



Profile Park

Ireland's Datacentre Cluster

November 2011



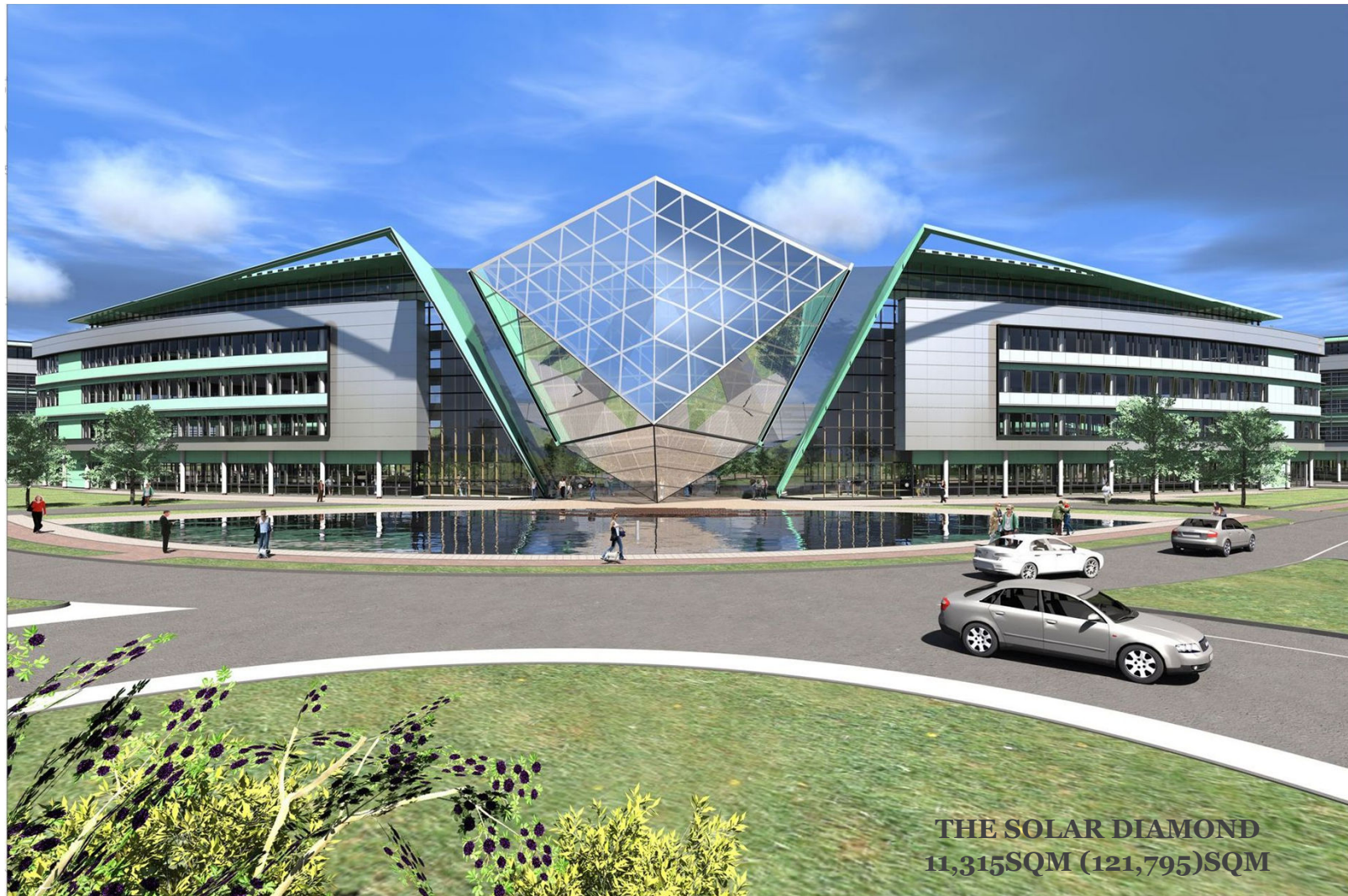
WHERE **BUSINESS** WANTS TO BE

Images



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Solar Diamond – Planned Offices



