



# Digital Infrastructure & Economic Development

**Enabling Greece as a Digital Hub**

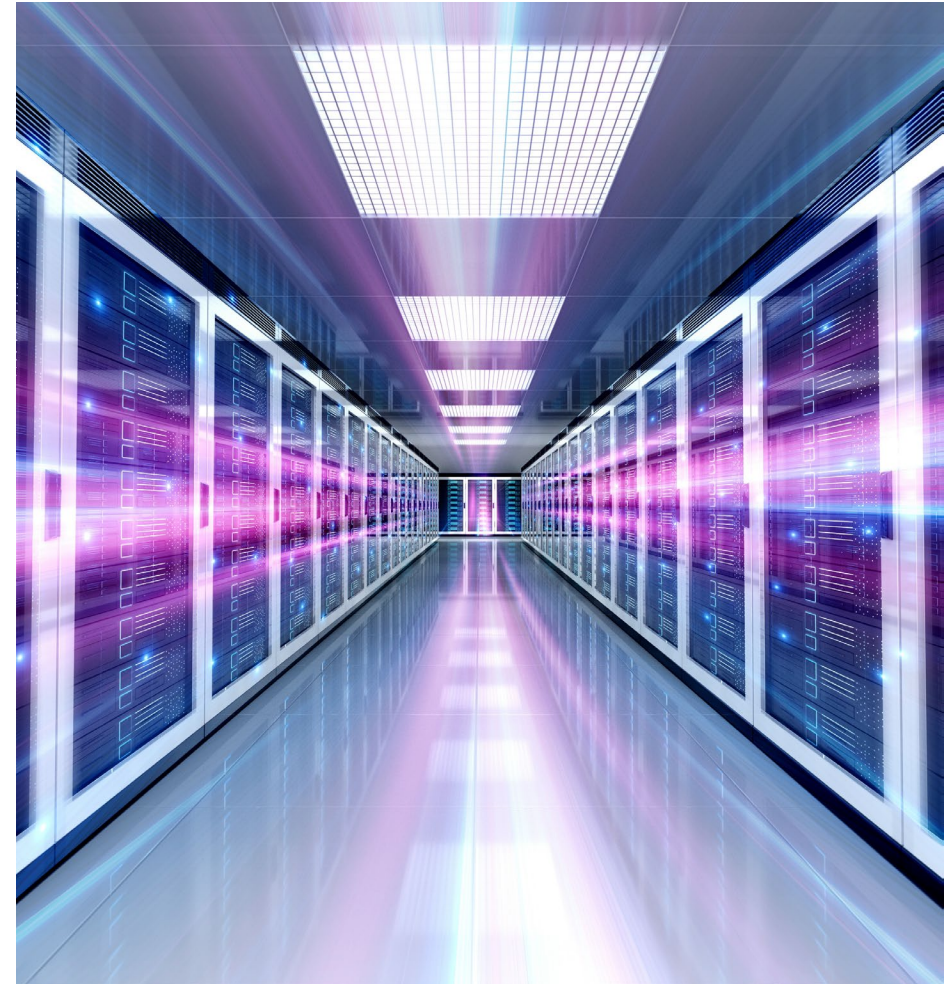
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# Common misconceptions about data centers

- ✘ A computer room, a server farm at an enterprise or university
- ✘ Data centers are just big sheds full of servers.
- ✘ Data center power use is increasing exponentially.
- ✘ Data centers can be built anywhere.
- ✘ Data centers all do the same thing.
- ✘ Data centers are becoming obsolete thanks to the cloud.



# What is a leading carrier neutral Data Center ?

Data centers are physical facilities that house computer systems and associated components.

