

REASONS FOR MOVING YOUR BUSINESS TO THE NETHERLANDS



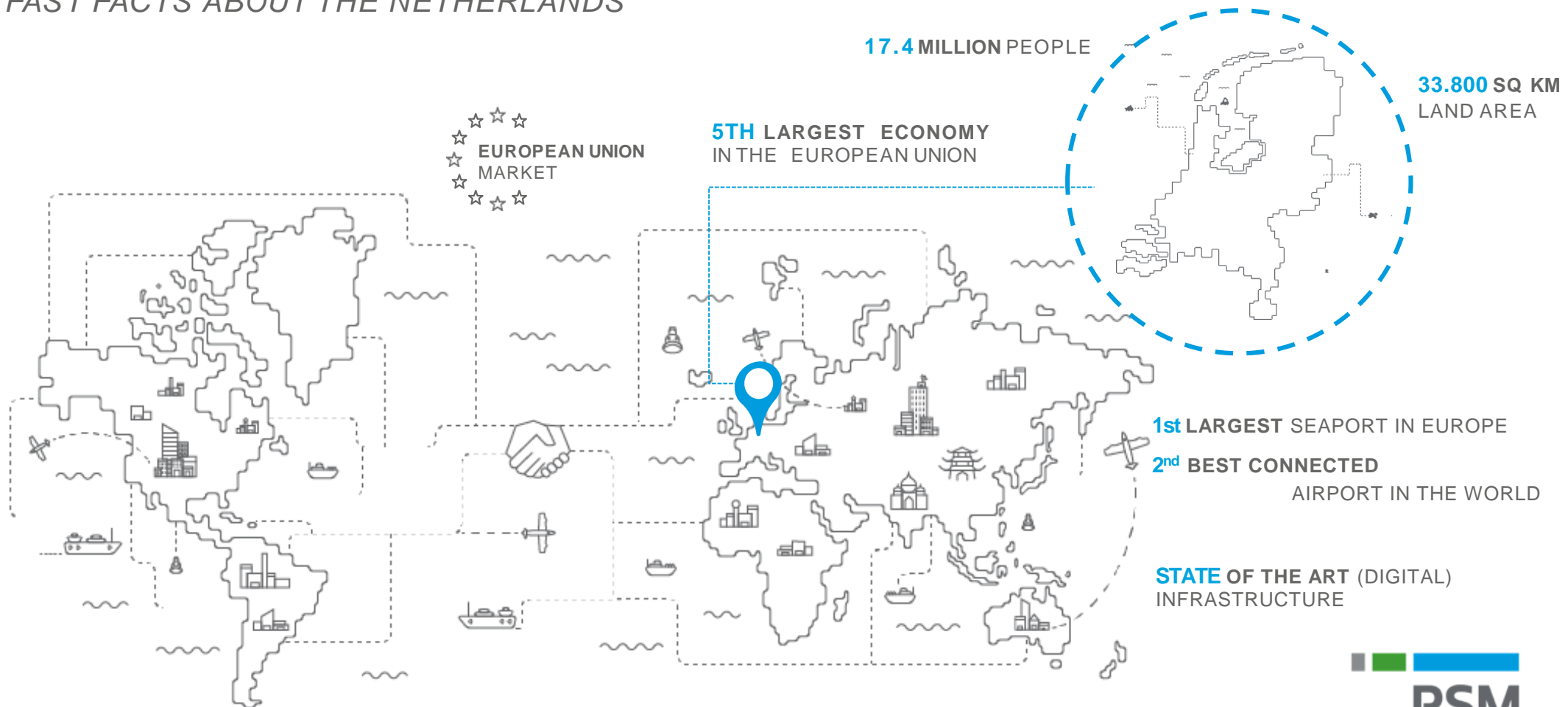
OPPORTUNITIES FOR EXPANDING AND GROWING YOUR BUSINESS IN EUROPE!