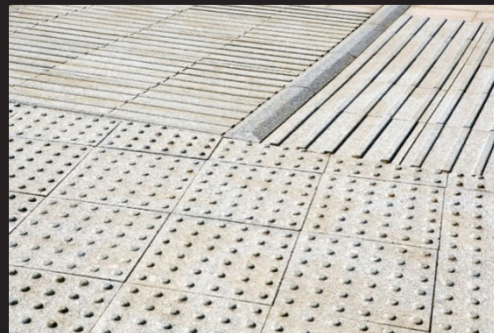
The View



The Finishing Touches



The Finishing Touches





Location

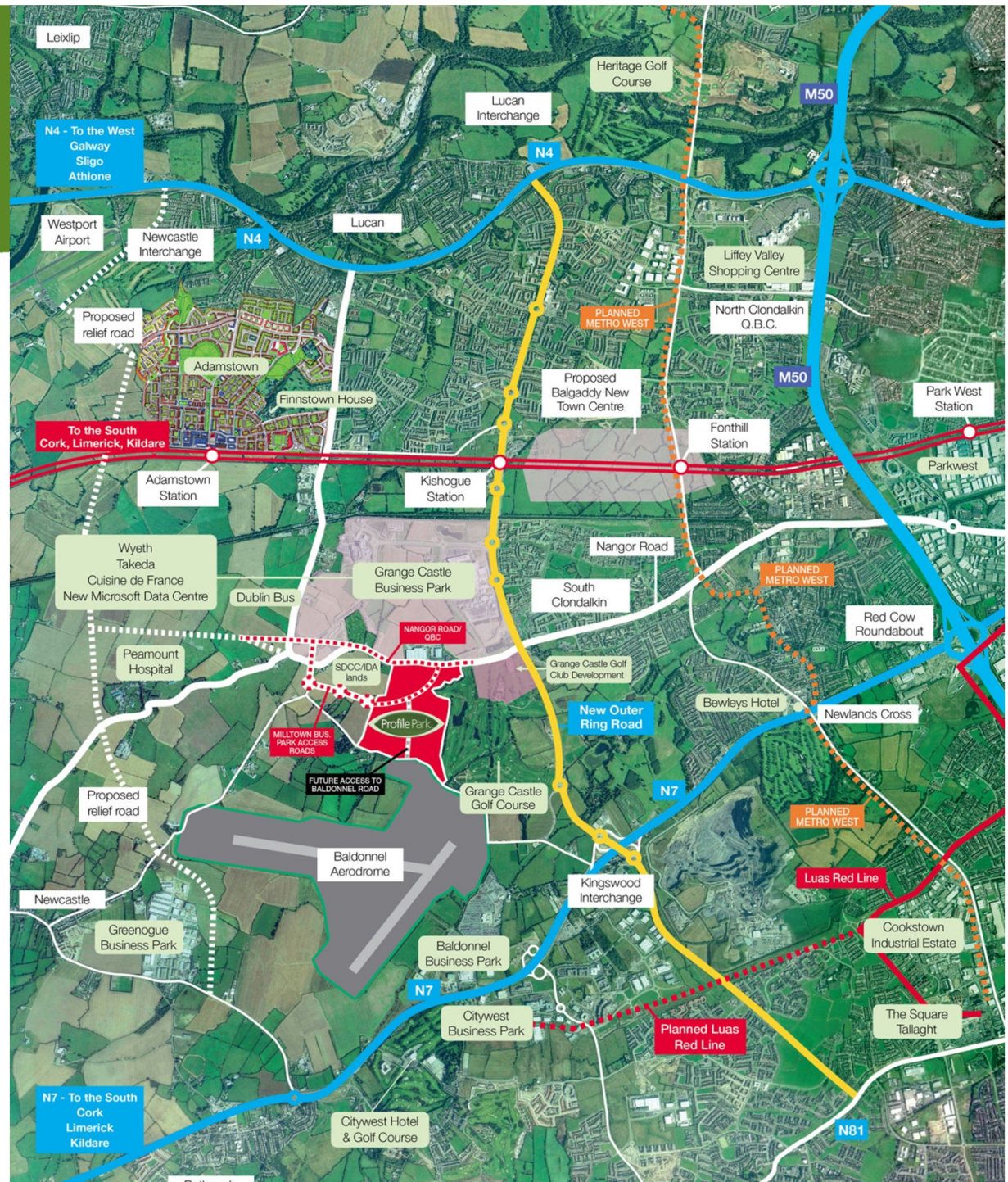
