

Tupperware

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INTRODUCTION

\$10 Billion Global Empire Fueled By Relationships (Sound Familiar?)

More than 40 years before Amazon revolutionized e-commerce, Tupperware Brands transformed the art of the sale by elevating relationship-based selling and introducing an all-new way to deliver products to consumers. Tupperware's famous home parties weren't just fun; they also helped create career opportunities for women. Now Tupperware Brands Corporation is a multi-billion-dollar global direct seller of innovative, premium products with an independent sales force located in 100 countries around the world.

State-of-the-Art Corporate Campus

Tupperware built this plastics empire in Osceola County where the company bought more than 1,000 acres for its new global headquarters in 1953. Tupperware opened its sprawling campus, but tabled the idea of further development, until recently. The land is now being developed with the goal of creating a mixed-use environment with amenities and services that provides a state-of-the-art corporate experience.



SITE

Ready for HQ2.0

The site offered to Amazon by Tupperware Brands Corporation is adjacent to its Edward Durell Stone-designed headquarters building and beautifully landscaped campus, set within the larger 1,300-acre Tupperware development known as Osceola Corporate Center (OCC). OCC has been under development since the early 2000s, commencing with a nearly two million square foot retail component, followed by nearly 2,000 multifamily residential units and now approaching the hotel and office development phase of the project. The OCC currently consists of:

- Orlando Health medical complex (now under construction)
- Osceola County School for the Arts (a top-ranking performing arts magnet high school)
- San Matteo Crossings Apartment Complex (a 352-unit market rate apartment complex starting construction in October 2017)
- A 128-unit Hilton hotel expected to begin construction before year-end 2017 across from the Tupperware HQ
- A second 120+/- unit hotel proposed for development immediately adjacent to the Orlando Health medical complex
- Forested wetlands