- Critical Technical Building & Climate-controlled and secure
- Capital Intensive, 15% Civil – 85% Electromechanical & Integration
- Designed to withstand natural disasters
- Interconnection Services / Abundant network POPs and Cloud on Ramps
- 24/7 on site expert support
- On-premise replacement and hybrid cloud enabler



The Meeting Place for Companies,  
Technologies and Data

# A global platform with local expertise

## North America

Atlanta	New York
Austin	Northern Virginia
Boston	Phoenix
Charlotte	Portland
Chicago	Querétaro
Dallas	San Francisco
Houston	Seattle
Los Angeles	Silicon Valley
Miami	Toronto

## Europe

Amsterdam	Madrid
Athens	Marseille
Brussels	Paris
Copenhagen	Stockholm
Dublin	Vienna
Düsseldorf	Zagreb
Frankfurt	Zürich
London	

## South America

Bogotá
Fortaleza
Rio de Janeiro
Santiago
São Paulo

## Africa

Abuja
Accra
Cape Town
Durban
Johannesburg
Lagos
Maputo
Mombasa
Nairobi

## Asia-Pacific

Chennai
Hong Kong
Melbourne
Osaka
Seoul
Singapore
Sydney
Tokyo

**PlatformDIGITAL®** supports our customers' global footprints with multi-tenant data center coverage, capacity, connectivity and control.

**ServiceFabric™** enables Enterprises and Service providers to interconnect and securely host their critical infrastructure and data sets.

**300+**  
Data centers

**25+**  
Countries

**50+**  
Metros

**6**  
Continents

# Applications Enabled

- Cloud Computing
- Digital Media, Social Networks, Streaming
- Digital Public Services
- Corporate IT
- Electronic Payments / eCommerce
- AI and IoT Applications

