



# Microsoft

# CAESAREA BUSINESS PARK

## MICROSOFT - THE MISSION

Empower every person and every organization on the planet to achieve more



**SUBJECT: THE CAESAREA BUSINESS PARK – EXECUTIVE SUMMARY**

Sirs/Madams,

Following the tradition and values of Microsoft, the world-renowned company that brought about groundbreaking changes in our universe through out-of-the-box innovation and vision, we proudly offer you to be a part of the unique Caesarea Industrial Park Community and establish the Microsoft Campus on site. Located near the train station, this prime land is available for immediate construction.

The Caesarea Development Corporation and the Caesarea Assets Corporation (under the auspices of the Rothschild Caesarea Foundation) are equipped and eager to build the Microsoft Campus tailored to your needs:

- Turn-Key Project – from designing, planning and constructing the campus, to managing long-term office space rental.
- Selling available land for independent projects while we guarantee any necessary assistance to ensure professional execution of the project from the planning stages to inhabiting the space.

As stipulated in the body of our proposal, we believe that our offer is the most highly cost-effective of all other proposed alternatives and includes: rent, management fees and municipal taxes. Moreover, we can offer you additional unique ideas and cordially invite you to discuss and share them with you:

- Creating a transportation network - a shuttle system, bicycle paths, rental bikes and accompanying facilities to and from the train station constructed for you or by you.
- Awarding a significant price reduction for Microsoft employees towards the purchase of plots for private construction in Cluster 12 and the exclusive Golf Community in the exclusive town of Caesarea.
- Offering significant price reduction for Microsoft employees towards the purchase of land for private construction or residential apartments, including the availability of a unit of plots for private homes or residential apartments: "Microsoft Towers" – exclusively for Microsoft employees in a new residential district under the company's construction - Or Yam - located in Or Akiva, a small city adjacent to Caesarea and a ██████ throw from the Industrial Park.
- Establishing and operating a kindergarten exclusively for employees' children, in the Park itself or in the town of Caesarea.

This proposal is subject to the approval of the board of directors of the Caesarea Assets corporation and the Rothschild Foundation.

**ABOUT THE FINANCIAL PARTNER  
THE ROTHSCHILD CAESAREA GROUP**

The Rothschild Caesarea Foundation operates in the development of greater Caesarea and for the creation of a better Israel, through the promotion of higher education, philanthropy and social commitment.

The Caesarea Edmond Benjamin de Rothschild Corporation is a private, entrepreneurial construction company which acts as The Rothschild Caesarea Foundation's operational branch and works for the betterment of Caesarea's land through building an exemplary community in Israel, and developing the Industrial Park and tourist attractions in the Caesarea vicinity.

The Caesarea Edmond Benjamin de Rothschild Assets Corporation is the entrepreneurial Real Estate branch of The Rothschild Caesarea Foundation and works for the advancement and execution of the Foundation's land and the Caesarea Industrial Park and the expansion of the Foundation's property portfolio of income generating assets.

The Caesarea Assets Corporation has accumulated vast experience (with a scope of tens of thousands of meters) in entrepreneurship, construction, leasing and routine maintenance of cutting-edge buildings for hi-tech, logistics and trade industries and is currently in the midst of an additional 50,000-m<sup>2</sup> project.

**Profits from the subsidiaries are transferred to the Rothschild Caesarea Foundation for its pursuit in philanthropic purposes.**

**ABOUT THE CAESAREA INDUSTRIAL PARK**

The Caesarea Industrial Park is one of the largest and most progressive in Israel, and meets international standards of planning, development, construction and quality of life.

A comprehensive study prepared by the MAN Properties corporation and published in an issue of the Globes financial newspaper (December, 2015) determined: "The Caesarea Industrial Park, which offers the most cost-effective package, serves as the unsurpassed alternative for many Hi-Tech corporations due to its ideal location, the convenient work environment, its proximity to the train and other transportation services, as well as low leases, management fees and parking costs".

The unique management method and service approach of the Industrial Park's administration is a One-Stop Shop, client-oriented and consistently credits us with a rare 91% satisfaction rate!!! (from surveys conducted by Geocartography in 2014-2015)

The meticulous, efficient and high-quality management by the park's administration, owned by the Caesarea Corporation enables us to charge what is considered to be among the lowest and most attractive management and service fees (in lieu of municipal rates) in Israel.

**Location of the Park**

The Park is located at the exact midpoint between Tel Aviv and Haifa and is easily accessible to every main highway in Israel (2, 4 and 6). Access to the park flows against the heavy rush-hour traffic jams to and from the Tel Aviv metropolis.