Unparalleled Accessibility



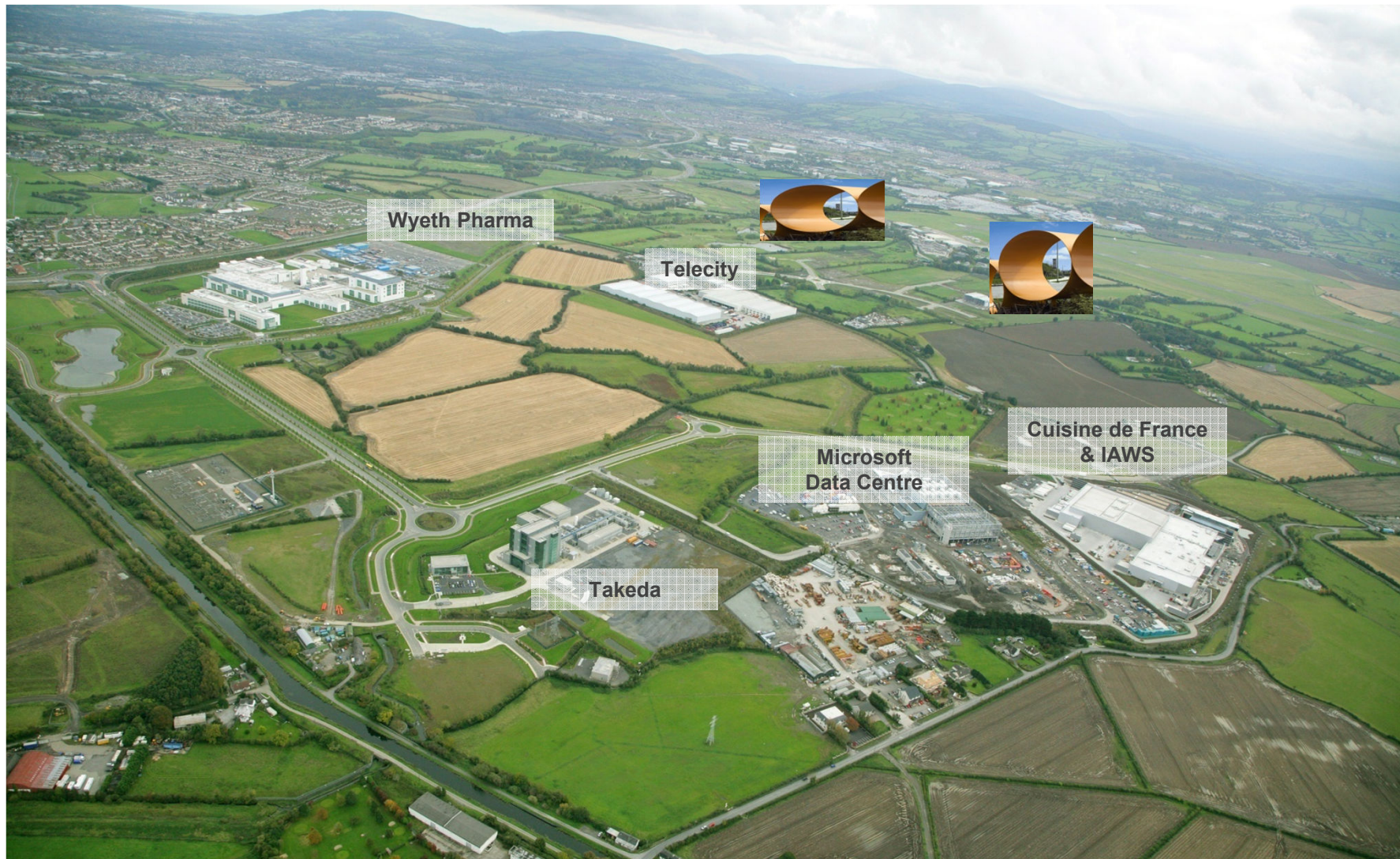
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Location Location Loc.....