THE POWER OF BEING UNDERSTOOD
AUDIT | TAX | CONSULTING



THE NETHERLANDS - GATEWAY TO EUROPE

FAST FACTS ABOUT THE NETHERLANDS



THE NETHERLANDS

WHY THE NETHERLANDS IS A PERFECT PLACE FOR INVESTMENT AND BUSINESS DEVELOPMENT



HIGHLY TALENTED WORKFORCE
WELL EDUCATED, MORE THAN 90% IS FLUENT IN ENGLISH



AT THE CENTER OF EUROPEAN CONSUMER MARKET
244 MILLION CUSTOMERS WITHIN 48H



STRATEGIC LOCATION
HOME TO WORLD'S 2nd BEST CONNECTED AIRPORT AND EUROPE'S LARGEST SEAPORT



COMPETITIVE FISCAL CLIMATE
MANY FEATURES THAT HELP MNEs THRIVE (LOW CIT)



GREAT COUNTRY FOR BUSINESS
RANKED AS 5TH MOST COMPETITIVE AND INNOVATIVE IN THE WORLD



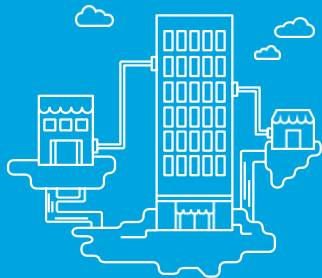
OVERALL STABILITY IS KEY
MACROECONOMICALLY, POLITICALLY AND FINANCIALLY SECURE

CITIZENS AND ENTREPRENEURS FROM EUROPEAN ECONOMIC AREA DO NOT REQUIRE A PERMIT TO PURCHASE REAL ESTATE IN THE NETHERLANDS



FREEDOM OF BUSINESS ACTIVITY
FOR CITIZENS OF EUROPEAN UNION MEMBER STATES, NORWAY, ICELAND, LIECHTENSTEIN AND COUNTRIES HAVING AGREEMENTS WITH THE EU

THE NETHERLANDS OFFERS MANY **INCENTIVES TO ATTRACT FOREIGN INVESTMENT** AND ENCOURAGES INNOVATION AND ENTREPRENEURSHIP



FAST DISTRIBUTION FROM THE NETHERLANDS.

IN **24 HOURS** - TO CITIES IN THE MOST DENSELY POPULATED PART OF EUROPE
IN **48 HOURS** TO THE ENTIRE CONTINENT



THE NETHERLANDS

WHY THE NETHERLANDS IS A PERFECT PLACE FOR INVESTMENT AND BUSINESS DEVELOPMENT



47.5 MILLION M²
OF MODERN OFFICE
SPACE IN THE
NETHERLANDS



34.6 MILLION M²
OF WAREHOUSE
SPACE IN THE
NETHERLANDS

	Prime Rents (€/m ³ /year)	Vacancy Rate (%)
AMSTERDAM (THE NETHERLANDS)	460	6.2
BERLIN (GERMANY)	480	1.5
LONDON (UNITED KINGDOM)	1407	5.7
PARIS (FRANCE)	880	4.9
MADRID (SPAIN)	435	8.4
ROME (ITALY)	450	8.0
DUBLIN (IRELAND)	670	5.1

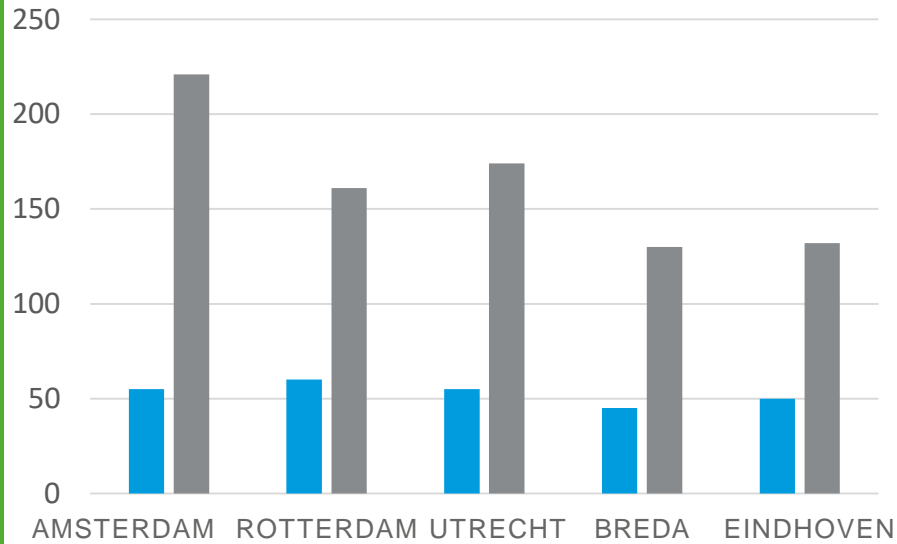
THE NETHERLANDS	GERMANY	SWEDEN	UK	NORWAY	DENMARK	BELGIUM
1,330	1,550	1,850	2,010	2,100	2,200	2,240

