The tender for the post Expo2015, developing Milan in the future
Arexpo - the area

Arexpo is the company owning the area involved in the EXPO 2015 Universal Exhibition jointly organized by the Lombardy Region, Municipality of Milan, Municipality of Rho, "Fondazione Fiera Milano" and Milan Province.

The area covers about 105 hectares and is located to the Northwest of Milan, one of the most dynamic and infrastructured urban regions of Italy and one of the most important in Europe, easily accessible from international airports, underground and high-speed railway interchange system and the hub of strategic highways subject to improvement by 2015.

The infrastructure system built for EXPO2015 will provide a suitable context for the development of the future urban project, giving priority to realize a wide variety of spaces in terms of morphology, structure and size to host value-added services and public sports facilities, edutainment, entertainment and business.

Arexpo S.p.A. has issued an international tender for the selection of the post-Expo project.

The crossroad of regional and national strategic connections

<table>
<thead>
<tr>
<th>Main connections</th>
<th>Airport</th>
<th>Highway</th>
<th>Rho-Fiera Station</th>
<th>Subway</th>
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</thead>
<tbody>
<tr>
<td>MXP</td>
<td>Rho/Fiera</td>
<td>A4 TORINO/VENEZIA</td>
<td>A4 TORINO/VENEZIA</td>
<td>RHO/FIERA</td>
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<tr>
<td>LIN</td>
<td>A8 MILANO/LAGHI</td>
<td>A8 MILANO/LAGHI</td>
<td>A8 MILANO/LAGHI</td>
<td>RHO/FIERA</td>
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<tr>
<td>BOY</td>
<td>A50 TANGENZIALE</td>
<td>SP46 RHO/MONZA</td>
<td>SP46 RHO/MONZA</td>
<td>RHO/FIERA</td>
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30 min 20 min 40 min 11 min
Arexpo – the company profile

Set up on June 1st 2011 by the Lombardy Region, at present Arexpo S.p.A. is owned by the Lombardy Region and the Municipality of Milan, each of which hold a stake of 34.67%, “Fondazione Fiera di Milano” with a stake of 27.66%, as well as the Province of Milan and the Municipality of Rho.

The purpose of the Company may be summarised as follows:

- To acquire the Expo site areas from public entities and private owners, possibly through deeds of assignment;
- To make the areas available to Expo2015 S.p.A. for the design and realisation of the urban transformation works in preparation for Expo2015;
- In coordination with Expo2015 S.p.A., to monitor the process of developing infrastructures and converting the areas in order to ensure that they are properly re-qualified and their value is enhanced, also in the post-Expo stage;
- To coordinate the process of development laid down in the land-use plan for the areas in the post-Expo period, bearing in mind the town planning regulations and the functional mix defined in the urban plan;
- To ensure the enhancement and renovation of the exhibition site by giving preference to projects designed to improve the quality of the social, economic and territorial context, possibly also through the sale of the real estate property by means of a tender procedure.
Arexpo - The post Expo Masterplan

The Masterplan for the future development of the Expo2015 area, has been presented to the international audience at Mipim 2014 as an adaptable and flexible framework for the post-Expo development.

The Company is now looking for a qualified player of the international Real Estate market to promote high quality projects and improve the post Expo programme of urban renewal.

Based on the indicative and not binding contents of the Masterplan and in accordance with its design quality guidelines, Arexpo S.p.A., has recently issued the tender documentation to identify developer and operator to sell the area.

The aim of the Masterplan is to enhance the material and intangible heritage of the Universal Exhibition through the re-use of the huge public investments already made here, in order to build the infrastructure system of the whole site, as a suitable context for the development of the future urban project.

The concept is to limit the resources necessary for the adaptation of the area in the post-Expo phase with a high-sustainability urban regeneration project.

The urban plan of the site, starting from the imprinting inherited from Expo2015, is inspired by the best urban solutions for the modern historicized European cities, updated and reinterpreted in new contemporary urban environments.

The Masterplan has a flexible and adaptable layout and will allow for an on-going process of comparison between the evolution of Expo2015. The decisive elements will be selected in terms of strategic value, impact on public interest, general factors of attraction and elements of identity, pertaining to the tender proceedings.

The project seeks a high differentiation of uses and activities, giving priority to the establishment of high value-added services in spaces that vary in morphology, structure and size. This will allow the area to host a wide variety of solutions, which may make use of appropriate spaces and equipment for high quality living spaces and a provision of facilities and services in a recognizable and unique urban landscape.
From Expo2015 legacy, through a flexible Masterplan, to create great value in the heart of Europe
A large theme park, more than just a wide green area, will be the heart of the new urban design plan, becoming the container of civic proposals for the metropolitan area and for the strengthening of the regional urban framework.