1,300

Total acres

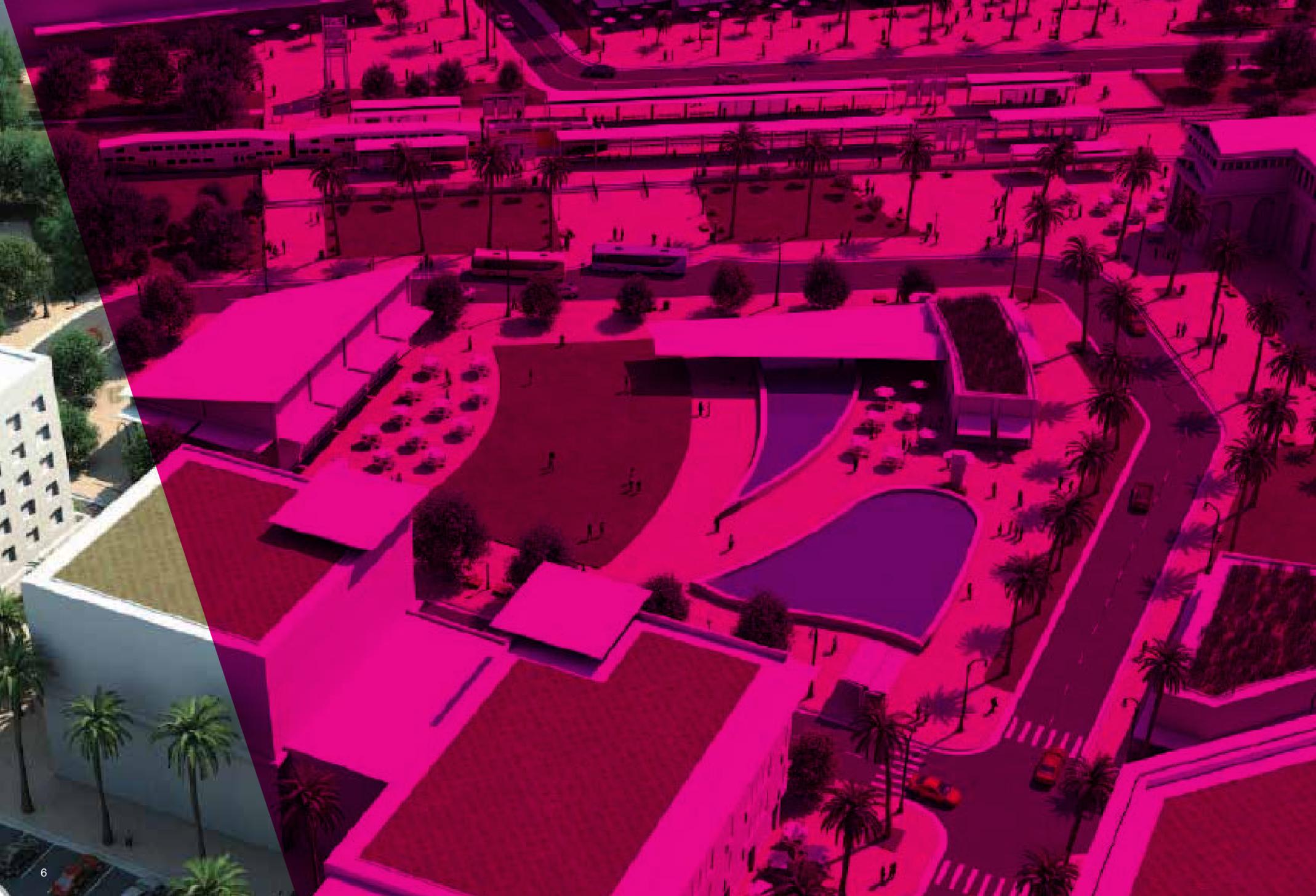
2,000,000

Square foot retail component

2,000

Multifamily units





120

acres

SunRail

onsite

HQ2.0 Site Strategy

Our proposed site strategy for Amazon HQ2.0 consists of:

- 120 acres in a contiguous assemblage reaching out in a half-mile radius from the Tupperware SunRail station
- Direct access to the SunRail line
- Greenfield opportunity that may be in both Osceola and Orange Counties, or exclusively within Osceola County
- All utilities are either in place or are under construction to be available by year-end 2017

The entire Osceola Corporate Center is located within a half mile of the Tupperware SunRail station, is classified as transportation-oriented development and seeks pedestrian-friendly/bicycle-friendly development with green space and high-density mixed uses to support the rail system. The Osceola County holdings are included within the OCC Planned Development, and the Orange County holdings are included within the Tupperware Heights Planned Development.

The initial 500,000 sq. ft. of development would be situated immediately adjacent to the SunRail station, and consists of two possible 16-acre tracts. Tupperware would provide Amazon with input on the development of any additional remaining properties in the Tupperware project, including preferential uses.