CONSTRUCTION COST FOR A 2,500 M² PRODUCTION HALL (EUR THOUSAND)



THE NETHERLANDS

WHY IT IS A PERFECT PLACE FOR INVESTMENT AND BUSINESS DEVELOPMENT



OFFICE AND WAREHOUSE RENTAL RATES [EUR/M2]

WAREHOUSE OFFICE



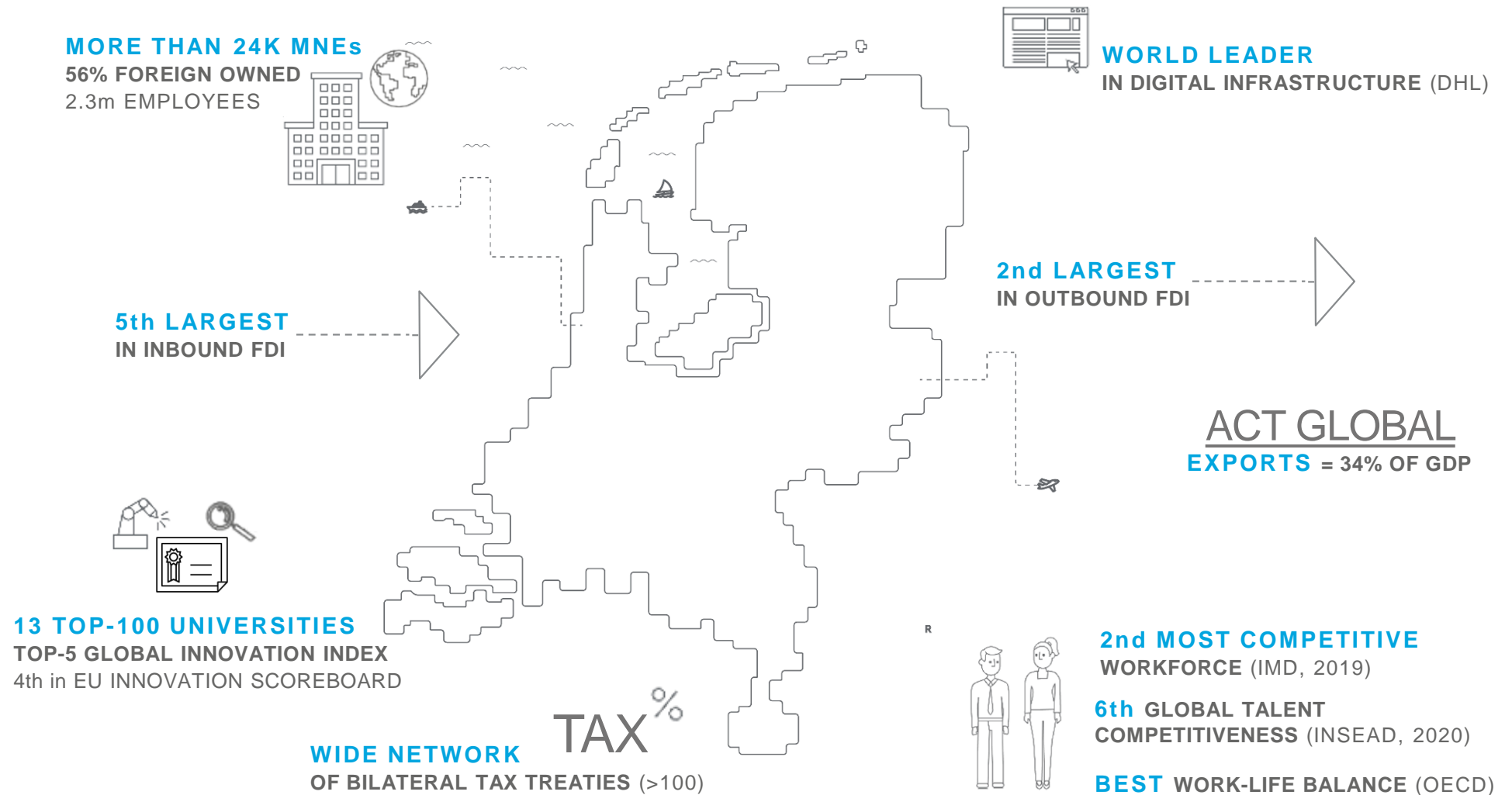
source: NVM Business, 2020

Driven by the entrepreneurial spirit, a highly educated workforce is at the forefront of European innovation and the true gateway to Europe.



WHY GLOBAL COMPANIES ARE BASED IN THE NETHERLANDS

RATHER THAN SHOWING WORLD FAMOUS BUSINESS LOGO'S, SOME QUICK FACTS WHY IN 2019 (PRE-COVID) A RECORD NUMBER OF FOREIGN COMPANIES INVESTED IN THE NETHERLANDS:





KEY SECTORS IN THE NETHERLANDS

THE DUTCH PEOPLE BUILT UP A LONG HISTORY IN TRADING ACROSS BORDERS AND ARE FAMOUS FOR THEIR MERCANTILE AND EXPLORATIVE SPIRIT. MANY SECTORS THRIVE IN THE COUNTRY, THEREFORE WE WOULD LIKE TO TOUCH UPON A FEW :

IT & TECHNOLOGY

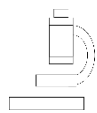


AS EUROPE'S MOST WIRED COUNTRY (2nd IN THE WORLD FOR ONLINE CONNECTIVITY), SPEED AND RELIABILITY ARE GUARANTEED THROUGH ITS EXCELLENT DIGITAL INFRASTRUCTURE. THE COUNTRY HOSTS WORLD'S LEADING INTERNET DATA NODE, AMS-IX.



