

# THE STORY OR

“HOW FACEBOOK CHOSE SWEDEN FOR THEIR  
LARGEST INVESTMENT OUTSIDE OF THE US”

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FÖR NÄRINGSDEPT, JÖRGEN SAMUELSSON

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## REDUCE THE CARBON FOOTPRINT

1.5 %

Worldwide datacenter electricity consumption of total

+15 %

Energy costs

4X

Datacenter carbon emissions to quadruple by 2020

Key factors contributing to this rise include

- ▶ Escalating demand for computing resources: there are over [2.4 billion Internet users](#) worldwide, and that number is expected to grow by 8% for the next few years.
- ▶ Increasing amounts of energy needed for data center power and cooling requirements: in 2012, [Gartner](#) reported that energy-related costs account for nearly 12% of the overall data center expenditure, and it's the fastest-rising cost in the data center campus.
- ▶ Global rising energy costs: Ernst & Young published a [survey](#) in September that found 38% of global executives expect energy costs to rise by 15% or more in the next five years. The report also found that 42% of respondents spend at least \$50 million annually on energy expenses and another 27% spend in excess of \$100 million annually.

# Apple, Amazon clouds have been dirty, Greenpeace reports



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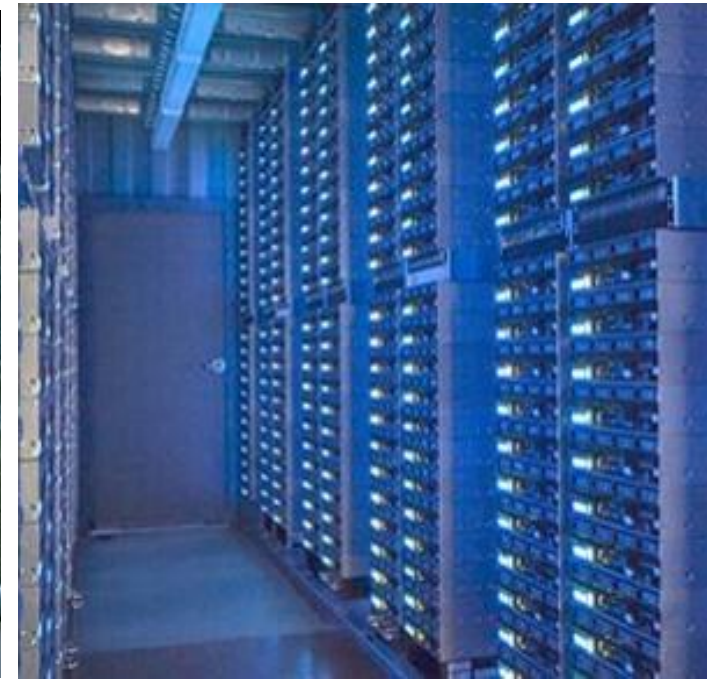
## Salesforce Worst of 'Dirty' Cloud Companies, Greenpeace says



SWEDEN

# SAFE, GREEN & COOL

YOUR NEXT DATACENTER LOCATION







## EXECUTIVE SUMMARY

## TOP CONDITIONS FOR DATA CENTER OPERATIONS

1. Low and reliable electricity prices
2. Green power, 60% from renewable sources
3. Extremely robust electricity grid & infrastructure
4. Power production surplus
5. Excellent communications infrastructure
6. Attractive corporate, real estate and investment tax schemes
7. Outstanding engineering & ICT skills
8. Favorable climate for free cooling
9. Accelerated due diligence and site selection
10. Security & stability – political, economical, physical



Sweden





# FACEBOOK 1ST BUILDING

ANNOUNCED OCT 27, 2011, LAUNCHED JUNE 12, 2013





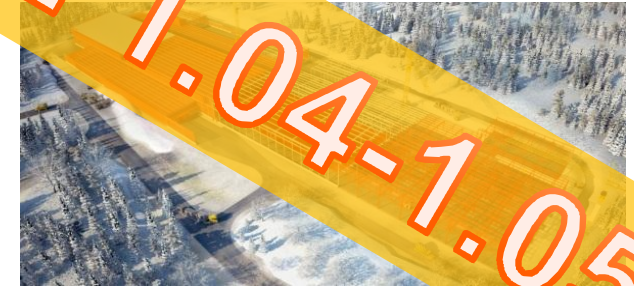
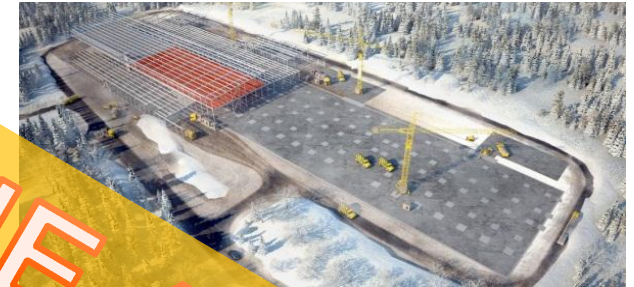
# A PIONEER DATACENTER INVESTMENT

## Facebook in Luleå

- The hub for Facebook's EMEA operations
- The largest datacenter of its kind in Europe
- The northernmost of this magnitude on Earth
- Occupies an area of 3 x 28 000 m<sup>2</sup>/300 000 sq ft
- A max effect of 120 MW when finalized
- 100 % run by hydropower
- Reduces the number of backup generators by 70 percent, compared to US data centers
- Utilizes the climate for natural fresh air cooling all year round
- Launched June 2013
- Open Compute Project



PUE 1.04-1.05





# ANNOUNCED MARCH 7, 2014: 2ND BUILDING WILL BE A RAPID DEPLOYMENT DATACENTER



Facebook Adopts IKEA-Style Pre-Fab Design for Expansion in Sweden



# THE NORDICS – AN ATTRACTIVE DATACENTER LOCATION

## Datacenter Investments Boom in the Nordics

**A couple of years ago all eyes in the technology world turned North when Google established a datacenter in Hamina, followed by Facebook's datacenter in Lulea. Now datacenter investments are booming in the Nordics: Google, Ericsson, Microsoft, Digiplex, Interxion and Yandex are recent examples of companies making substantial investments in the relatively cold region. The latest project - announced at the beginning of November - is TelecityGroup who are adding 5 MW in its key Stockholm market.**

Stockholm, November 2013

## Datacenter Locations: Sweden ranked best in the Nordics

**The Data Centre Risk Index 2013 evaluates risks likely to affect the successful operation of datacenter facilities in the 30 most important global markets. According to the report, Sweden ranks 3<sup>rd</sup> globally, only surpassed by the US and Great Britain.**