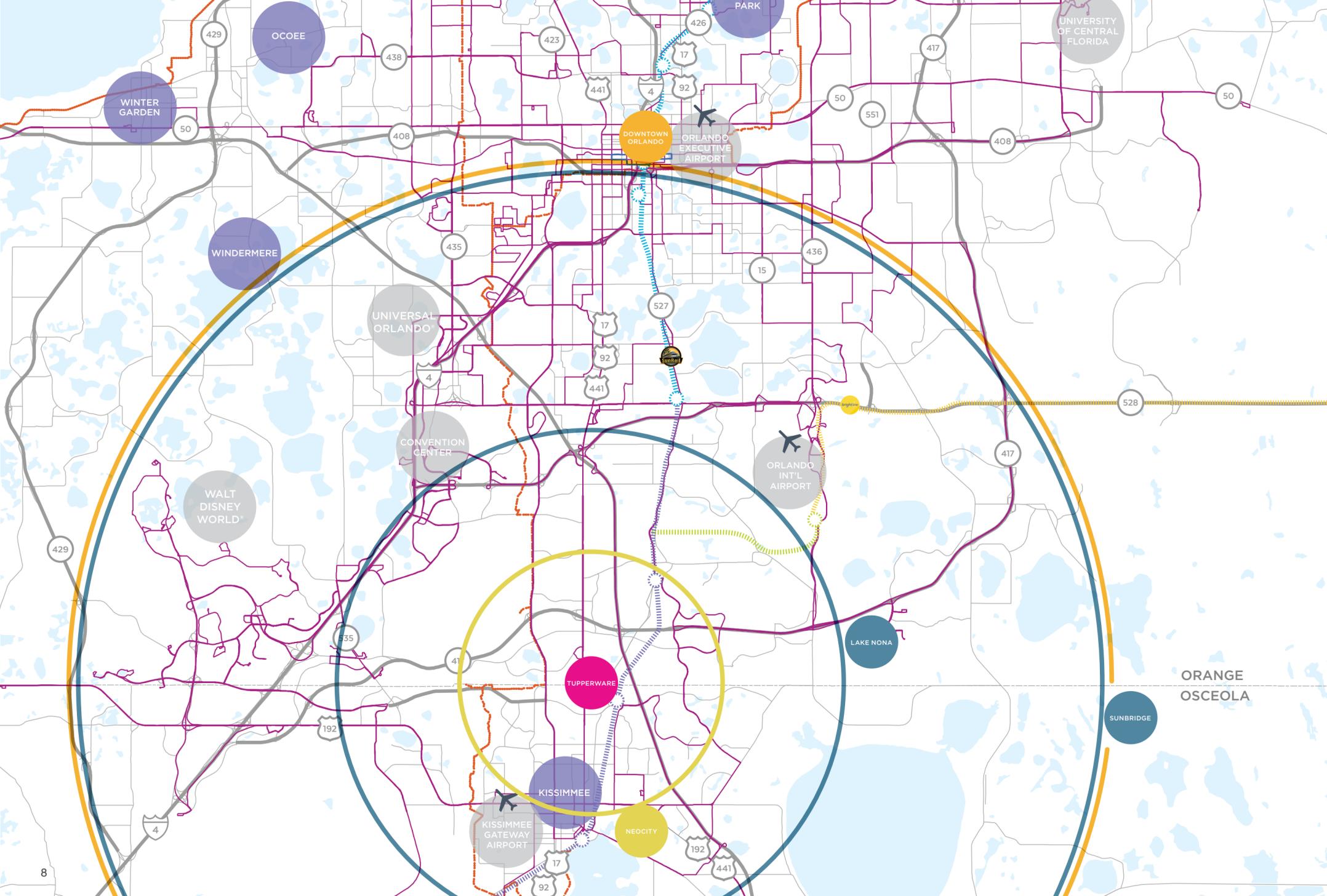
Entitlements

Tupperware's OCC Planned Development in Osceola County contains a mixture of retail, office, multi-family residential and hotel uses. Currently there are 1,594,320 sq. ft. of office entitlement remaining and 380 hotel rooms. Tupperware is in the process of amending its PD with Osceola County to allow for significant additional amounts of office development. The required amendment is minor, and is expected to be approved by the Osceola County Board of County Commissioners by year-end 2017.

The Tupperware Heights Planned Development in Orange County contains a mixture of 966,975 sq. ft. of commercial and 200 multi-family residential units. Tupperware is confident that an increase in density, should it be needed, would be favorably received by Orange County Commissioners to accommodate Amazon's needs and achievable within a one-year period.

Total current entitlements across the site (both Osceola and Orange portions) are: 2.5 million sq. ft. of office space, 200 multifamily units and 380 hotel rooms. Total anticipated entitlements are: eight million+ sq. ft. of office space.

Studies: Various phase one environmental, geotechnical, archaeological and environmental tests have been completed on the property with no concerns noted. Copies of these studies can be provided upon request.



5
Miles to NeoCity

10
Miles to Lake Nona

14
Miles to Sunbridge

20
Miles to Downtown Orlando

Location



Legend

- Retail
- Mixed Use
- Office/ Warehouse
- School Property
- Wetlands & Open Space
- T.O.D. Primary Zone - Mixed
- T.O.D. Secondary Zone - Mixed

TRANSPORTATION

The Art of Getting Around

Air

Tupperware's property is 15 minutes from the Orlando International Airport by car. A helipad, including roof-top, would be possible at the site. Orlando Health will have a helipad at its adjacent site. Kissimmee Gateway Airport is six miles from the site and provides general aviation air service 24 hours a day with two paved airport runways (5,000 and 6,000 feet). Three fixed-base operators are located on the airport property.