HOLLAND IS COUNTRY OF CHOICE FOR MANY IT COMPANIES, WHETHER THEY FOCUS ON AI, FINTECH, CYBER SECURITY OR DATA (CENTERS). FAVOURED LOCATIONS ARE THE CAPITAL AND HUBS NEAR THE WORLD FAMOUS TECH UNIVERSITIES IN TWENTE, DELFT AND EINDHOVEN. THE COUNTRY IS HOME TO SOME OF THE WORLD LEADING BUSINESSES INVOLVED IN DEVELOPMENT OF HIGH TECH SYSTEMS (E.G. CHIP MANUFACTURING)

LIFE SCIENCES & HEALTH



THE NETHERLANDS HAS A RECORD OF PIONEERING IN THE LIFE SCIENCES INDUSTRY AND HOSTS MORE THAN 3.100 R&D COMPANIES IN LIFE SCIENCES AND 420 BIO-PHARMACEUTICAL COMPANIES WHICH EMPLOY MORE THAN 65.000 PEOPLE.

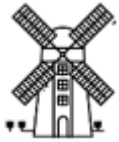


AFTER BREXIT, THE EUROPEAN MEDICINES AGENCY MOVED TO HOLLAND AND ITS KNOWLEDGE INSTITUTIONS AND BUSINESSES MADE THE COUNTRY 4TH IN WORLD-WIDE PATENT APPLICATION FOR MEDICINE TECHNOLOGY, 6TH FOR BIO TECHNOLOGY AND 8TH IN PHARMACEUTICS.



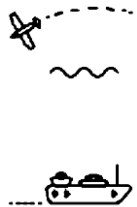
KEY SECTORS IN THE NETHERLANDS (2)

AGRIFOOD



FROM FARM TILL FORK THE COUNTRY IS WORLD LEADER IN FOOD INNOVATION. WHEN IT COMES TO AGRICULTURAL PRODUCTS THE NETHERLANDS IS THE WORLD'S 2ND LARGEST EXPORTER AND 15 OUT OF 20 OF THE BIGGEST AGRIFOOD FIRMS HAVE MAJOR PRODUCTION OR R&D FACILITIES HERE. FURTHERMORE, WAGENINGEN UNIVERSITY & RESEARCH IS A WORLD LEADING INSTITUTION IN REVOLUTIONIZING THE AGRICULTURAL AND FOOD INDUSTRY.