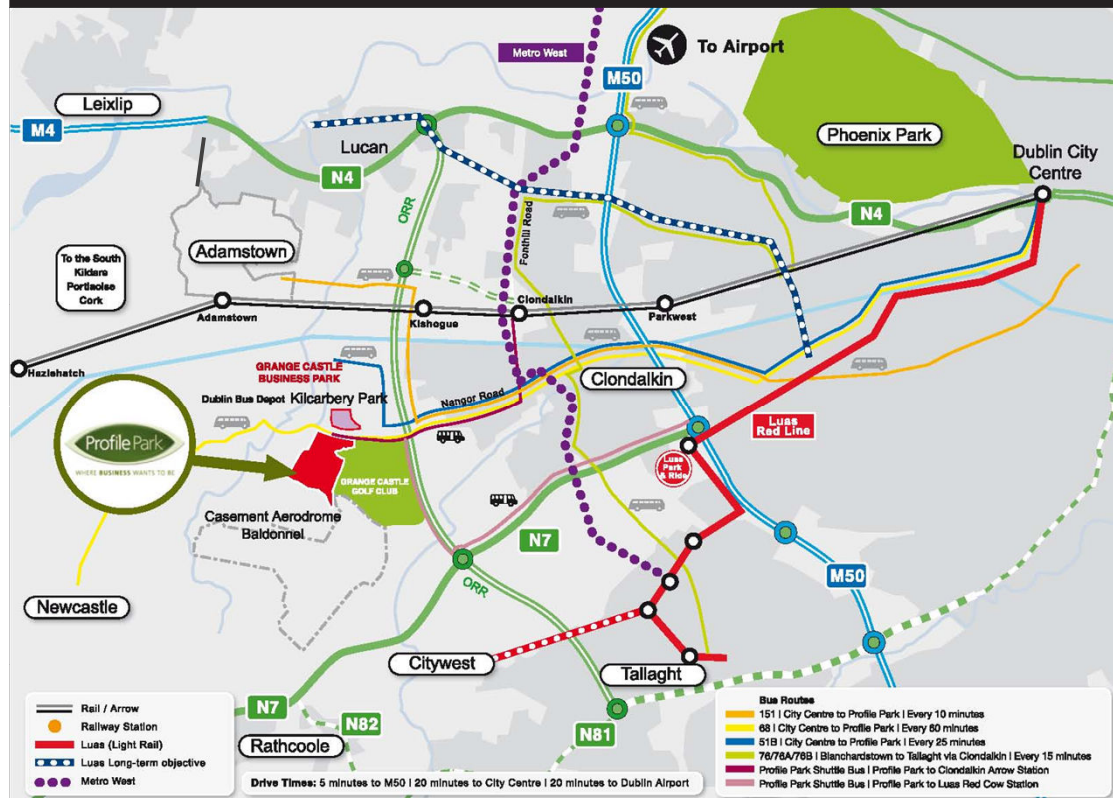
- 16KM from the City Centre.
- Adjacent to the new Outer Ring Road linking the N4 to N81 via N7.
- 25 minutes from Dublin Airport.
- Neighbour to Wyeth and Takeda, Microsoft Data Centre and Telecity
- Chosen location of Google and Digital Reality Trust for their new Dublin Data Centres.