**Accessibility and Transportation System**

The Park offers an abundance of parking lots, is in close proximity to the train station, and the Park's administration provides a shuttle system, which works continuously throughout the day. Public transportation runs routinely to and from the Park, which includes bus lines. If needed, the company will consider devising a special shuttle available or constructing bicycle lanes and facilities for bicycles for Microsoft employees from the train station to future buildings.

**About the Corporations and Residents of the Park**

The Park is in high demand; all of its spaces are leased and it is home to over 200 leading companies serving Israeli's economy (hi-tech, bio-technology, medical equipment, water technology and environment).

Companies operating within the park include: Mazor Robotics, Alma Lasers, Itamar Medical, Arineta, Nielsen, Delta, EndoChoice, HP, Fritz, and more.

Over 9,000 people are employed at the park everyday and enjoy not only the high quality of the atmosphere and transportation, but also the 5-star working conditions and the wide range of services provided by the Caesarea Development Corporation's Industrial Park administration, which maintains an unprecedented standard and working environment unparalleled in Israel.

**THE CAESAREA INDUSTRIAL PARK ADMINISTRATION - A STRATEGY OF ADDED VALUE AND EXCELLENCE IN ACHIEVEMENT**

- The Caesarea Industrial Park is the most ecological and most well-kept Industrial Park in Israel and this year has won its 11th consecutive "Beautiful Campus in Israel" award.
- The park is meticulously managed at a superior standard of quality by the Edmond Benjamin de Rothschild Caesarea Development Corporation's Industrial Park administration, maintaining international standards of excellence in planning, development and construction.

- The Park's administration provides a full range of services without municipal bureaucracy: One-Stop Shop – all services are provided under one roof: marketing, initiation and development, infrastructure, construction, and assistance in business authorization, supervision, environment, landscaping, sanitation, transportation, waste removal, water and electricity, and more.
- The Park's customer service operates round-the-clock.
- The Park is equipped with a security center, a 24/7 active patrol and closed-circuit security camera system.
- The Park has twin-city industrial park alliances and international collaborations with hi-tech parks in China, hosting delegations from all over the world.
- The Park offers many activities and benefits for all employees, such as: athletic tournaments, a local newspaper, employee-children gatherings, holiday fairs, collective purchasing, jogging teams and more.
- The Park has established a unique club for Park managers, offering in-service meetings for professional enrichment, celebratory toasts, networking and contact with various industries.
- The Park promotes an agenda of social responsibility and integration with other businesses, community activities, and environmental protection. Among others, the administration and many of the Park's companies support the flagship project chosen for 2016: a Center for Science and Technology Education at the TechnoDa in Givat Olga, promoting education in technology for peripheral communities.

**Complementary Services at the Park**

The Park offers a multitude of services for employees' convenience, such as: restaurants and coffee shops, conference halls and convention centers, a bank, a post office, taxi stand, sports fields and courts, entertainment and more.

- The Park's location enables convenient, available access to commercial centers in the vicinity.
- The Park is just a few minutes' drive from the Caesarea Port National Park, the Aqueduct Beach and the only international Golf Club in Israel.

**Caesarea's exquisite Industrial Park serves as a gravitational force for senior personnel from various industries worldwide. Nothing compares with "up close and personal". It would be our pleasure to host you at any time and introduce you to the full variety and outstanding advantages here, at the Park.**

Sincerely,  
Shlomo Yanai

Vice chairman,  
The Rothschild Caesarea Foundation  
Major General (res)

Michael Karsenti


CEO, The Caesarea Development  
Corporation and the Caesarea  
Assets Corporation



DESIGNATION

The Caesarea Assets Company is active in the improvement and realization of the Foundation and the Caesarea Business Park's land and expanding the Foundation's investment assets portfolio.

The Caesarea Assets Company, the executive arm of the Rothschild Caesarea Foundation, is active in reducing social inequalities through higher education and social commitment



DESIGNATION

The Caesarea Development Corporation is active in the improvement of the land by making Caesarea a model settlement in Israel, developing an industrial park as well as its tourism and recreation.

The Caesarea Development Corporation, the executive arm of the Rothschild Caesarea Foundation, is active in reducing social inequalities through higher education and social commitment



### COMMITMENT TO THE HISTORY AND VISION OF THE ROTHSCHILD CAESAREA FOUNDATION

We are proud of our activities and our privilege in realizing the Zionist and historical vision of The Rothschild Caesarea Foundation



### A CULTURE OF EXCELLENCE, QUALITY AND PROFESSIONALISM

- It's better to not do at all than to do average!
- Caring and Drive in Doing – Working from the Heart!
- Order and Organization but no redundant bureaucracy!
- Learn lessons from doing and retain organizational knowledge
- Don't make the same mistake twice!
- Be independent, but when needed, use the best experts



### ALWAYS STRIVE TO GROW

- Focus on Core activities only
- Set challenging goals but ones that are measurable and attainable
- We fight and do not pass up on a business opportunity!
- Assertive and aggressive when we need to be, but always fair!
- Nurture relationships with interfaces up to a personal level and never burn bridges
- A Team! Measurements and feedback are forever both individual and for the team!



