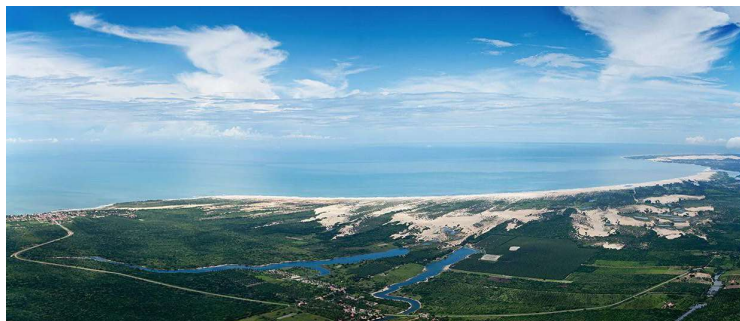
FIRST PHASE	Overall Sales Value of Land	Área (m <sup>2</sup> )	Value in U\$	Notes
	Front Sea/Hopitality	84.143,41	16.828.681,80	Lands 04, 05, 06, 07, 08 e 09
	Entrance/Commercial Services	24.267,11	3.640.066,50	Lands 01 e 02
	Residential Lovable Area	45.263,98	9.052.796,20	Land 03
	<b>TOTAL</b>	<b>153.674,50</b>	<b>29.521.544,50</b>	
	<b>Cost</b>			
	Land		10.500.000,00	352.681,00m <sup>2</sup>
	Infrastructure		3.500.000,00	
	<b>TOTAL</b>		<b>14.000.000,00</b>	
	<b>ESTIMATED RESULT</b>		<b>15.521.544,50</b>	<b>52,58%</b>

OTHER PHASES	DISCRIMINATION	VALUE IN U\$	NOTES
	Overall Sales Value	1.800.000.000,00 <sup>▼</sup>	50% lot area
	Land	100.000.000,00	10.000.000,00 m2
	Infrastructure	30.000.000,00	
	Urbanized Lot	300.000.000,00	
	Construction Cost per m <sup>2</sup>	600.000.000,00 <sup>▼</sup>	
	<b>ESTIMATED RESULT</b>	<b>770.000.000,00</b>	<b>42,78%</b>



## Pictures

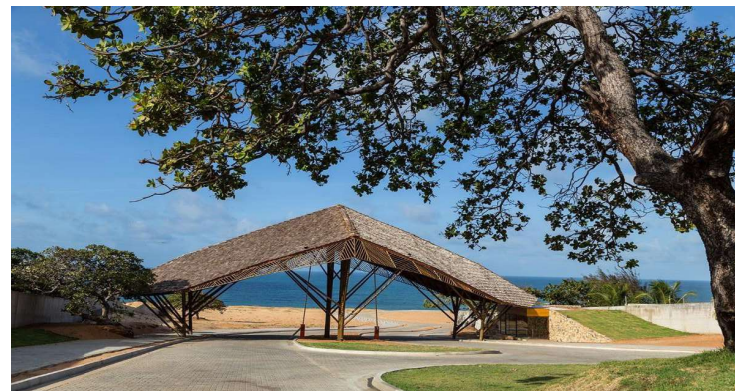
The area:



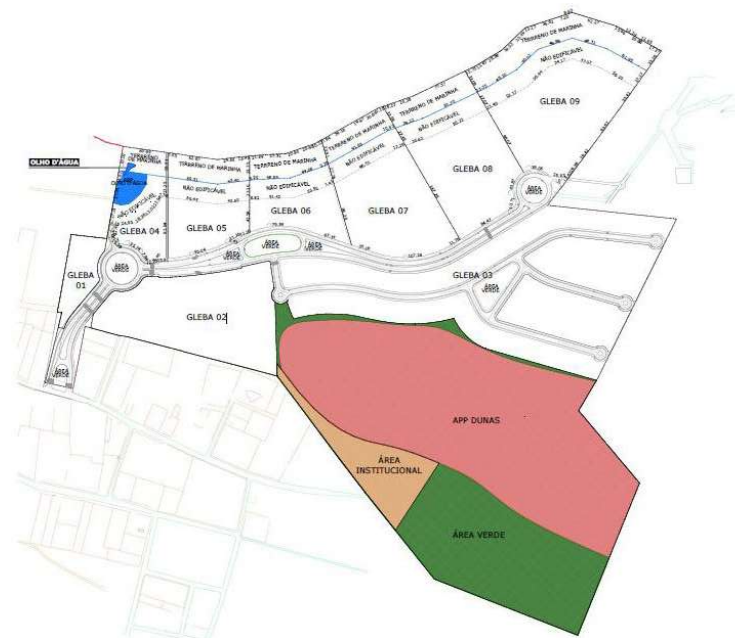
The project:

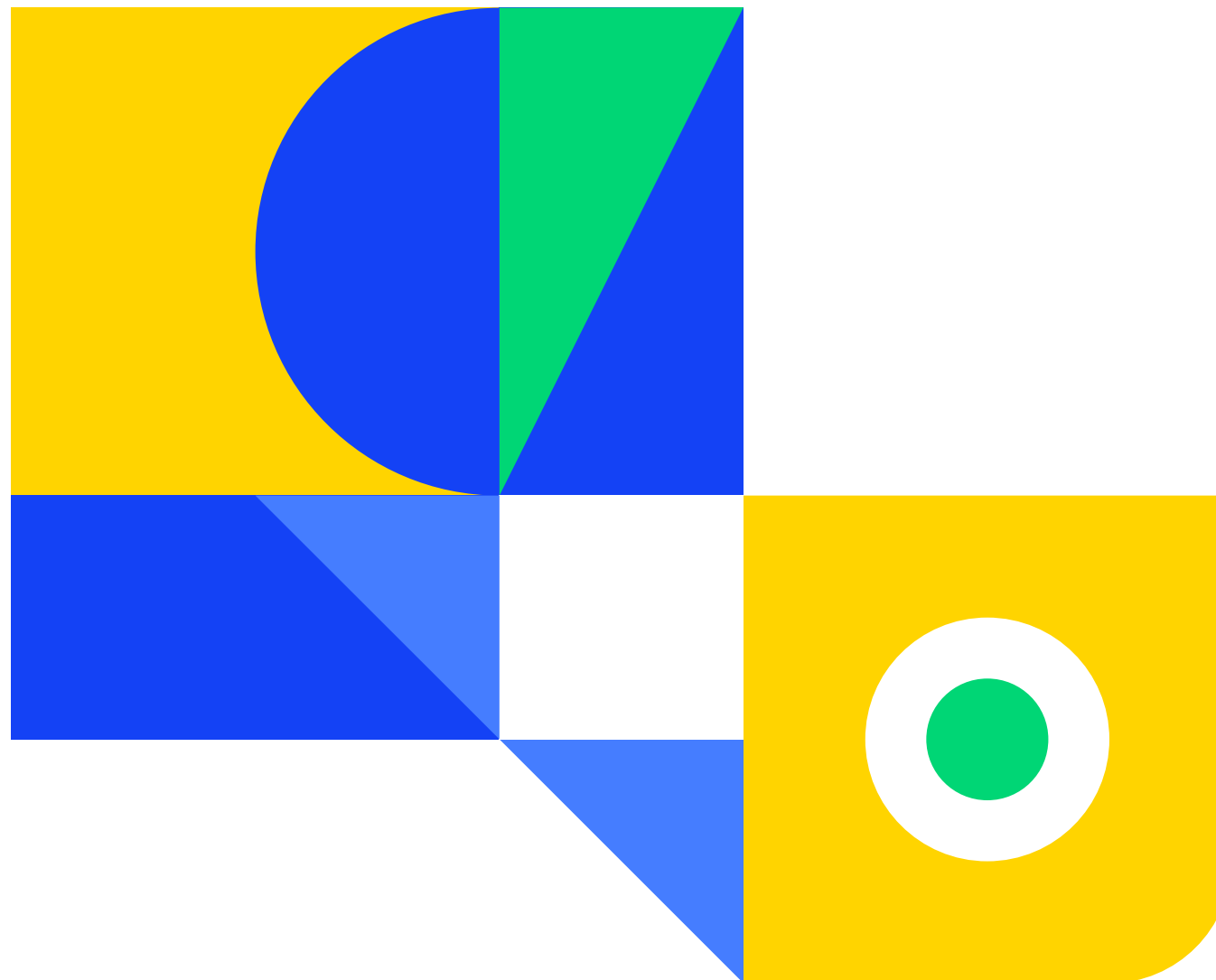


First phase entry:



Floor plan first phase:









# ApexBrasil for MIPIIM 2022 Content Report

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## Contact Us

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