



Ecocity Brasil

Parnaíba, Brazil



OVERVIEW

- Unique opportunity to invest in pre-development land
- Entry costs from £6,000
- Multiple, secure and flexible exit strategies to provide a return on investment in excess of 126%
- Escrow protection
- The Conceptual Master Plan is already approved for the entire 20,000 acre site.
- No mortgage or borrowing required, no monthly costs to cover over period of ownership
- Uniquely packaged opportunity allowing low entry levels to the type of investment that is usually only available to those with vastly greater sums to invest
- Suitable for SIPP investment , meaning you can make your pension money work harder for you.
- Entirely Hands free investment. You invest your money in the project and then choose how to take your return – it's as simple as that.



TO FIND OUT MORE:



01235-553569



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Price

Administration Fee - £500 (non refundable)

Land Prices from £6,000



Why invest in Ecocity, Brasil?

Brazil is booming – NOW is the time to invest

Brazil is the world's sixth biggest economy with strong and sustainable growth achieving 5.1% increase in 2008 and 4.7% growth forecast for 2010 (Source: International Monetary Fund).

Brazil is the world's largest producer of ethanol. With 2 huge recent oil and gas well discoveries, it's destined to become one of the biggest oil exporters by 2012.

It's the world's largest producer and exporter of agricultural products including coffee, sugar cane, fruit juices, soy, meat and leather.

Ecotourism is one of the fastest growing industries predicted to grow by 25% in the next 6 years and worth US\$473.6 Billion per year (Source: TIES).

In 2008, 6 million international tourists visited Brazil. There are also 50 million annual internal tourists, the majority of whom holiday in Northeast Brazil.



Population of 190 million with huge consumer power. Internal demand for 9 million new homes.

Brazil will host the World Cup in 2014 and the Olympic Games in 2016. The government has approved \$440BN funds for infrastructure improvements.

Land purchases qualify for Self Invested Personal Pensions (SIPPs) and all the associated tax benefits for UK tax payers

Currently the land at Ecoland Brasil is undeveloped and as such The Worldwide Property Group is working with its partners to offer discerning investors the chance to become involved in a pre-development land investment opportunity which is likely to realise a return of 126%+ on the original investment. More than 1,150 acres of land has been acquired for the site at Ecoland and is owned without any debts or liens by the developer. The developer is releasing no more than 40% of the land in order to raise development capital. The detailed masterplan for the site is currently being prepared and the Ecoland Brazil development will offer a variety of building plot sizes supporting detached, semi-



detached and multi-unit residential housing, hotels, commercial outlets and a wide variety of recreational facilities including an 18-hole golf course, driving range and more.

Investing in land is viewed with some suspicion in Britain, largely because plenty of schemes have been marketed for land which has almost no chance of being built on – so the investor will never realise his original stake, let alone a profit. This unique project offers land with a clear path to development, as opposed to greenbelt, agricultural or protected land for sale. The developer is essentially giving up a share of future profits in return for funding now – a win-win situation for both the investor and developer. The Detailed Master Plan is expected to be submitted for approval in 2011. It is anticipated that full and final approval will be achieved within 12 months following submission. Once permission has been secured, investors will have the option to either take their profits or purchase a residential building plot at a considerable discount. Investment in Ecoland, Brazil is offering early investors the opportunity to benefit from the highest profits. The price of the land will increase as the developer progresses towards achieving planning permission as will the minimum acreage available for purchase.





Why invest in Land?

You may have already considered investing in the traditional real estate market and found it to be a little volatile and insecure, alternatively you may already be an experienced property investor. Either way, Land investments provide an extremely lucrative and ideal opportunity to diversify a portfolio. The key to Land investments is not just to invest in any old land, but quality land in sought-after localities that are growing economically. Historically, land in a first-rate location rarely loses value, rather, it typically delivers huge value increases. Investing in pre-development land enables the developer to raise the additional capital necessary for funding during the development process. Once the land achieves planning permission, the value of the land increases enormously - **a win-win situation for both the investor and the developer**. This happens **before** any buildings are even constructed on the development site.

Reasons to invest in Land:

1. Land is tangible
2. Land experiences greatest increase in value once planning permission is granted
3. Land requires no upkeep or maintenance
4. No monthly mortgage repayments or rentals to find
5. Fantastic profit potential
6. This unique investment model is built around investors buying into pre-development land and enjoying the same gains as the developer for a fraction of the cost.