### COMMITMENT TO THE CUSTOMERS

The company defines the citizens of Caesarea, its business owners and lessees, factories and employees at the Park and any potential visitor to Greater Caesarea, from Israel or overseas, as a potential customer

#### Our Service Contract:

- Professionalism**
  - Be a professional and know your duties • Know what you are talking about and don't talk about what you don't know and understand
  - Be where you need to be and be there on time
  - Be thorough and be organized
- Trustworthiness**
  - Keep your promises and don't promise what you are not authorized to deliver • Be honest and trustworthy
- Service**
  - Be polite even under difficult circumstances
  - Be humble • Always call back! • Be nice but responsible (if needed, at the expense of being nice)



### COMMITMENT TO EMPLOYEES

The Company's management on all levels will work to foster identification and commitment among company employees to the organization's vision, objective and core values until they become part of the "Spirit of the Organization".

#### The Company's management will provide its employees with the following:

- Clear role definitions and matching expectations
- Giving responsibility, authority and recognition
- Providing tools for personal development and success in meeting the objectives of the work program
- A pleasant working environment, synergetic, effective, focused and deliberate targets
- Positive periodic feedback in case of success on the one hand and providing constructive criticism and an opportunity to improve the event of failure (which is not the result of negligence)
- Fairness & reciprocity