Grange Castle Business District



Transport



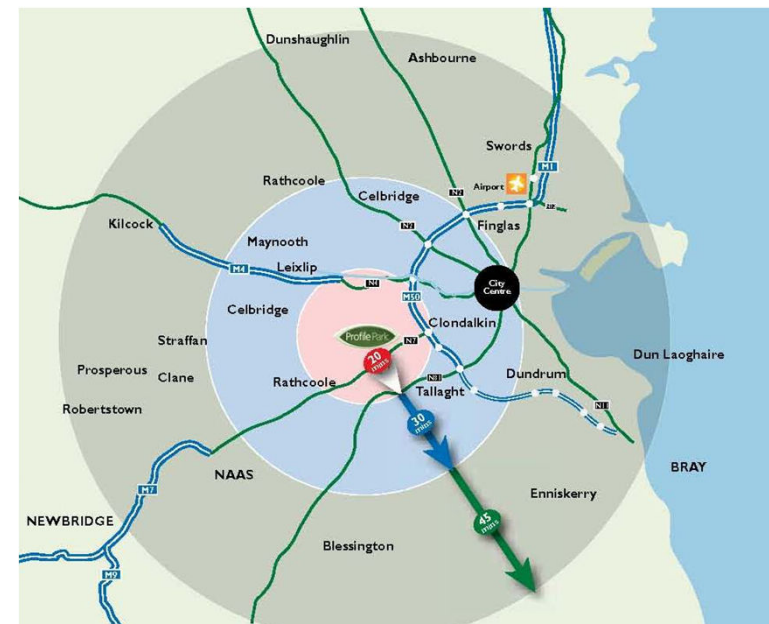
- QBC runs along the Nangor Road to the Outer Ring Road. Bus frequency along this QBC is every 15 minutes.
- The Arrow Rail line links Profile Park to Sallins, Kildare & Portlaoise and gets you to the City Centre in less than 15 minutes.
- A frequent Profile Park feeder bus will service both the Luas and the Arrow Rail.
- Within Profile Park there are dedicated cycle lanes which will link through to the existing cycle lane beside the Nangor Road QBC.
- Metro West will link the towns of Tallaght, Clondalkin, Blanchardstown and Porterstown & will provide a fast commuter service to the city centre and the airport via Metro North. It is due for completion in 2014.

Current Demographics

Drive Time	Population	Age Profile	Total Catchment
20 Minute drive time	344,800	0-15	19.26 %
30 Minute drive time	983,871	15-24	15.88 %
45 Minute drive time	1,496,467	25-44	34.46 %
		45-64	20.71 %
		65+	9.69 %

Local Business Demographics

- Wyeth Pharma 1,300 Employees + 600 Sub-Contractors
- Cuisine de France & IAWS 1,000 Employees
- Takeda 450 Employees
- Kilcarbery Business Park 470 Workers
- Casement Aerodrome 900 Personnel
- Baldonnell Business park 340 Workers
- Peamount hospital 240 Employees
- **On completion, there will be 6,000 + people working in Profile Park.**



Source: Gamma (2006)

Telecoms & Sustainable Energy



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Telecoms

Profile Park promises to be the most technologically serviced Business Park in Ireland by installing **Ireland's first private Next Generation Network (NGN)**. The rollout of an IP-Based, open access, next generation network will ensure that all telecommunications services can be channelled through one, open access multi-service network.

The NGN provides a resilient fibre optic telecoms infrastructure that Telecom Carriers can interconnect to that will offer you traditional Data & Voice products but will also be accompanied with a suite of managed service product offerings some of these include:

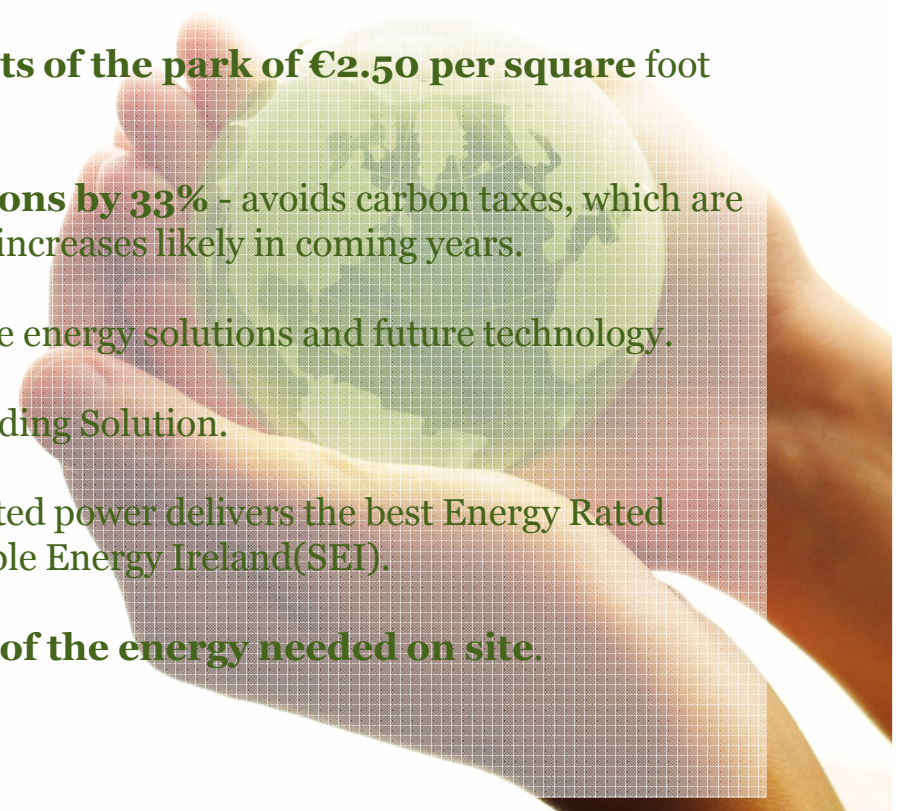
- Fastest available internet in Ireland. Non contented (1:1) and Symmetrical broadband from 10MB to 1GB (100 times faster)
- Business ISP service – this is an extension to a standard Internet access service. The service includes Content Filtering , Anti Spam , Anti Virus and Intrusion prevention from a centrally managed source.
- Disaster Recovery / Off site Replication services – The NGN will be connected to a suite of independent Data centres. These Data centres will be “on Net” to each resident in Profile park. Thus true off site replication will be affordable and easy to deploy.
- Enterprise class Voice over IP, SIP based phone systems – This will negate the need for the client to install and manage their own PABX systems.