The Opportunity

Introducing Ecocity Brasil: destined to be the largest eco-friendly residential tourist resort in Brazil

Developer's introductory offer from £6,000 with estimated profits of 126-209% based on comparisons with similar resorts in Brazil*

Ecocity Brasil is located in the Parnaíba River Delta in Northeast Brazil, one of the world's most biodiverse and beautiful regions.

The site consists of 20,000 acres (80 million m²) of which approximately 60% is environmentally protected. Ecocity Brasil will be developed in up to 30 separate developments.

The Development Company is introducing one of the first planned developments at Ecocity Brasil, an area of 1,171 acres (4.74 million m²), which will be developed by Ecoland Brasil.

Ecoland Brasil is offering to sell a limited amount of land to private individuals in order to raise additional development capital.

Once planning permission is achieved, the Development Company is offering a cash return to the investor fixed at R\$71 (£26 approx.) per m² (i.e., the Developer will buy the land back from you at this price) once plot sales commence to the general public – this will equate to approximately a 126% return on investment depending upon the point at which the investor joins the project.. The Development Company also offers an alternative exit strategy of a credit return of R\$97 (£35 approx.) per m² for the purchase of a residential building plot which equates to an approximate 209% return on investment. Both these exit strategies are available and the investor does not need to make a decision on which is taken until the point of exit.

Please note, however that due to FSA regulations, the cash exit is the ONLY option available to SIPP investors.

The price of the land will increase from time to time based on supply and demand, achievements and approvals as the Development Company progresses towards its planning and development objectives. As the development Company gets closer to the required sub-division, planning and development objectives, the price per square metre of the land will increase and therefore early buyers will enjoy the highest overall returns.

Please see the example below of Estimated Returns:

Initial Investment	£20,000	£40,000	£60,000
Estimated Returns (based on 126%)	£25,200	£50,400	£75,600
Exit Amount	£45,200	£90,400	£135,600

* Planning permission is expected by the Development Company in 2012 or soon afterwards. Once planning permission is achieved, the Development Company is offering a credit return of R\$97 per m² for the purchase of any residential building plot or a cash return of R\$71 per m² once plot sales commence to the public. The Development Company's returns are estimated based on comparisons with similar resorts in Brazil. The length of time to realise your investment is dependent on which exit option you choose (a building plot or cash). The plot option is estimated to be available in 2012 or soon afterwards. The cash option could take several years to realise as it is dependent on the rate of real estate sales to the retail market which can be influenced by market conditions. The amount of land you will receive is dependent on the exchange rate at the time of completion. This offer is not available directly or indirectly for US, Canadian or Brazilian tax residents. The selling agent is not involved in the investment scheme or the development of the land and only acts as an introducer to development land opportunities. Please note that there are no guarantees that your investment will increase in value. Past performance is not a reliable guide to future performance and the value of your investment may go down as well as up.

**A limited amount of land is available
Contact us today to avoid disappointment**



Ecocity & Growth of Ecotourism

“Responsible travel to natural areas which conserves the environment and sustains the well-being of local people.”

The primary aim of ecotourism the world over is to minimise impact on the environment while simultaneously increasing awareness and building respect for the land.

According to TIES (The International Ecotourism Society), ecotourism is one of the world’s fastest growing industries predicted to grow by 25% over the next 6 years when it will be worth US\$473.6 billion per year.

While many cities are consciously reducing their environmental and ecological footprints and a wide array of new developments are being built on ‘green’ principles, Ecocity Brasil holds a vast number of advantages over all of these:

- The stunning location and biodiversity of the site is unparalleled
- Complete government backing and local priority with US\$736 million invested in NE Brazil
- Starting from scratch so the very latest environmental infrastructure can be created from the ground up
- Approximately 40% of the total land is to be Developed

Ecocity Brasil is working towards ISO 14001 approval the international voluntary standard which measures and ensures that the environmental impact of the development is minimal.



Did you know?

The Amazon Rainforest is home to 20% of all species of birds with 6,000 plant species in each square kilometre. The Atlantic Rainforest is equally diverse, however farming has resulted in massive deforestation meaning that only 10% of the forest exists today. Ecocity Brasil will play an important part in protecting and preserving the Parnaíba River Delta, for future generations to enjoy the natural beauty of this stunning corner of the earth.