CAESAREA BUSINESS PARK AND CAESAREA ASSETS CORPORATION'S CUSTOMERS



**OFEK 3**

Building area: 3,000 m2. Year established: 2006

**OFEK 2**

Building area: 2,700 m2. Year established: 2006

**OFEK 1**

Building area: 3,600 m2. Year established: 1997

**OFEK 6**

Building area: 3,200 m2. Year established: 1997

**OFEK 5**

Building area: 2,300 m2. Year established: 1997

**OFEK 4**

Building area: 3,400 m2. Year established: 2008

**FRITZ**

Building area: 7,700 m2. Year established: 2008

**DELTA**

Building area: 9,405 m2. Year established: 2012

**OFEK 9**

Building area: 4,700 m2. Year established: 2012

**OFEK 8**

Building area: 6,600 m2. Year established: 2014

**OFEK 7**

Building area: 2,100 m2. Year established: 2008

**FRITZ 2**

Building area: 12,968 m2. Year established: 2013

**AGAMI**

Building area: 5,220 m2. Year established: 2016

**OFEK 12**

Building area: 6,200 m2. Year established: 2016

**OFEK 11**

Building area: 2,000 m2. Year established: 2016

**OFEK 10**

Building area: 10,200 m2. Year established: 2016

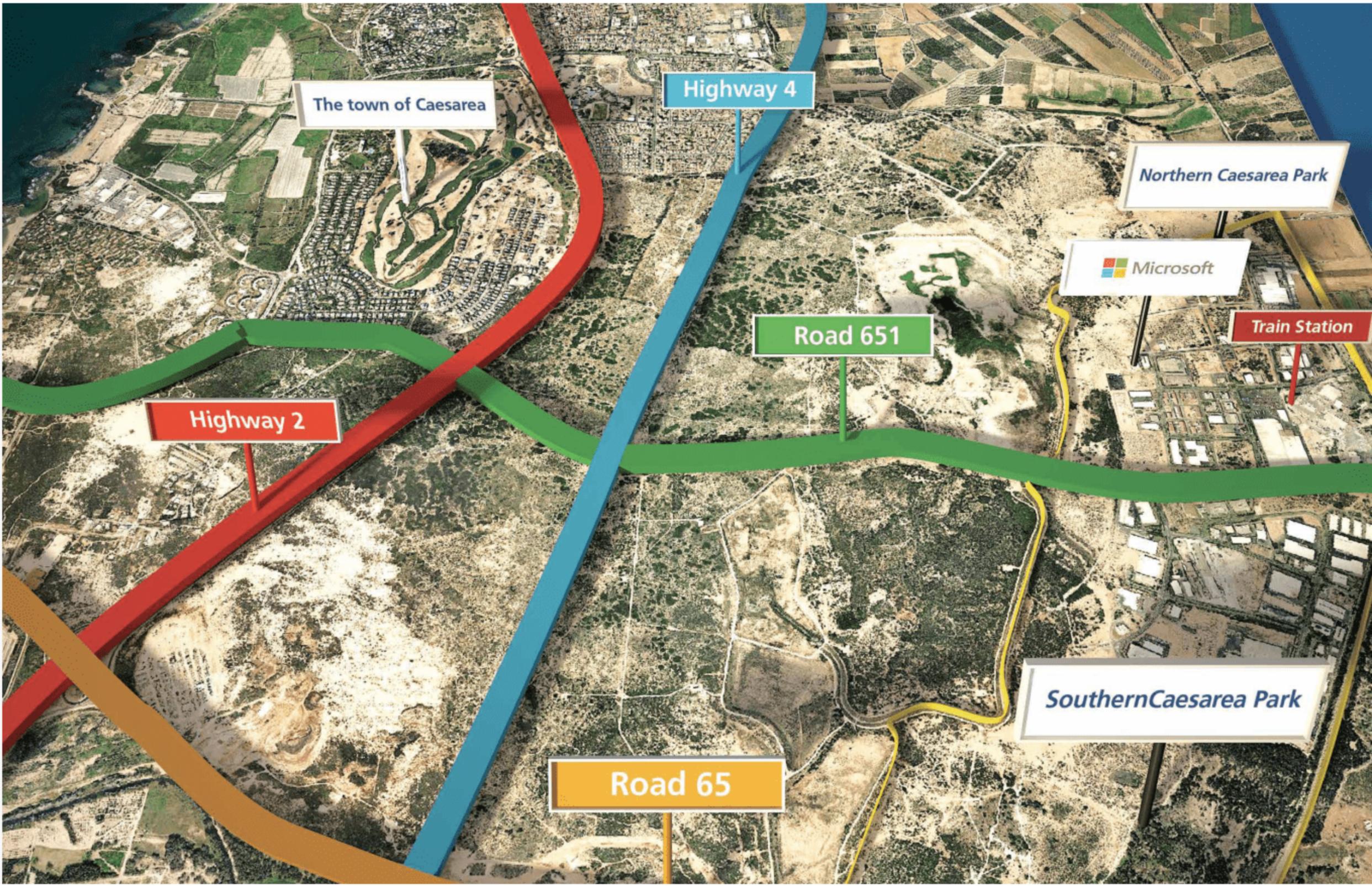
## VISION

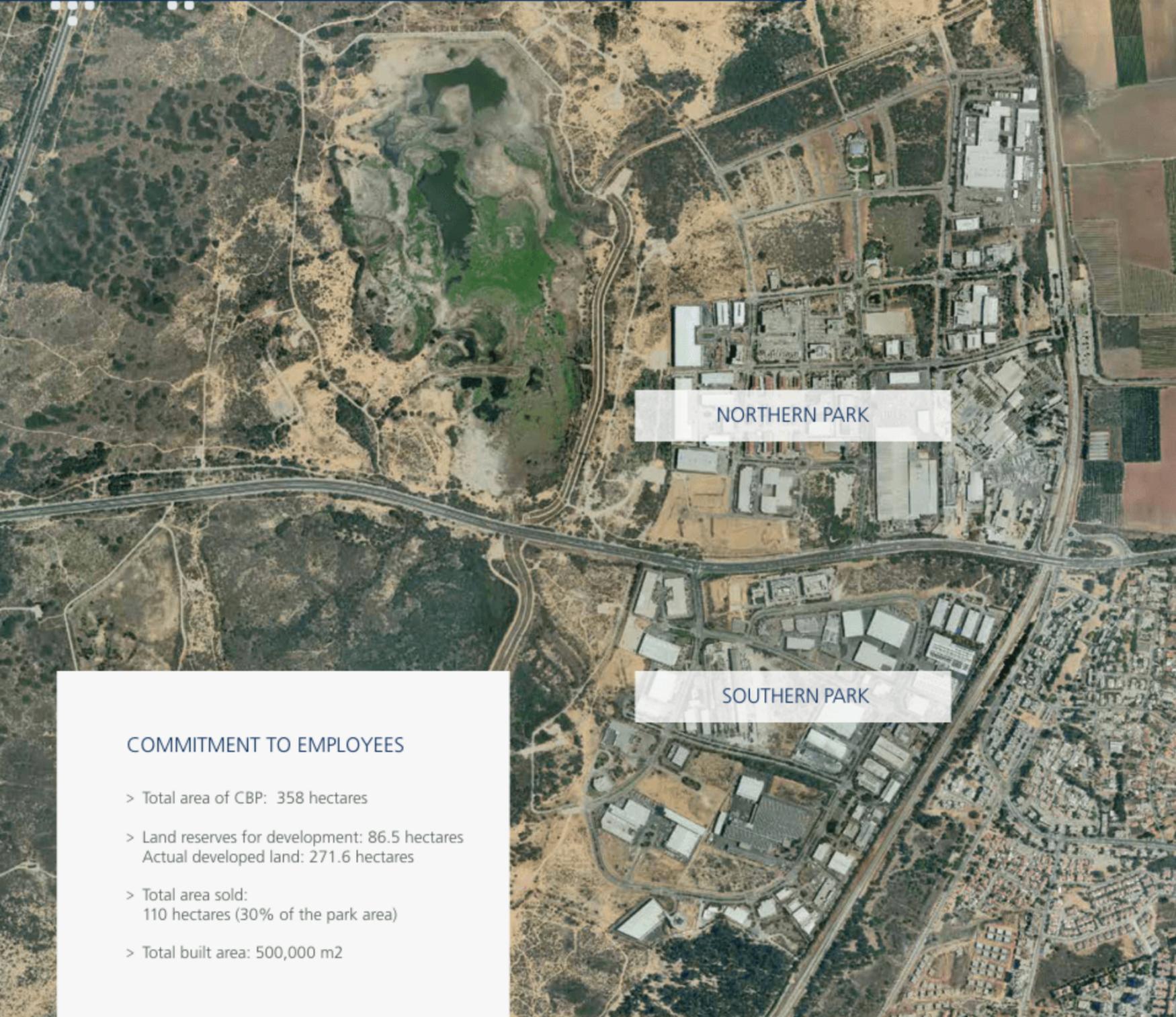
A leading and unique business and industrial park in Israel, which will become a smart, well-groomed, clean and safe regional business center that cultivates the quality of life and preserves the environment, and provides the highest level of service to its employees.