Sustainable Energy Solutions

The ***Profile Park District Energy System*** will supply ALL HEATING, ALL COOLING and a PROPORTION of the ELECTRICAL demand of the site.

Key benefits to Owners and Tenants of Profile Park :

- SAVINGS - Provide operating cost **savings to tenants of the park of €2.50 per square foot p.a.**
- SUSTAINABLE - **Reduce Greenhouse gas emissions by 33%** - avoids carbon taxes, which are now expected to be €30 per tonne by end 2008, with increases likely in coming years.
- FLEXIBILITY – Allows easy deployment of alternative energy solutions and future technology.
- GREEN DESIGN - Innovative, Green and Market Leading Solution.
- FUTURE PROOFING INVESTMENTS – CHP generated power delivers the best Energy Rated buildings of all energy sources, according to Sustainable Energy Ireland(SEI).
- GREEN ENERGY - **The system will provide 80% of the energy needed on site.**



The FACTS



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FACTS

Population

20 min – 344,800

30 min – 983,871

45min – 1,496,467

Local Business Demographics - Wyeth have 1300 employees & 600 sub-contractors. The average age of employees is 33. Takeda have 450 staff – almost 50/50 male female. Cuisine de France will have 650 staff when they move to their new site. However, 30% of these are sales staff so they are out on the road most of the time. There are over 1000 people working in Kilcarbery Park. Over 900 aircorp personnel are located in Casement Aerodrome.

• **Arrow Train** - from Portlaoise ever 15 minutes (on average). The existing service has a total capacity per day, per direction of 11,050 commuter passengers. The Kildare Route Project (Transport 21) will see the capacity steadily increased to a total potential capacity of 36,400 commuter passengers per day in each direction. The Arrow train brings you to the City Centre in less than 15 minutes.

• Once complete, the “**Underground Dart**” from Heuston will make the IFSC and St Stephens Green area even more accessible to Profile Park.

• Other **multi-national concerns** in the immediate vicinity include Wyeth, Takeda, Cuisine de France & Microsoft.

Points of Interest

- One big issue in Dublin and, in particular in the IFSC, is staff retention. Staff turnover is high, mainly because of the lack of affordable housing, childcare etc. Back office staff have to commute long distances. Profile Park is ideal for any new client IFSC transaction processor like Banks, Insurance etc.
- Adamstown, and the surrounding areas offer a host of affordable housing opportunities ideally suited to young couples. New schools, crèches and rail stations are now in place.
- **Adamstown** will have a population of 25,000 as big as Drogheda and will rank as No. 10 in the Top 10 of Irish towns.
- **Balgaddy** will have up to 11,500 new homes or a population of 28,750. That's as big as Dundalk and would put it in the top eight towns by size of population in Ireland. It will also be the most commutable town in Ireland with two rail stations, a Metro station and easy access to M50, M4 and M7.
- **Citywest** is approx. 300 acres



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Now close the deal!

Agree | Sign | Celebrate



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