



MULTIPLAN ACQUIRES A 36.8 THOUSAND SQ.M. LAND IN BARRA DA TIJUCA (RJ)

Description of the Operation

Multiplan Empreendimentos Imobiliários (Bovespa: **MULT3**) informs that on March 11, it signed an agreement for the acquisition of a 36,748 sq.m. land bordering *Centro Empresarial BarraShopping*, located at Av. das Américas, km 4, Barra da Tijuca, Rio de Janeiro. The land is located at one of the best regions in Rio de Janeiro, which presents the highest real estate projects growth levels. The region allows the use of a Total Constructable Area of 27,561 sq.m. for the development of a commercial real estate project. The acquisition price was R\$100 million, being 60% financed in 36 months.

Acquisition Rationale

Barra da Tijuca is the region with the highest appreciation levels in the last years

- According to data from the Brazilian Institute of Geography and Statistics (IBGE), the city of Rio de Janeiro is the 2nd richest city in the country and is ranked 5th in terms of GDP per capita (R\$19.5 thousand). Moreover, Barra da Tijuca is one of the neighborhoods with the highest purchasing power in the city, only comparable to Ipanema and Leblon, two other privileged areas in Rio de Janeiro;
- Barra da Tijuca is currently the only natural vector for the expansion of the city of Rio de Janeiro in the high level segment. During the last decade, the region recorded a 95% increase in the number of residences, compared to 15% in other regions, according to data from ADEMI;
- In the last five years, the region has obtained a 70% increase in its square meter price. The land acquired by Multiplan was the only available and with the best location in a highly-valued area, for the construction of a significant commercial real estate project at Av. das Américas, the main access route of the region.

Location: Close to commercial centers and residences



Image 1: Aerial view of the land and of the main attractions of the region. Caption **1:** Peninsula; **2:** Supermercado Wal-Mart ("Wal-Mart Supermarket"); **3:** Centro Profissional BarraShopping ("BarraShopping Business Center"); **4:** BarraShopping; **5:** New York City Center; **6:** Cidade da Música ("City of Music")



- Primary and secondary areas, with several commercial and residential projects under construction or to be launched in the next five years, including the *Cidade da Música* – the largest cultural center in Latin America (Image 1, in orange), the *Peninsula* – the largest conglomerate of real estate projects in the city (Image 1, in yellow) and the *Vila Pan-Americana* – a residential villa with 17 buildings;
- The land would possibly connect Av. Luiz Carlos Prestes (which borders BarraShopping and *Centro Profissional BarraShopping*) and Av. Via Parque (Image 1, in red), improving the access to the projects being developed in the region.

This acquisition is in line with our growth strategy, prioritizing the development of greenfield projects in highly-valued areas in the main urban centers of the country.