- > The Business and Industrial Park was established in 1993
- > The Park is situated on the Eastern boarder of Caesarea, between the Haifa-Tel-Aviv railway to the East and the Nechalei Menshe water reservoir to the West
- > The Park is situated above and adjacent to the coastal aquifer
- > More than 200 companies are based in the Park employing some 9,000 employees
- > 30 minutes from Haifa, 40 minutes from Tel-Aviv, 15 minutes from Highway 6 and easily accessible to all main transportation routes





NORTHERN PARK

SOUTHERN PARK

**COMMITMENT TO EMPLOYEES**

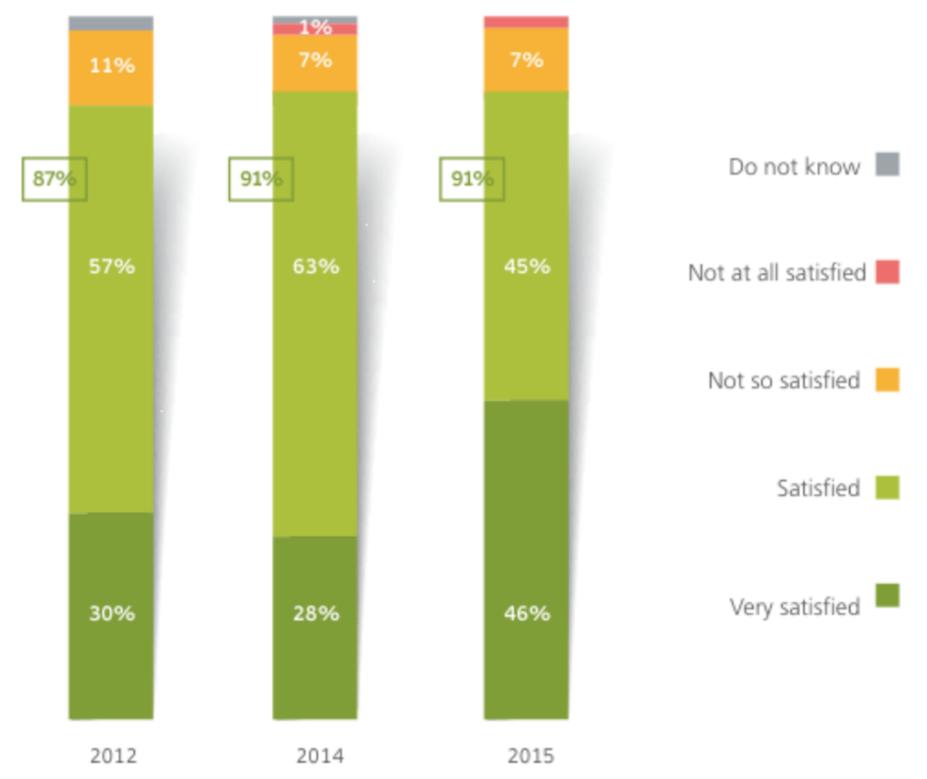
- > Total area of CBP: 358 hectares
- > Land reserves for development: 86.5 hectares  
Actual developed land: 271.6 hectares
- > Total area sold:  
110 hectares (30% of the park area)
- > Total built area: 500,000 m2