Ecocity Brasil - Location & Flight Times



Flight Times	
New York	6h
Los Angeles	8h
Miami	5h30min
Barcelona	7h30min
Madrid	10h30min
Paris	12h
Frankfurt	12h
Buenos Aires	6h
London	11h
Amsterdam	12h
Lisbon	10h



Dr. João Silva Filho Airport in Parnaíba was declared an International Airport in 2006 and is expected to be completed in 2010 or soon afterwards.



Current Planning Permission

Ecocity Brasil Master Plan

The Conceptual Master Plan for the overall development of Ecocity Brasil was approved by the State of Piauí in January 2008 for the 80million m² site (20,000 acre) permitting 'urban expansion' i.e. it is zoned or classified to permit 'urban development'.

Planning permission for each of the separate developments within Ecocity Brasil will be sought and granted on an individual basis always within the guidelines stipulated within the Conceptual Master Plan.

Ecoland Brasil Planning

Currently the land at Ecoland Brasil is undeveloped.

Ecoland Brasil and its team of local and international experts are currently preparing a Detailed Master Plan for Ecoland Brasil's Development. It will offer a variety of building plot sizes supporting detached, semi-detached and multi-unit residential housing, hotels, commercial outlets and a wide variety of recreational facilities including an 18-hole golf course, driving range and more.

The Detailed Master Plan is expected to be submitted for approval in 2011. It is anticipated that full and final approval will be achieved within 12 months following submission.





The Purchase Process

Prior to Master Plan and sub-division approval, title deeds for the Land in Brazil will be available for land purchases of 25 acres (101,175m²) or greater.

In order for private buyers to purchase a smaller interest in the Land (i.e. less than 25 acres) within the development site, the buyers form a Delaware, USA Limited Liability Company (also referred to as an "LLC") and each LLC will own a minimum of 101,175m² equal to (25 acres).

Ownership of the buyer's interest in the LLC will be evidenced by the issue of Land Units whereby one Land Unit in the LLC represents one square metre of land owned by the LLC.

For example, if the buyer reserves an interest in the LLC equal to 1 acre of the Land i.e. 4047m², he/she would be issued with 4047 Land Units in the LLC.

Following the signing of the Reservation Agreement, the buyer will appoint and instruct the Escrow Agent to carry out, among other things, the following functions, unless subsequently instructed otherwise by a majority vote of the Members of the LLC:

- To form an LLC on behalf of the buyer and others. (Once the LLC has been formed buyers will become Members of the LLC).
- Arrange on behalf of the Members for the LLC to purchase a parcel of the Land from the Development Company with a minimum of 25 acres, the exact parcel of Land being at the Development Company's discretion.
- To allow the Development Company to include the parcel of Land owned by the LLC into the overall Master Plan for Ecoland Brasil.
- To ensure that the Land at Ecoland Brasil including the parcel of Land owned by the LLC is revalued upon completion of the subdivision in accordance with the Master Plan.
- To ensure that the company secretarial duties for the LLC are carried out in accordance with the governing law.
- Not to advance with any other agenda with the relevant parcel of Land prior to subdivision of the Land at Ecoland Brasil.
- Not to take any action that is likely to incur any other costs for the Members.
- Not to allow the LLC to enter into any other business activity whatsoever.

Thereafter, each individual Member of the LLC will decide upon his/her exit strategy.





How To Purchase

The buyer decides how many square metres (acres) he wants to purchase by completing a Reservation Agreement with the Development Company. The buyer appoints Citadel Trustees Limited, a completely independent UK based Trustee Company, to act on his/her behalf as Escrow Agent and Manager of the LLC. The buyer then deposits the Contribution he/she wishes to make into an Escrow Account safeguarded by the Escrow Agents Client Account

To secure the buyer's interest in Ecoland Brasil prior to the formation of the LLC or prior to finalizing the acquisition of the relevant parcel of Land by the LLC, an advance of up to a maximum of 30% of the total price may be released by the Escrow Agent according to the specific instruction of the Development Company, following the expiry of the reflection period of 7 days, which period commences on the date the buyer signs the Reservation Agreement. This is a contractual arrangement between the buyer and the Development Company.