TRANSPORT & LOGISTICS



ITS STRATEGIC LOCATION MADE THE LOGISTICAL SECTOR A DRIVING FORCE IN THE COUNTRY'S SUCCESS. IT IS LOCATED AT THE EPICENTER OF THE EUROPEAN CONSUMER MARKET. FOR CENTURIES THE NETHERLANDS HAS BEEN EUROPE'S FRONT DOOR FOR TRADE. SCHIPHOL INTERNATIONAL AIRPORT (AMSTERDAM) AND THE PORT OF ROTTERDAM ARE WITHIN SHORT DRIVING DISTANCE. IN ADDITION IT IS HOME TO 6 OF 25 EUROPEAN LOGISTIC HOT SPOTS. TOTAL VALUE ADDED OF THE SECTOR AMOUNTS TO 55BN EURO A YEAR AND IT EMPLOYS 813.000 PEOPLE.

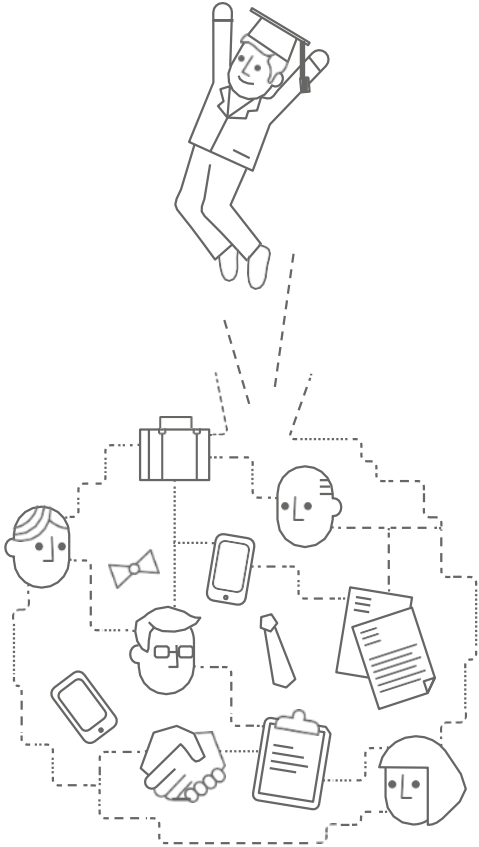
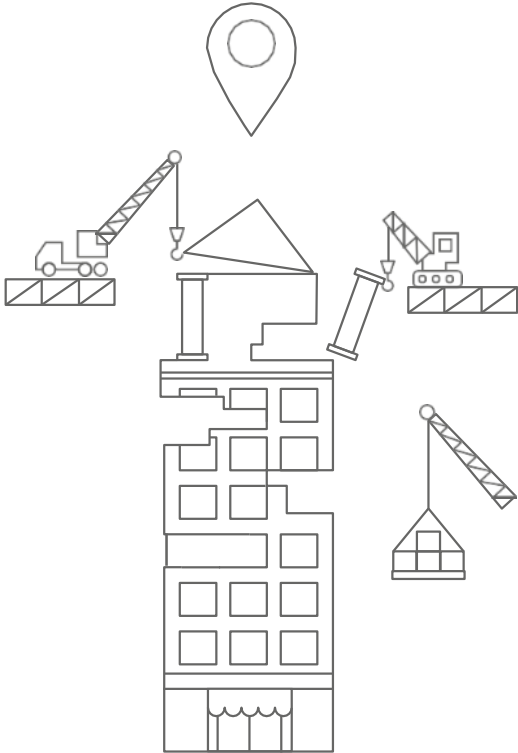
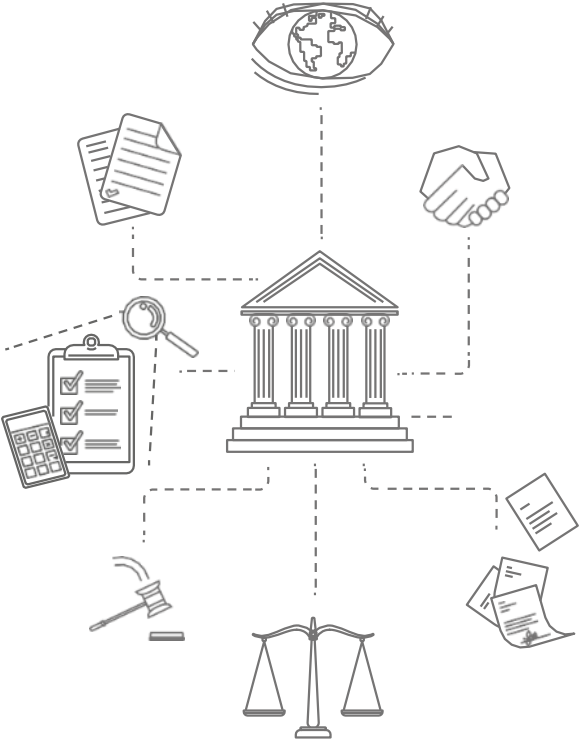
ENERGY



