

01 BRIEF DESCRIPTION OF THE PROJECT

Implementation of a 20 MW sustainable data center in Ceará, taking advantage of the connectivity of 17 submarine cables and abundant renewable energy (solar and wind). The project aims to meet the growing demand for digital infrastructure in Latin America, offering high performance, scalability and sustainability, strengthening Ceará's position as a strategic technological hub.

02 JUSTIFICATION AND OPPORTUNITY

Ceará is a geostrategic hub with 17 submarine cables, guaranteeing low-latency global connectivity, essential for cloud computing, IoT and artificial intelligence services. The abundance of renewable energy and the expanding technological ecosystem, supported by the state government's public policies (such as incentives for energy transition and adherence to global initiatives like Race to Zero), make the state ideal for a sustainable data center. The lack of large-scale data centers in the region represents an opportunity to meet the growing demand for digital infrastructure in Latin America, boosting the local economy and decarbonizing the technology sector.

03 INVESTMENT NEEDED

R\$ 1.5 billion

(equivalent to approximately US\$ 300 million, considering an exchange rate of R\$ 5.00 per US\$), for a 20 MW plant with capacity for 10,000 servers.

04 EXPECTED RETURN

- **5% to 8% reduction** in operating costs in the first five years, due to energy efficiency and strategic location location;
- **Payback estimated between 5 a 7 years;**
- Projected annual revenue of **\$50-80 million** from data hosting and cloud computing services.

05 SOCIAL AND ENVIRONMENTAL IMPACT

- Potential to **avoid up to 1.2 million tons of CO₂ per year**, with the use of renewable energy and efficient cooling systems systems;
- Generation of 100 direct jobs (engineers, IT technicians, security, etc.), 300 indirect jobs and more than 200 during the construction phase, promoting an increase in income and local economic development;
- Availability of space in Ceará's Export Processing Zone (EPZ), with land of 2 hectares or or more;
- Partnerships with local universities and the innovation ecosystem for workforce training and technological development.

CONTACTS

More information about this and other projects:

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