The transaction will be structured as a combined land purchase and loan as specified by the Development Company, the total sum of which will equate to the full value of the Contribution. This transaction will be reflected in the accounts of the LLC.

Upon the LLC being formed, the individual buyers, now Members, will receive a Land Unit Certificate confirming the corresponding number of Land Units in the LLC according to their initial purchase (1 Land Unit = 1 m²).

All transactions involving the sale of the Land will be in Brazilian Reais. All foreign currency will be converted into Brazilian Reais at commercial bank rates once the funds are cleared in the Escrow Account.

Please note: Variations in exchange rate and bank charges may result in buyers acquiring slightly larger or smaller amounts of Land Units in the LLC. The exact amount of Land Units, together with the Member's Percentage Interest in the LLC, will be detailed in the Land Unit Certificate.





Tax Benefits - Put Your Land In A SIPP (self invested personal pension)

Pre-Development Land Opportunities qualify for Self Invested Personal Pensions (SIPPs) and all the associated tax benefits for UK tax payers

- SIPPs are a flexible way of saving for your retirement if you are a UK tax payer.
- The scheme member has the power to decide when, where and how the assets of their pension fund are invested.
- Although they've been around since 1989, it wasn't until certain changes were made in April 2006 ('A Day') that they became more accessible to more people and now everything from individual shares and company bonds to cash and commercial property can be held in a SIPP.
- The tax advantages are very appealing with contributions to SIPPs treated identically to contributions to personal pensions.
- Individual contributions automatically receive basic rate tax relief whilst higher rate taxpayers can claim additional relief through their tax returns and there is no capital gains tax on growth.





How Secure Is Your Investment?

- A completely independent UK based Trustee Company - Citadel Trustees Ltd - will act on your behalf as Escrow Agent in the acquisition of the land and oversee all aspects of your participation.
- Your money will be held in a separate bank account named an Escrow Account managed by Citadel Trustees. Under English Law, the money in an Escrow Account is protected and legally acknowledged that the funds belong to clients and not to the company managing it.
- The Funds are protected from creditors and would be returned to you without claim in the event the company managing the funds went into liquidation.
- The investment is secured by a title deed within the development.
- The liability of this opportunity is limited to the funds you invest.
- The project is being advanced by an experienced and well organised development team with a proven track record.





Exit Strategy

Once the individual building plots have been identified according to the Master Plan and a price for each plot has been established the Members can choose from the following options:

- 1. Sell their Land Units in the LLC to the Development Company at a fixed cash return of R\$71 (Brazil Reais) per m² as funds become available. As the individual building plots (Developer Inventory) of Ecoland Brasil are sold by the Development Company to builders and private individuals, 50% of the net revenues will be earmarked by the Development Company to purchase Land Units from individual Members.**
- 2. Exchange their Land Units in the LLC for a building plot(s) at a fixed credit return of R\$97 (Brazil Reais) per m² following sub-division of Ecoland Brasil. The buyer of the building plot receives clear title to the plot(s) in his/her name opening up further possibilities for additional returns as the buyer is able to sell, mortgage, develop or keep the plot as he/she decides.**
- 3. All Members have the right to sell their Land Units at anytime to a third party of their choice.**

Notes:

- Any capital gains and/or other taxes levied on an exchange or sale under points 1-3 above will be the sole responsibility of the Member.
- Each Member has the choice to decide in which way to realize the value of their Land Units and can make that decision at any time on a first in, first out basis, which will be monitored by the Escrow Agent. Early or alternative exit proposals prior to sub-division and valuation will also respect the order of entry referred to above.
- If the desired building plot(s) at Ecoland Brasil has a higher price than the value of the Member's Land Units, the Member can pay the difference directly to the Development Company to acquire a building plot(s).
- If the Member has Land Units left over after exchanging for a building plot(s) at Ecoland Brasil the balance could be sold as per point 1 above or they could be

used to purchase an additional plot(s) at Ecoland Brasil with the Member paying any difference directly to the Development Company.

- In order to maximize the value of the development and respect obligations prior to sub division and maintain future aesthetic appeal, the Development Company will retain certain building plots at Ecoland Brasil including all commercial, recreational, infrastructure and open space elements of the development.