User experience improved by proximity



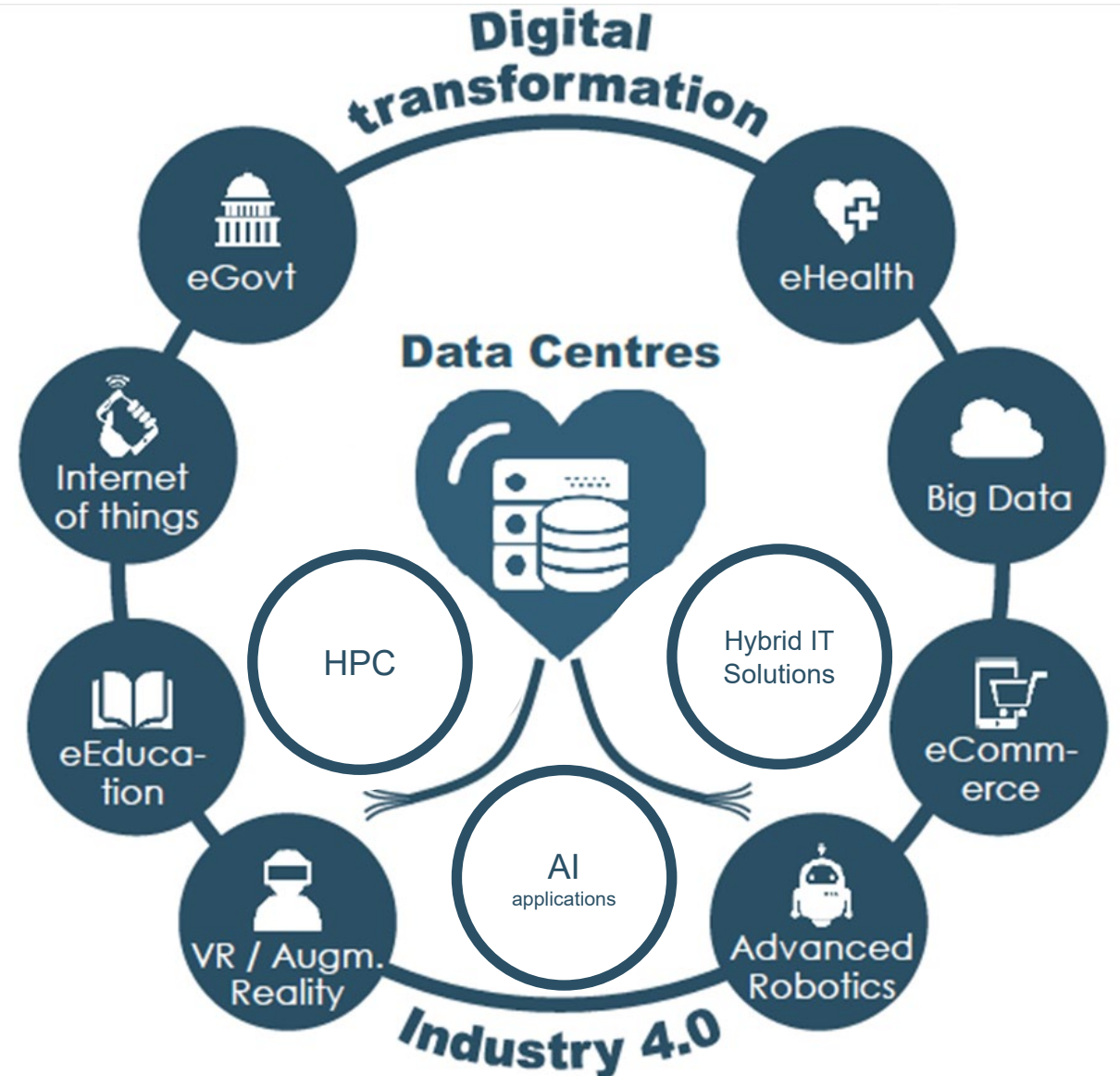


# Economic Impact

**Core Digital Infrastructure**



# Data Centers at the Heart of the Digital Future



# Greek data center market dynamics

- Greek data center market is expected to rapidly grow between 2022 and 2028, reaching a total value of €1.21 billion by 2028
- Data center investments could create over 1,000 direct jobs in Greece by 2028, and contribute an additional €2 billion to the Greek economy annually
- Greece becomes a more attractive location for cloud computing and other data-intensive industries.

**Each 1€ of Investment in Data Centers equals to GDP x 9 - 12 M€**



# Greece's advantages that make it attractive for data center development

- **Geostrategic location:** Greece is located at the crossroads of Europe, Asia, and Africa, making it a strategic location for data centers that serve customers in these regions.
- **Reliable electricity:** Greece has a large and reliable electricity grid, with most of its power coming from renewable sources.
- **Expert workforce:** Greece has a strong and experienced workforce in the IT and telecommunications sectors, with a number of universities and research institutions that are focused on developing new technologies.
- **Political stability:** Greece is a stable democracy with a long history of welcoming foreign investment.

# What is needed to grow the digital economy?

## Public Administration

- Permits, Licenses & Simplified processes
- Agree on and nurture a regional hub strategy
- International promotion of the region
- Collaboration with Private Sector
- Concise and well-timed incentives

## Digital Economy

- Education system; new & “old” capabilities
- Support entrepreneurship & businesses

## Energy

- Planning of electrical backbone
- Renewable energy
- Sustainability



# Digitalization & Sustainability Binomial

Core Digital Infrastructure



# Sustainability

We are fully committed to sustainability and energy efficiency by integrating environment-friendly policies aiming to reduce our carbon footprint.

- Athens-1 has been the first data center in the world certified for its green operation with LEED O+M v4 Gold
- Athens-2 was the first colocation data center in the world certified for its green design and construction with LEED BD+C v4 Gold.
- The same LEED Gold certification is granted for ATH3 and the following ATH4. We have also been certified by ISO 14001 & 50001 for our environmental and energy policies. We have secured 100% Renewable Energy Certifications (RECs) for all of our Data Center's power consumption.