THE DUTCH ARE INNOVATORS IN THE RENEWABLE ENERGY SECTOR, FOR EXAMPLE IN THE FIELD OF GREEN HYDROGEN AND OFF SHORE WIND FARMS. THE COUNTRY HAS COMMITTED TO THE PARIS CLIMATE AGREEMENT AND IS RAPIDLY STRIVING TOWARDS A SUSTAINABLE FUTURE.

WHAT YOUR NEEDS ARE

WHAT IS NEEDED TO START BUSINESS IN THE NETHERLANDS



HOW WE CAN HELP YOU

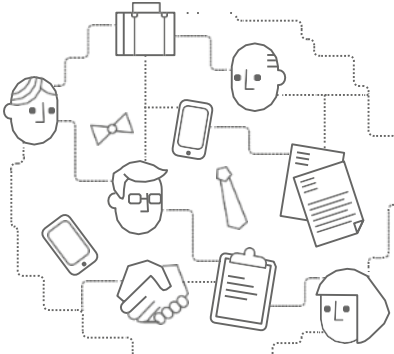
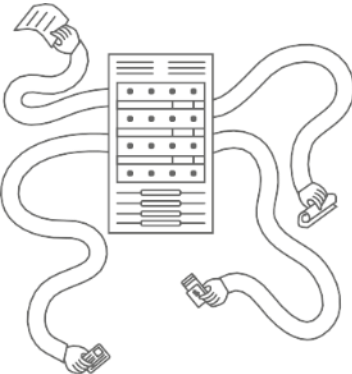
WHAT WE DO TO FACILITATE YOUR START IN THE NETHERLANDS



PROVIDE AN EXTENSIVE FDI PROGRAMME FOR A RED CARPET ENTRY

IT RANGES FROM THINKING ABOUT STRATEGY TILL COMPOSING A BUSINESS PLAN AND CONDUCTING RESEARCH AND ANALYSIS

INCORPORATION OF YOUR COMPANY AND ADVISE ON THE MOST EFFECTIVE BUSINESS MODEL AS WELL AS PROPER TAX AND LEGAL FRAMEWORK



PROVIDING A LOCATION STUDY AND HELP FINDING OFFICE/WAREHOUSE SPACE THROUGH THE TOP AGENCIES WE COOPERATE WITH

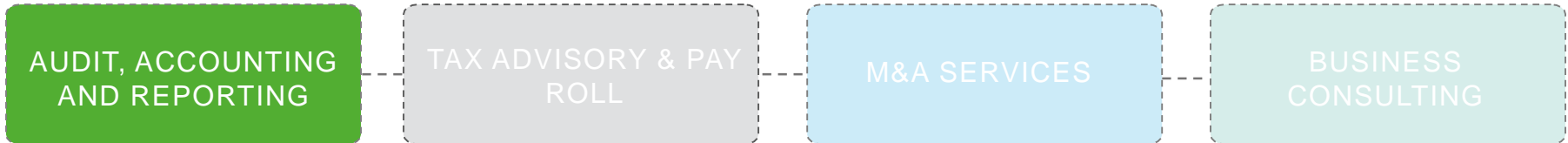
ADVISE YOU ON THE PURCHASE OF AN EXISTING COMPANY (MERGERS AND ACQUISITIONS)

OFFER YOU DEDICATED PROJECT MANAGEMENT OFFICERS AND FULL MAINTENANCE AFTER INCORPORATION

TAKE ADVANTAGE OF INVESTING IN THE NETHERLANDS!