Project Overview

Located in the Parnaíba River Delta – in the North-East Brazilian state of Piauí, **Ecocity Brasil** will be just 10 kilometres from Dr João Silva Filho International Airport and just 6 hours flying time from New York, 11 hours from London and 6 hours from Buenos Aires. It will be the main development in Piauí – a state the size of England.

Ecocity Brasil will be spread over 20,000 acres of sand dunes, oases, lagoons, forests, rivers and 10km of coastline with approximately 60% being environmentally protected. In addition to the residential resorts, **Ecocity Brasil** will boast several 4 star, 5 star, boutique and luxury hotels featuring internationally renowned hotel brands, several 18-hole golf courses (one which will be featured in Ecoland Brasil's Development and designed by an internationally renowned golf course designer), and world-class conference facilities to attract a large proportion of the 3,000 annual international conferences held on ecology, the environment and climate change.

Daily activities will include fishing on the Parnaíba River, kite-surfing or wind-surfing on the Atlantic, exploring the rainforests and deserted beaches on horseback or simply pampering oneself at one of the numerous luxury spa and leisure centres.

Setting **Ecocity Brasil** apart, however, is the range of environmentally-sound eco-features, which include large green spaces, natural energy sources, on-site recycling and an emphasis on renewable, organic and locally grown resources.

Ecocity Brasil is set to become the largest eco-friendly residential tourist resort in Brazil.

Main Features:

- Several 4 and 5 star hotels, boutique and international hotels featuring internationally renowned hotel brands.
- Several 18 hole golf courses expertly designed by known international designers.
- World-class conference facilities to attract some of the 3,000 international conferences on ecology, environment, climate change and sustainability.
- Residential areas and communities for the elderly.
- A hospitality school.
- Environmental parks and a Brazilian flora and fauna park.
- Leisure facilities including swimming pools, tennis courts, basketball courts, football pitches and gymnasiums.





Brazil : Location, location, location!

BRAZIL is without doubt one of the most beautiful, fun-loving and friendly countries in the world.

Its eclectic cities burst with colour and energy all year-round; its streets pulsate to the Samba beat; its huge bio-diverse land is home to some of earth's most spectacular flora and fauna, and the world's largest river and rainforest - the Amazon - call Brazil home. And so, soon, might you - Brazil's economy is thriving and its overseas property market is gathering pace each day, displaying the flair of the country's famous footballers, the diversity of its wonderful wildlife and the endless appeal of Brazil's legendary carnivals.

The largest country in South America, Brazil does 'big' better than most. Its cities are sprawling, particularly São Paulo and Rio de Janeiro which are among the largest in the world, and the country is home to 22% of the world's arable land and the 6th largest global economy with 3% growth forecast for 2009 (*source: International Monetary Fund*). Its people are big-hearted and always waiting with a smile, while its beaches are among the most beautiful in the world.



The state of **Piauí** is located toward the western edge of the Northeast of Brazil and claims two rather unique features. Firstly, Piauí is the only Northeastern state whose capital - Teresina - is located inland rather than on the coast (the area was colonised from within and expanded outwards, rather than the typical coastal colonisation of

other states), and secondly, and perhaps because of the way it was colonised, Piauí has the shortest coastline of any Brazilian state, just 40 miles...albeit every inch is breathtakingly beautiful.

Piauí's Serra de Capivara National Park is a UNESCO World Heritage Site. Situated in the south-east region of the state, the world's largest concentration of ancient rock paintings can be found there.

Much like most of Brazil's Northeast, Piauí owes the majority of its cultural make-up to Europe, particularly Portugal. Teresina, however, is something of an exception. This large conurbation of almost one million people was actually Brazil's first planned city and, like a number of American cities for instance, is made up of various quarters and so is said to resemble a chess board. It is also known as the 'Green City' thanks to the verdant vistas provided by the innumerable mango trees that line many of the city's streets.

Elsewhere in Piauí, European-inspired festivals, architecture and cuisine dominate. Festa Junina is based around St. John's Day, with festivities beginning on June 12 and running until June 29, marking (as this is the Southern Hemisphere don't forget) the tropical winter - rather than summer - solstice. The festival comprises firework displays, bonfires, 17th, 18th and 19th century European folk dances and, this being Brazil, copious amounts of high spirits; both of the alcoholic and celebratory kind!