“ AN EXTENSIVE RESEARCH MADE BY "MAN PROPERTIES" FOUND THAT CAESAREA BUSINESS PARK IS THE MOST ATTRACTIVE PARK CALCULATING RENTAL FEES, MANAGEMENT FEES, PRICES FOR PARKING SPACES, ETC. ”

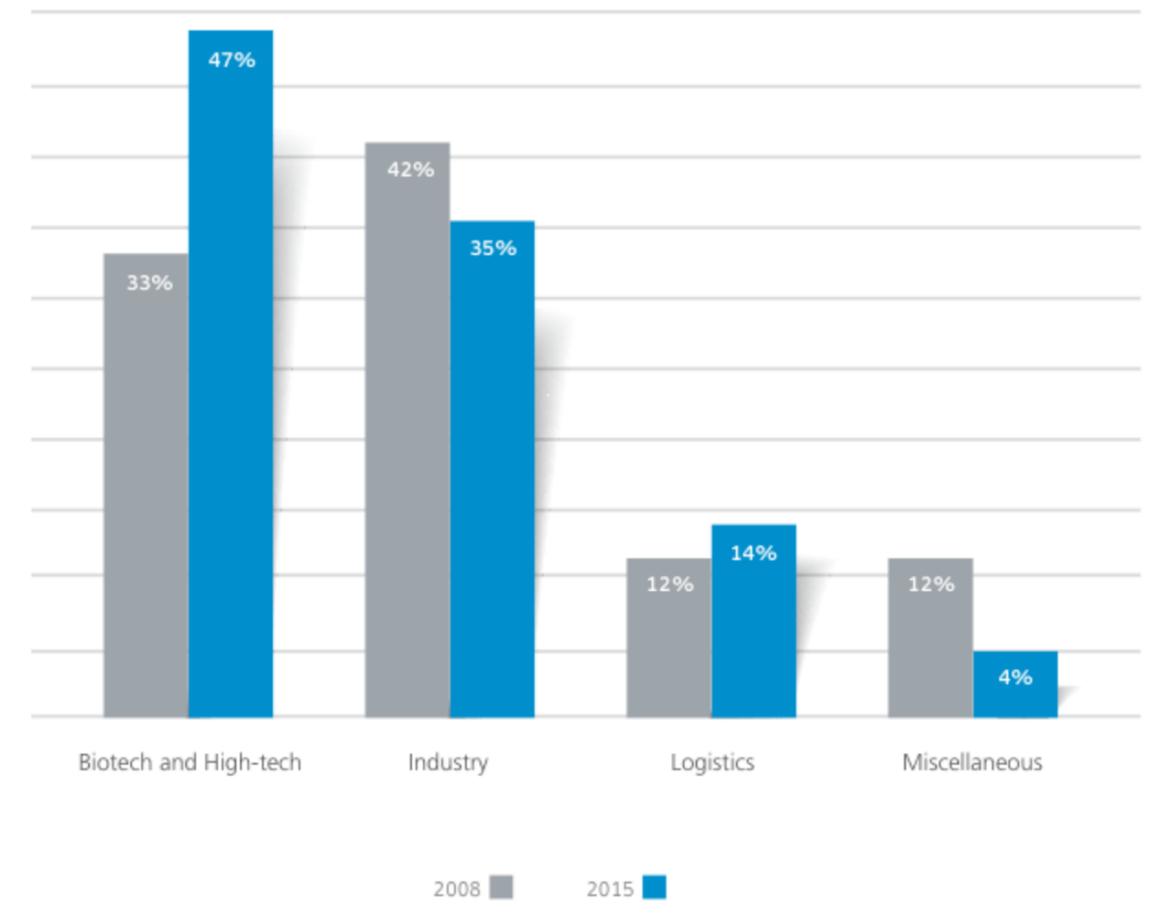
GLOBES, DECEMBER 2015



VILLA NONA Events | Japanika | TERRA – Events and Conference Center | Shabtai Pizza and Beer | Shula | Koyaa | YONO Events



