



POLO
CABO
BRANCO

*More than
a paradise*

A COMPLEX
OF GREAT
OPPORTUNITIES





Tambaba



Seixas Natural Pool



Historic center



Coqueirinho



Cabo Branco Station



Areia Vermelha



*In addition to
paradisiacal
beaches and the
warmth of the city*

*A new Business,
Event & Leisure
Tourism Experience*

Paraíba, known worldwide for its tourism potential from the coast to the backlands, will soon host the largest planned tourism hub in the Northeast. The Polo Cabo Branco, consisting of a privileged area of João Pessoa's seafont, has an area of 654 hectares and is surrounded by the Trails Park, the largest environmental reserve in Paraíba. Between the sea of the south coast of Paraíba and the green of the Atlantic Forest, the complex will feature hotels, event sectors, tourism entertainment, commerce and services.

Currently, the project already has the Convention Center, equipment of over 48,000 m² of built area, with ample capacity to host business events, as well as great shows.



João Pessoa
809.015
inhabitants

Source: IBGE

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FAIR PAVILION AND EXHIBITIONS

Up to 4
Simultaneous Events

19 thousand m²
of built area

20 thousand
people



A PEDRA DO REINO THEATER

2.924
armchairs

Projection
and translation
Individual
dressing rooms



CONGRESS AND CONVENTIONS PAVILION

13 thousand m²
of built area

8 flexible
spaces

9 thousand
people



ENVIRONMENTAL AND
TOURIST POLICE
BATTALIONS



UC ADMINISTRATIVE
HEADQUARTERS:
TRAILS PARK

ENVIRONMENT

- Surrounded by Paraíba's largest environmental reserve
- State Trails Park - 578.55 hectares
- State Decree Nº. 37,653 / 2017
- Installation License: C9 / 2017

EVENTS SCHEDULED UNTIL 2023

INFRASTRUCTURE:



• PAVING



• WATER



• GAS



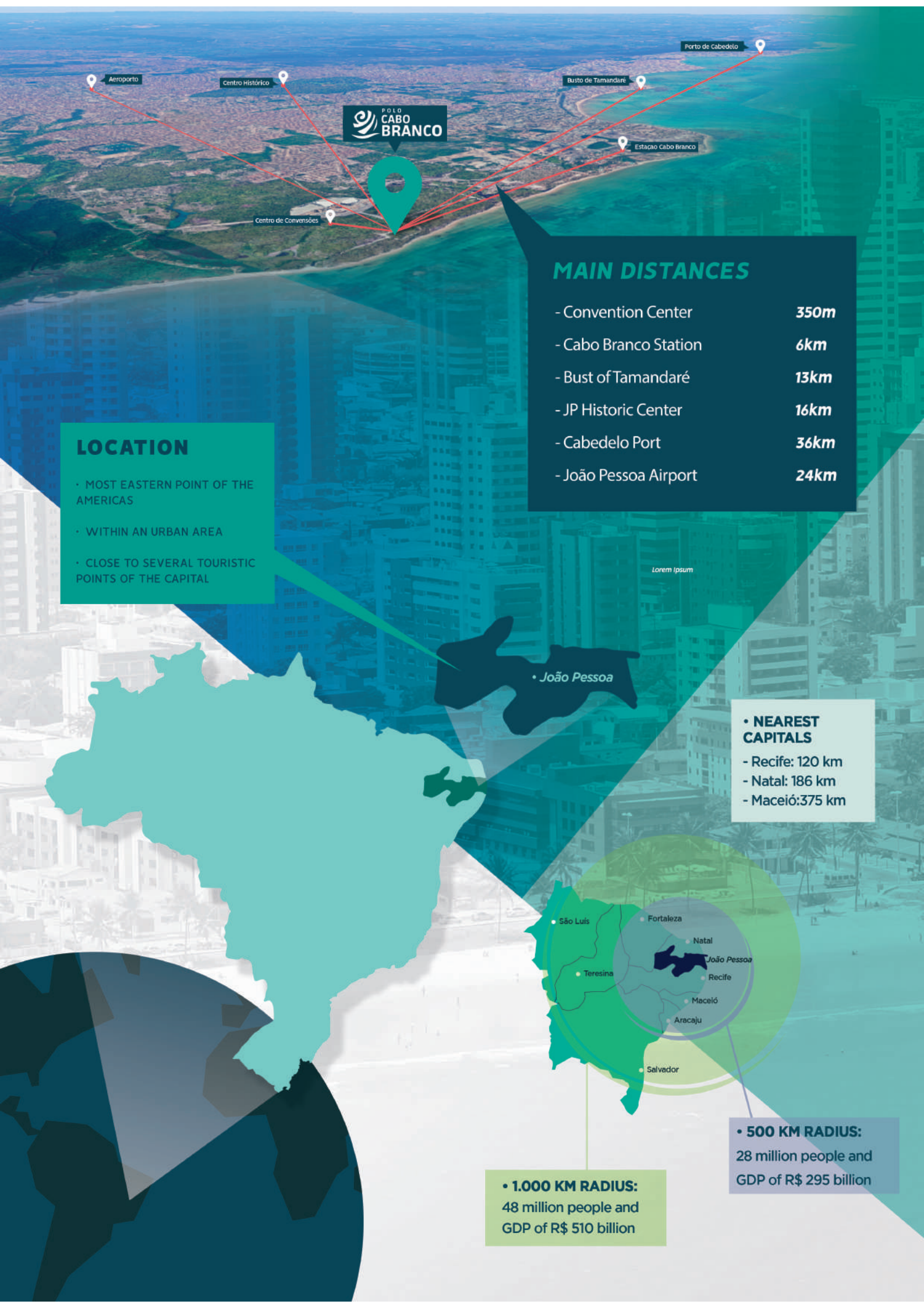
• BASIC SANITATION



• ENERGY



• OPTICAL FIBER



MAIN DISTANCES

- Convention Center **350m**
- Cabo Branco Station **6km**
- Bust of Tamandaré **13km**
- JP Historic Center **16km**
- Cabedelo Port **36km**
- João Pessoa Airport **24km**

LOCATION

- MOST EASTERN POINT OF THE AMERICAS
- WITHIN AN URBAN AREA
- CLOSE TO SEVERAL TOURISTIC POINTS OF THE CAPITAL

Lorem Ipsum

• João Pessoa

• NEAREST CAPITALS

- Recife: 120 km
- Natal: 186 km
- Maceió: 375 km



• 1.000 KM RADIUS:
48 million people and
GDP of R\$ 510 billion

• 500 KM RADIUS:
28 million people and
GDP of R\$ 295 billion



LOTS OFFERED ON FIRST STAGE

TO COMPETE TO THE NOTICE:

| LOT | AREA (ha) | USE (Decree: 6.931/2010) |
|-----|-----------|--------------------------|
| 1 | 7,0 | RESORT |
| 2 | 4,5 | RESORT |
| 3 | 3,8 | RESORT |
| 4 | 7,5 | RESORT |
| 5 | 3,3 | HOTEL |



• Register through the CINEP¹ website

CONDITIONS FOR OBTAINING THE AREAS:

• Subsidy through the Locational Incentive Program



- Attach Documentation²
 - consultation letter
 - certificates, balance sheets
 - schedule
 - architectural project (preliminary study, preliminary project or basic project)
 - Energy efficiency

REDUCED UP TO

90%
IN MARKET VALUE

15%
INPUT + 60 INSTALLMENTS

2
YEAR GRACE PERIOD FOR THE 1ST INSTALLMENT

TAX BREAKS:

60%
ISS REDUCTION¹

¹ Municipal Law No. 115/2017

+ ICMS²
SUBSIDY

² Polo specific State Decree



• Meet the criteria for participation in the Locational Incentive Program referring to the Polo Turístico Cabo Branco.

¹ www.cinep.pb.gov.br

² See Articles 7 to 14 of Board Resolution No. 010/2019, available on the Company's website.