This multifaceted theme park will be open to the public and will develop, as far as possible, a close alignment with the Expo2015 theme “Feeding the planet, energy for life” focused on food, culture, science, innovation, information and education.

At the same time, a greater focus will be put on sports activities, with new professional, international and local facilities providing leisure time spaces and equipment.

Therefore, the multi-theme park will combine and integrate different vocations within this wide area:

- **Sports, entertainment and family park**: a possible location of a sports centre which may also include a football stadium for private teams, and also a great area for recreation and leisure activities equipped with entertainment facilities for families, children and young people;

- **Agribusiness, biodiversity, sustainability, environment**: a new multi-purpose centre on the agri-food theme in a new urban interpretation, which integrates education, training and scientific dissemination with spaces for markets and retail outlets, and also a biodiversity park as an area of scientific interest, also open to all citizens for recreation;

- **Excellence and research**: a site hosting Italian excellence, craftsmanship, semi-industrial production, supply chain and retail outlets, with showrooms and laboratories;

- **Social, cultural and NGOs**: a place dedicated to, national and international, non-governmental organizations, and non-profit companies.

One of the most important aims is to re-open the site as soon as possible after the conclusion of the event and to envisage, for some areas, a possible immediate use after the 2015 Exhibition, the so-called “fast post” will also involve some structures and special equipment. The necessary operating and functional conditions will be programmed, usability and accessibility will be assured through a programmed and selective disinvestment of temporary structures.
Arexpo - The tender for the post Expo phase

Arexpo has just issued a tender on the international market for the sale of the Expo 2015 area, in order to identify a high quality project for developing a post Expo programme of urban renewal.

As a public & private company, it has a compulsory procedure to follow for the sale of the asset, through a public tender open to international operators which guarantees full transparency and quality in the selection process, with an independent board of experts (70% of the points to be assigned to quality and only 30% points to the highest price bid), in order to achieve:

- An urban project with a strong and recognizable identity, high quality and international visibility standards;
- The maximum economic value of public areas as part of the set public objectives;
- Elements of innovation and engineering excellence (environmental value and sustainability, smart city policy, public spaces and services, quality control project);
- Economic development of the area and the metropolitan city with the attraction of investments and the creation of jobs and, at the same time, the promotion of social inclusion;
- A process of implementation and management of a well planned and well governed area.

All tender participants have to draw up a high quality project based on the Masterplan and the quality design Guidelines pertaining to the following main issues:

- Unitary and harmonious project for the whole area;
- Inspired by high urban quality, in particular:
  - lower use of buildable surface;
  - multi functionality, at least three different function, each more than 20%;
  - non preponderance of housing;
- Similarity to master plan and stakeholders hypothesis (non-binding);
- Centrality of the Multi-theme Park (Sports, entertainment and family park - Agribusiness, biodiversity, sustainability, environment - Excellence and research - Social, cultural and NGOs.

Arexpo - Key numbers of the tender

Area involved: 1,050,000 sq m
Multi theme park area: over 440,000 sq m
Private uses: a wide variety of mixed urban uses as housing, offices, retail up to medium sized units (max 2,500 sq m per each one independent commercial unit), light industry
Public activities and services: local and metropolitan - based structures and services
Buildable Surface: 479,795 sq m

Registration: open August 19th 2014 close November 15th 2014
Preliminary contract: December 31st 2014 Final deed: December 31st 2016
Minimum bid price to offer: 315,416,000 €
Bid evaluation: 70% quality of the project 30% bid rising up from minimum price
Arexpo - Main opportunities for investors and Real Estate Developers

The project for post Expo development is the most significant in Italy and one of the most important in Europe, constituting an attractive opportunity for leading Real Estate operators. The most important Italian banking group is already involved in Arexpo and looks forward to the tender.

The tender winner will enjoy a privileged role as owner of the areas during the 2015 Universal Exhibition, from the 1st May to the 31st October 2015, in the presence of the most important international players, with an opportunity to present their urban planning scheme to the world, with the high visibility that this entails.

The winner would also benefit from Arexpo’s coordination and simplification activities aimed at facilitating relations between the authorities and all stakeholders, in order to accelerate administrative procedures.

The final deed and the entire payment is postponed to a date when all authorisations have been granted (December 2016).

Timeline

- Inquiry deadline and request for mandatory inspection 30 October 2014
- Bidding Deadline 15 November 2014
- Selection of the winning bid 30 November 2014
- Final deed and last payment when all planning permits are granted 31 December 2016

To download the tender visit www.arexpo.it
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