From Geocartography Survey 2015



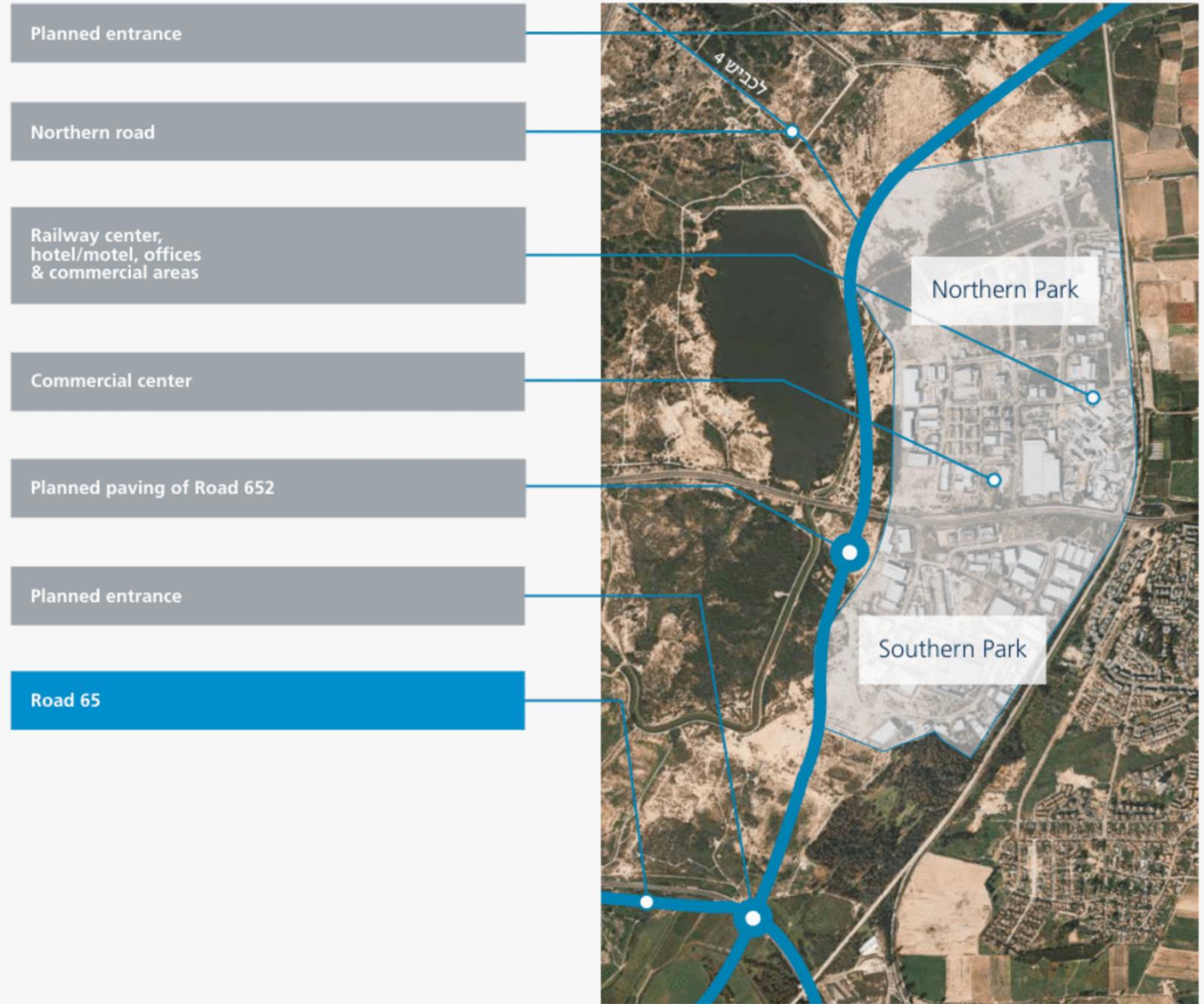
The mix of companies in the park has changed from heavy industry in favor of high-tech and small industry



-  Restaurants, coffee shops, conventions and events centers
-  Operating train station located in the Park
-  Bank Leumi
-  Internal shuttle service free of charge
-  Available Helipad
-  Post office
-  Taxi station
-  Basketball and futsal court



- > Monitoring activities conducted according to the monitoring body's annual plan for controlling the quality of groundwater and runoff through monthly testing and wastewater sampling include providing guidelines for the industrial plants and Park Operations
- > Promoting environmental technologies – a transition to economic LED street lighting, establish a system of photovoltaic cells on the OFEK buildings, promote the natural gas power plant project, and more
- > Seminars and workshops on protecting the environment