The Parnaíba River Delta: Location, location, location!

The **Parnaíba River Delta** is one of the largest in the world, comparable in size to the deltas of The Nile in Africa and The Mekong in Asia. An important wetland, the delta area is both a natural boundary between the states of Piauí and Maranhão and a valuable source of life for thousands of species.

Beautiful and unspoilt, it was inevitable that a region such as the 2,700 square kilometre Parnaíba River Delta - the Parnaíba River originates in the Chapada das Mangabeiras Mountain Range before flowing some 1,700 kilometres northwards - would, at some point, attract tourists keen to experience something a little different. However, the national and state government are keen to only promote the area as a location for ecotourism and sustainable real estate, and will only give full government-backing to developments and tour operators that toe the eco-friendly line, something *Ecocity Brasil* is doing at every step.

Lençóis Maranhenses National Park

155,000 hectares of sweeping dunes and sparkling lagoons makes up the Lençóis Maranhenses National

Park which lies right next door to *Ecocity Brasil*. Flecked with crystal clear lagoons that attract migratory fish and birds to the nutrient-rich but temporary waters every year, the most notable are Laguna Azul - a crystal-clear pool of water; Laguna Boa Esperança - perfect for swimming in; and the Laguna de Santo Amaro - the largest and most impressive lagoon found anywhere in Lençóis. There are also pockets of humanity, such as the small, isolated hamlet of Baja Grande, where life has remained largely unchanged for centuries. True eco-living!

Flora & Fauna

Brazil's huge size makes it home for a wide range of unique plant and wildlife species. The Amazon rainforest is the largest 'jungle' in the world and home to 20% of all birds on earth, as well as over 6,000 different plant species in each square kilometre. The Amazon's animals are equally unique; it's the only place in the world where you'll find river dolphins, capybara and the majestic - and extremely rare - spotted Jaguar, which is larger than a lion. Bull sharks have even been spotted lurking in the Amazon's murky waters some 100 kilometres inland.

Brazil's Atlantic forest is an equally important and bio-diverse ecosystem, with much plantlife lining a narrow strip of land along the coast, from Rio Grande do Norte in the north to Rio Grande do Sul in the south. There are thousands of beautiful and unique animals, including lion tamarins - with the distinctive manes around their faces. Ranging from mangrove forest to tropical savannas and subtropical moist forest, this beautiful region is both distinctive and highly sought; extensive farming, sugar cane plantation and coffee production has led to massive deforestation, so much so that only 10% of the forest exists today.

With its vast protected areas, conservation centres and eco-conference facilities that will regularly highlight and educate, Ecocity Brasil's protection and preservation of the Parnaíba River Delta is therefore even more essential, so that future generations can enjoy the natural beauty of this stunning corner of the earth.





The Worldwide Property Group and the AIPP & FIABCI

AIPP

We are proud to be accepted as a Member of the Association of International Property Professionals (AIPP) and as such in an effort to improve the professional standards of the international property market, Members of the AIPP have voluntarily committed themselves to industry regulation.



When you see a company is a Member, it means:

- A Company has been vetted and approved.
- A Company has submitted to industry standard training.
- A Company has agreed to follow the AIPP Code of Conduct, one established to help and reassure you, the buyer, by ensuring Members follow professional guidelines.

What is the AIPP?

The AIPP has been set up to guide and to regulate the international property market and to provide quality assurance to customers. Members have signed to follow all aspects of the AIPP Code of Conduct. The work of the AIPP and that of its Members will improve the quality of the service and product delivered to the consumer when buying property overseas. It is a non-profit organisation.

In short, AIPP membership is the stamp of approval for international property companies. On our website and in all our literature, you will see the AIPP Member Logo from now on. It's a reminder to you at all times that we are following professional industry standards and working hard to deliver customer satisfaction through honesty, integrity and accountability.

You will see no difference to the quality of professional service we are already offering you. It's good to know though that the company you are dealing with has met and will continue to meet industry standards of professionalism in the international property market.

FIABCI



By being members FIABCI (The International Real Estate Federation) we have instant access to a global network of professionals in 60 countries. FIABCI is a team of experts that via education and discussion find integrate to ensure businesses and clients have access to the professionals that are needed to support projects in real estate investments