

A LAUNCHPAD FOR INTERNATIONAL TECHNOLOGY COMPANIES

Metro Atlanta's vibrant technology community is leading the way in creating a hub for innovation, industry growth, and technology workforce development in the United States. With the most efficient and connected airport in the world, the metro area offers international technology companies a compelling, strategic launchpad to penetrate the U.S. market and a gateway to Canada and Latin America. Metro Atlanta is home to some of the nation's top corporate leaders and a world-class workforce.

#1 Metro Area for Lowest Cost of Doing Business (among the 10 largest U.S. metro areas)

Source: KPMG, "2016 KPMG Competitive Alternatives: Guide to International Business Location Costs," March 2016

#1 State for Business Climate (for the fourth consecutive year)

Source: Site Selection, November 3, 2016

#1 U.S. Metro Area Destination for Foreign Investment by Average Project Value in 2015

Source: IBM Global Business Services, "Global Location Trends 2016 Report," August 2016

One of 19 "Knowledge Capitals" of the U.S. and Europe

Source: The Brookings Institution, Metropolitan Policy Program, "Redefining Global Cities," 2016

#3 City for Inc. 5000 Headquarters (Fast-Growing Companies)

Source: Inc., 2016 Inc. 5000, August 2016

Top 10 City with the Most Technology Jobs

Source: Forbes, 2015

#3 Metro Area for STEM Professionals by Highest Quality of Engineering Universities

Source: WalletHub, "2016's Best & Worst Metro Areas for STEM Professionals," March 2016

#1 Fastest-Growing Hot Spot for Women Entrepreneurs in terms of Revenue Growth

Source: Inc., "4 Fastest-Growing Hot Spots for Women Entrepreneurs," May 10, 2016

#1 Mobile-Friendly U.S. City

Source: NerdWallet, "Top Mobile-Friendly U.S. Cities," July 5, 2016

#1 City for Web Developers

Source: SpareFoot.com, "The 10 Best Cities for Web Developers," January 13, 2016

KEY ATLANTA FACTS

- Hartsfield-Jackson Atlanta International Airport (ATL) is the world's most traveled airport with more than 100 million passengers per year. ATL offers non-stop flights to nearly 70 international destinations in 45 countries and to approximately 150 U.S. destinations.
- Atlanta is an education hub. It is home to the Georgia Institute of Technology (Georgia Tech), a leading university in technology and innovation. The metro region is home to 70 colleges and universities, four of which are major research centers with a combined enrollment of over 300,000 students.
- Metro Atlanta is home to the Advanced Technology Development Center (ATDC), recognized by Forbes magazine as one of 12 incubators "changing the world." Founded in 1980, ATDC is the oldest technology incubator in the U.S. with more than \$2 billion raised by 150 graduates.
- Metro Atlanta is one of the top ten data center markets in the U.S.
- Metro Atlanta is the largest economy in the Southeast with a GDP of \$325 billion, while also offering the lowest relative business location costs of the top 10 largest U.S. metro areas.
- Georgia Tech's VentureLab was ranked in 2013 by UBI Index as the #2 university business incubator in the world.
- Metro Atlanta is a world leader in financial technology related to the global payment and financial services industries. Four of the top 20 American financial technology firms are headquartered in Georgia: NCR Corp., First Data Corp., Total System Services Inc. (TSYS), and Equifax Inc.
- Metro Atlanta is home to global headquarters of iconic brands such as The Coca-Cola Company, Delta Air Lines, UPS, and NCR, along with 25 other FORTUNE 1000 companies.
- Metro Atlanta is home to more than 2,500 foreign-owned business operations, 81 consular and trade offices, and 34 bi-national chambers.

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DEALS HAPPEN HERE



"Atlanta has outpaced Austin, San Diego, Research Triangle and Denver/Boulder in attracting private investment funding and total M&A deals in each of the last 2 years." - Collaborative Economics Inc.

ATLANTA'S TECH INDUSTRY STRENGTHS



FinTech

First Data
Fiserv
Kabbage
NCR
TSYS
WorldPay



Mobility & IoT

Airwatch
ARRIS Group
AT&T Mobility
Cox Communications
GSMA
Verizon Telematics



Health IT

Greenway Health
McKesson
MedAssets
Philips
Sharecare
WebMD



Software

CloudSherpas
(Accenture)
Infor
Pardot (Salesforce)
Sage
Silverpop
(IBM)
The Weather Company
(an IBM Business)



Cyber Security

AirWatch (VMware)
Ionic Security
Internet Security Systems
(IBM)
NexDefense
Pindrop
SecureWorks (Dell)



Digital Media

Cartoon Network
Clearlap (IBM)
CNN
Hi-Rez Studios
Turner Studios
The Weather Channel
(an IBM Business)

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