HOW WE CAN HELP YOU

TO SIMPLIFY YOUR DAILY OPERATIONS, WE ENSURE COMPREHENSIVE SERVICE



Financial information and internal control are essential to your business operations. They form the foundation of your company and enable you to determine direction. Our accountants and consultants look beyond the figures. We consider the figures as a basis for discussions regarding expansion plans, financing, risks or strategic reformulations. In that respect, we would like to act as an involved sparring partner and confidential advisor. In doing so, you benefit from all our different types of in-house expertise.

Our Audit, Accounting and Reporting services entail:

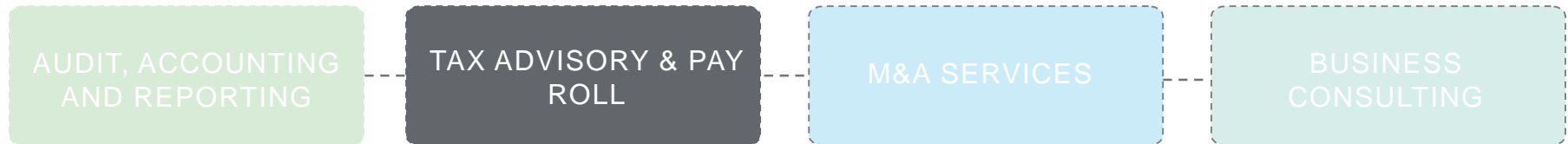
- Preparation and implementation of the company's accounting policies;
- Advisory and set-up of Internal Control framework;
- Daily bookkeeping and preparation of the statutory financial statements;
- Audit or review of the statutory financial statements;
- Consolidation and management reporting;
- Reporting to statistical offices, the Dutch National Bank (DNB) and other financial authorities;
- Bridging reports for differences between local GAAP / Dutch GAAP / IFRS
- Other services like special investigations, subsidy audits, pre-audit services and advisory around financing.



SO YOU CAN FOCUS ON YOUR CORE ACTIVITIES!

HOW WE CAN HELP YOU

TO SIMPLIFY YOUR DAILY OPERATIONS, WE ENSURE COMPREHENSIVE SERVICE



Tax legislation is in a constant state of flux. Any change can have a major impact both on your business and your private life. It is important to choose a position and make as efficient use of the rules as possible. RSM follows a proactive, integrated approach that focuses on the business as a whole. Our highly qualified tax advisers closely monitor the trends in tax legislation and provide you with solutions that are in line with your expectations.

Our tax advisory services include :

- Corporate tax compliance;
- Incentive schemes for management staff;
- Tax and fiscal advisory, inspections, audits, opinions and planning;
- Transfer pricing;
- VAT compliance.

In addition, our Global Employer Services (GES) professionals offer a proactive, personalized service to meet your needs, end-to-end, by partnering with both global mobility leaders and individual assignees, while ensuring that all global tax obligations are met in the most cost-effective manner possible. This would include registering employer and employees with the social insurance system and preparing reports, payroll and administration thereof.



SO YOU CAN FOCUS ON YOUR CORE ACTIVITIES!

HOW WE CAN HELP YOU

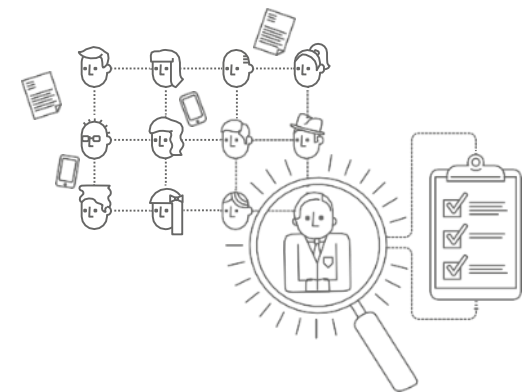
TO SIMPLIFY YOUR DAILY OPERATIONS, WE ENSURE COMPREHENSIVE SERVICE



Are you considering a merger, an acquisition, or do you want to sell your company? Whether you are planning to sell your business, buy a new business, raise a merger, joint venture, IPO or additional financing; RSM can advise and support you on all aspects. Large transactions such as mergers and acquisitions involve a variety of tax issues. If you want to make well-informed decisions, it is essential to consider the tax consequences of such transactions as well. Our experienced M&A advisors are here to support and guide you during all steps of the deal process.