# Data centers reducing environmental impact

Data center operators are adopting various strategies, including:

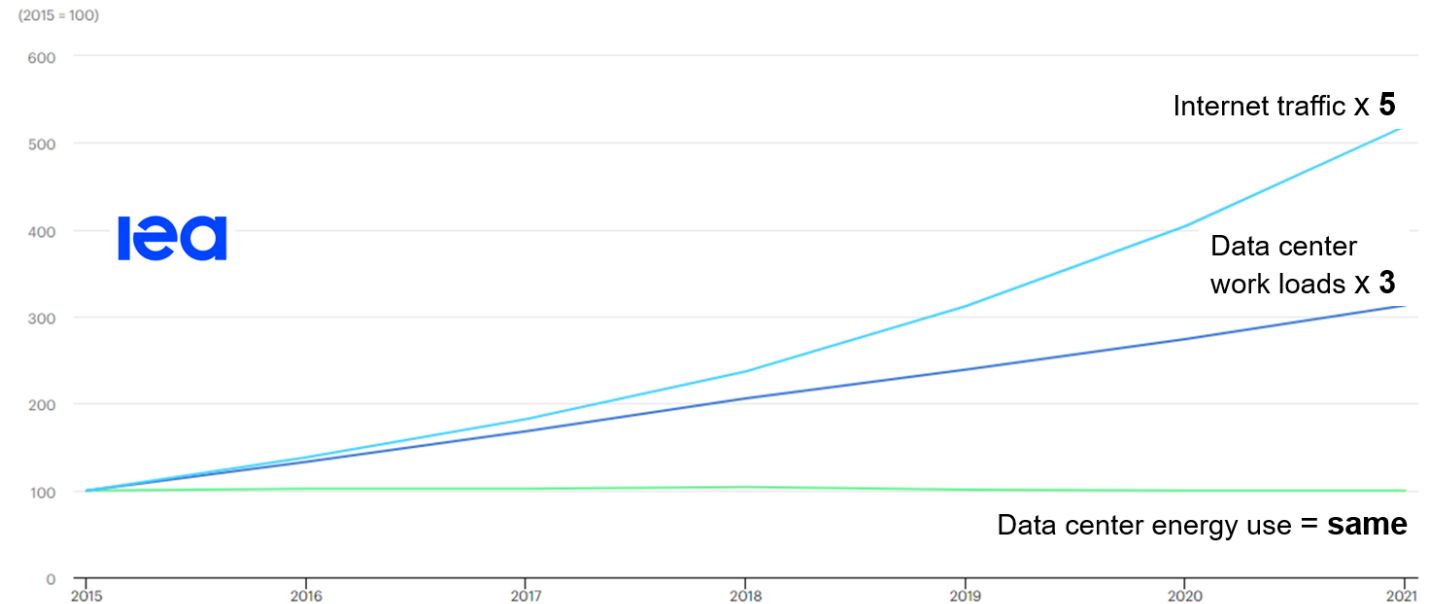
- **Energy efficiency:** Implementing energy-efficient technologies, such as high-efficiency power supplies, advanced cooling systems, and virtualization, can significantly reduce energy consumption.
- **Reducing data center size:** Optimizing data storage and processing methods can help reduce the physical size of data centers, leading to lower energy demands.
- **Utilizing renewable energy sources:** Data centers are increasingly turning to renewable energy sources, such as solar and wind power, to power their operations and minimize their reliance on fossil fuels.
- **Improving data center efficiency:** Data centers are adopting intelligent optimization techniques to improve resource utilization and reduce unnecessary energy consumption.
- **Leveraging cloud computing:** Cloud computing can help businesses reduce their reliance on on-premises data centers and share resources more efficiently, lowering overall energy usage.
- **Promoting sustainable practices:** Data center operators should adopt sustainable practices throughout their operations, including recycling, waste reduction, and responsible sourcing of materials.

# Energy Agency Reports Remarkable Success in Data Center Efficiency, Marking a Milestone in Sustainable Technology

Our efforts to improve data center efficiency have been successful, with studies showing a significant reduction in energy consumption per unit of internet traffic and data center workloads.

Energy-efficient technologies and practices to address environmental impact and sustainability of data centers:

1. Virtualization
2. Improved cooling systems
3. Energy-efficient hardware
4. Renewable energy adoption
5. Data center infrastructure management (DCIM)





## Conclusions:

Data Centers are the new pillars of modern society and drive economic growth

Digitalization is a real solution for building a more sustainable economy



Thank you