### COMMITMENT TO EMPLOYEES

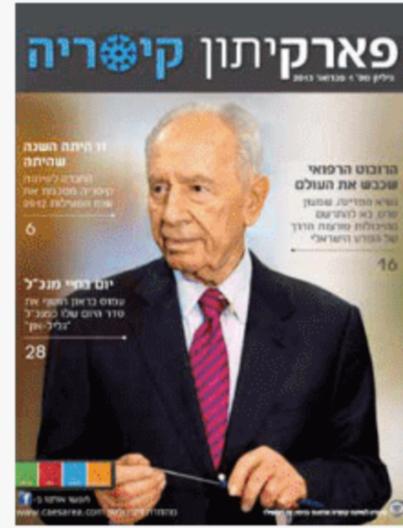
- > GIS security center, BI and Billing systems
- > 24/7 Call center
- > Transportation
- > Sustaining the environment (water, waste, energy, quality of living)
- > Communication and feedback from customers
- > Security





- > Landscaping - a meticulous and well-groomed environment that complies with international standards and is outstanding in the local industrial environment
- > Architectural quality - all park buildings are constructed and maintained according to the highest international standards and are under the supervision and guidance of the Caesarea Architectural Committee
- > The Council for a Beautiful Israel awarded Caesarea Business Park "The Decade Shield" for excellence and having won the CBI's A Beautiful Industry in A Beautiful Israel competition consecutively for 10 years

- > SECURITY CENTER AND CUSTOMER SERVICE CENTER  
24 hours a day
- > INTERNAL PARK COMMUNICATION
  - The business park's quarterly publication
  - Quarterly mailings
- > THE BUSINESS AND INDUSTRIAL PARK'S EXECUTIVES CLUB
  - Annual meeting during the holiday
  - Quarterly mailing to CEOs
  - Special offers magazine for executives as part of the corporate activities
  - CEO and Operations Managers forum
- > PARK CUSTOMER SERVICE
  - Park sports – running group, streetball
  - Seminars/conferences – such as, on protecting the environment
  - Business at Caesarea – connecting residents with the Park CEOs
- > CONTENT RELATED PRODUCTS PROVIDED BY THE PARK
  - Environmental – ecological tours of Caesarea Park
  - Inside industrial plants – hosting project
  - Ventures of diverse nature – social responsibility, Technoda – Science and Technology Education Center
- > FOREIGN DELEGATIONS AND TWIN PARKS





> TRANSPORTATION

Creating a transportation network - a shuttle system, bicycle paths, rental bikes and accompanying facilities to and from the train station constructed for you or by you



> MICROSOFT TOWERS

Offering significant price reduction for Microsoft employees towards the purchase of land for private construction or residential apartments, including the availability of a unit of plots for private homes or residential apartments: "Microsoft Towers" – exclusively for Microsoft employees in a new residential district under the company's construction - Or Yam - located in Or Akiva, a small city adjacent to Caesarea and a [redacted] throw from the Industrial Park



> EDUCATION

Establishing and operating a kindergarten exclusively for employees' children, in the Park itself or in the town of Caesarea



> PURCHASE OF PLOTS - CLUSTER 12

Awarding a significant price reduction for Microsoft employees towards the purchase of plots for private construction in Cluster 12 and the exclusive Golf Community in the exclusive town of Caesarea

Caesarea



Caesarea in the past one of the most important and beautiful cities in the land of Israel, is today a magical place. A rare combination of quality of life tradition, antiquities, a romantic beach, a business park, an international golf club, a vibrant community and a unique harbor that is a world renowned tourist attraction.

HISTORY



COFFEE SHOPS & THE BEACH RESTAURANTS



GALLERIES & ART



ATMOSPHERE



ANTIQUITIES



TIME TREK DISPLAYS



Caesarea Harbor, set in the middle of the National Park, is one of Israel's most impressive and beautiful tourist venues. The restoration work, the new buildings and the development undertaken by the State of Israel and the Caesarea Development Corporation, have transformed this ancient harbor into a site that combines culture, recreation and leisure. The romantic landscapes, the whisper of the waves, the awe inspiring sunsets, the tastes and smells of the sea, the remnants of a glorious past and the sandy beach, make a visit to Caesarea Harbor an exciting and unique experience.



Caesarea Golf Club  
A Pete Dye Signature Course

The club was established in 1961 by the Rothschild family and is managed by the Caesarea Development Corporation. In 2009 the course was redesigned by the leading golf designer Pete Dye. The Caesarea Golf Course is the only international golf course in Israel.

The excellent and lavish club spreading over 100 hectares of land includes:

- > Championship golf course
- > Delux course 3 – designed by Pete Dye
- > International training area
- > Golf and sports Pro-Shop
- > Exclusive restaurant
- > Hosting and events
- > Golf school and academy for training future generations
- > Miscellaneous golf services





Caesarea