Our M&A services include:

- Corporate Finance
- Due Diligence
- Valuation
- Debt Advisory
- M&A Tax



SO YOU CAN FOCUS ON YOUR CORE ACTIVITIES!

HOW WE CAN HELP YOU

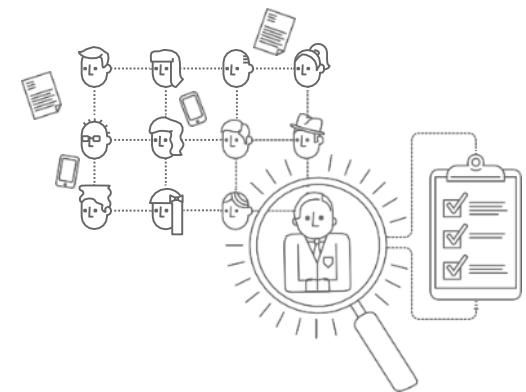
TO SIMPLIFY YOUR DAILY OPERATIONS, WE ENSURE COMPREHENSIVE SERVICE



RSM provides specialist consultancy services to support your business in the short, medium or long term. The key to our working style is partnership. We start by understanding the challenges that your business is facing, then bring on board experts from our global network to provide the precise consultancy support you require, and work with you to propose solutions that answer your needs.

Our consulting activities include:

- Strategies for business growth, such as foresight and ideation; business plan writing and validation, research and analysis including location studies, entry strategy, competitor and industry analysis;
- Carefree incorporation, set-up and maintenance of your entity through our extensive FDI programme;
- Advisory on Risk & Regulatory compliance;
- Sustainability and adhering to ESG standards;
- Technology and IT system design consulting;
- Dedicated project management officers.



SO YOU CAN FOCUS ON YOUR CORE ACTIVITIES!

DO IT NOW – TRANSFER (PART OF) YOUR BUSINESS TO THE NETHERLANDS AND TAKE ADVANTAGE OF:

- Highly talented, educated and multilingual workforce;
- Fiscal friendly climate and allowances;
- Newest developed technologies and innovative culture;
- State-of-the-art (technological) infrastructure;
- Instant proximity to 244 million potential customers;
- Well-developed supply base (possibility source all materials and equipment effortlessly);
- Shorter order execution time;
- Production and distribution close to the place of demand.





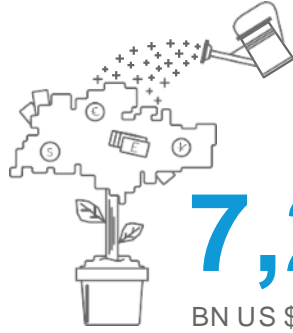
WHO WE ARE

RSM – THE LEADING NETWORK OF ADVISORY AND AUDITING COMPANIES

OVER
860
OFFICES
123
COUNTRIES



7,26
BN US \$ REVENUE



51,000
PROFESSIONALS



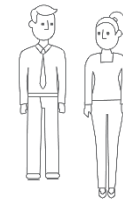
RSM THE NETHERLANDS – AUDIT, TAX AND CONSULTING



8
OFFICES



600



PROFESSIONALS IN
THE NETHERLANDS



3
PARTNERS
INVOLVED
IN EVERY DEAL



2020

RSM NAMED THE
BEST ACCOUNTANCY
FIRM BY MT1000 FOR
THE 3RD TIME

RSM BUSINESS PRINCIPLES

COMMITTED

RESPONSIBLE

UNCONVENTIONAL

PROGRESSIVE



RSM THE NETHERLANDS

Alkmaar
Amsterdam
Eindhoven
Heerlen
Hoofddorp
Maastricht
Rotterdam
Utrecht
Venlo



THE POWER OF BEING UNDERSTOOD

AUDIT | TAX | CONSULTING