Highway Access

The Osceola Corporate Center has superb access, with major roads and highways intersecting at or near the site. For employees who drive to work, there would be adequate capacity for Amazon to accommodate its employee parking. Parking structures are permitted and encouraged, provided that they are attractive and not fronting the roads. The height of parking structures is unlimited in Osceola County and is limited to 80 feet in Orange County. The following roadways intersect around the site.

- Osceola Parkway, a four-lane east-west corridor passing through the heart of OCC (and adjacent to the site) and leading from Florida's Turnpike to Interstate 4 and to the Disney Theme Parks just beyond (55,000+ vehicle count)
- Florida's Turnpike, a mere half-mile distance from OCC's eastern border, providing north-south access through the state
- The Central Florida GreeneWay (State Road 417), a beltway toll road system providing access not only to the Orlando International Airport, but to all points on the eastern half of the Orlando metropolitan area
- Orange Blossom Trail (U.S. Highway 441), a six-lane north-south surface street within OCC (adjacent to the site) and reaching downtown Orlando (33,000+ vehicle count)
- John Young Parkway a six-lane north-south surface street within OCC (and one mile from the site) that reaches downtown Orlando (33,000+ vehicle count)
- Orange Avenue, a four-lane north-south surface street within OCC (and in the middle of the site), reaching downtown Orlando (25,000+ vehicle count)

Trails

Sidewalks are currently in place along Orange Blossom Trail and West Osceola Parkway. In advance of the new SunRail station, FDOT conducted a multimodal mobility assessment of the site. Improving the pedestrian and bicycle infrastructure around the OCC site has already been identified as very high priority and could be expedited for Amazon.

Mass Transit

On OCC property at its eastern edge is the new SunRail commuter line, a 61-mile commuter rail serving the Orlando area, with an eventual connector line to Orlando International Airport to be served by a four-platform rail hub nearing completion on the south end of the airport. This airport connection station is expected to be one SunRail station north of the Tupperware station. The Tupperware station currently under construction is expected to begin service in Summer 2018. In addition, the public access road servicing the Tupperware SunRail station, known as Orange Avenue, is currently under reconstruction by Tupperware for a half-mile distance from Osceola Parkway to the Orange-Osceola county line and will be completed as a four-lane divided highway by year-end 2017. Tupperware is willing to share station naming rights with Amazon.



LIFESTYLE

Live. Shop. Thrive. Explore.

Housing

A variety of housing options exists within a 15-minute drive from Tupperware, including the Town of Celebration, Hunter's Creek and the Lake Nona community. Within OCC, there are approximately 1,600 apartments with an additional 1,000 units planned, which may include active adult and either condominiums and/or townhomes. Tupperware would be prepared to give Amazon rights to participate in location and design.

Shopping

The opportunities for shopping at the nearby Loop Shopping Center and Crosslands Shopping Center abound, which contain more than 1.25 million square feet of retail development. Numerous grocery stores are present in the area, as well as a variety of restaurants. The property is eight miles away from Walt Disney World Resort and 17 miles from Universal Studios Orlando and SeaWorld Orlando. The property is also within a 30-minute drive from the Mall of Millenia and the Florida Mall, two of the country's best performing malls.

Healthcare

Construction has begun on the Orlando Health facility, which will consist of a freestanding emergency department, an outpatient surgery center, and 80,000 square feet of medical office and diagnostic facilities, with the possibility of further expansion. This facility is immediately adjacent to the site. In addition to Orlando Health, there are urgent care facilities in the OCC project and two major hospitals within three miles of the project.

Recreation

Recreation facilities exist at nearby Walt Disney Wide World of Sports, Austin-Tindall Park (a 115-acre, eight-field soccer park seven miles from the site) and Osceola Heritage Park. Fitness and recreation opportunities are readily available, including the Osceola County Softball Complex (one mile from the site), wilderness preserves, conservation areas and numerous indoor fitness centers. Fitness trails along the wetlands would be possible, and are encouraged, by the counties to enhance the development.

2,600

Apartments complete and underway

1,250,000

Square feet of retail

115

Acres worth of outdoor park space including 8 soccer fields at Austin-Tindall Park

8

Miles from Walt Disney World Resort

UTILITIES

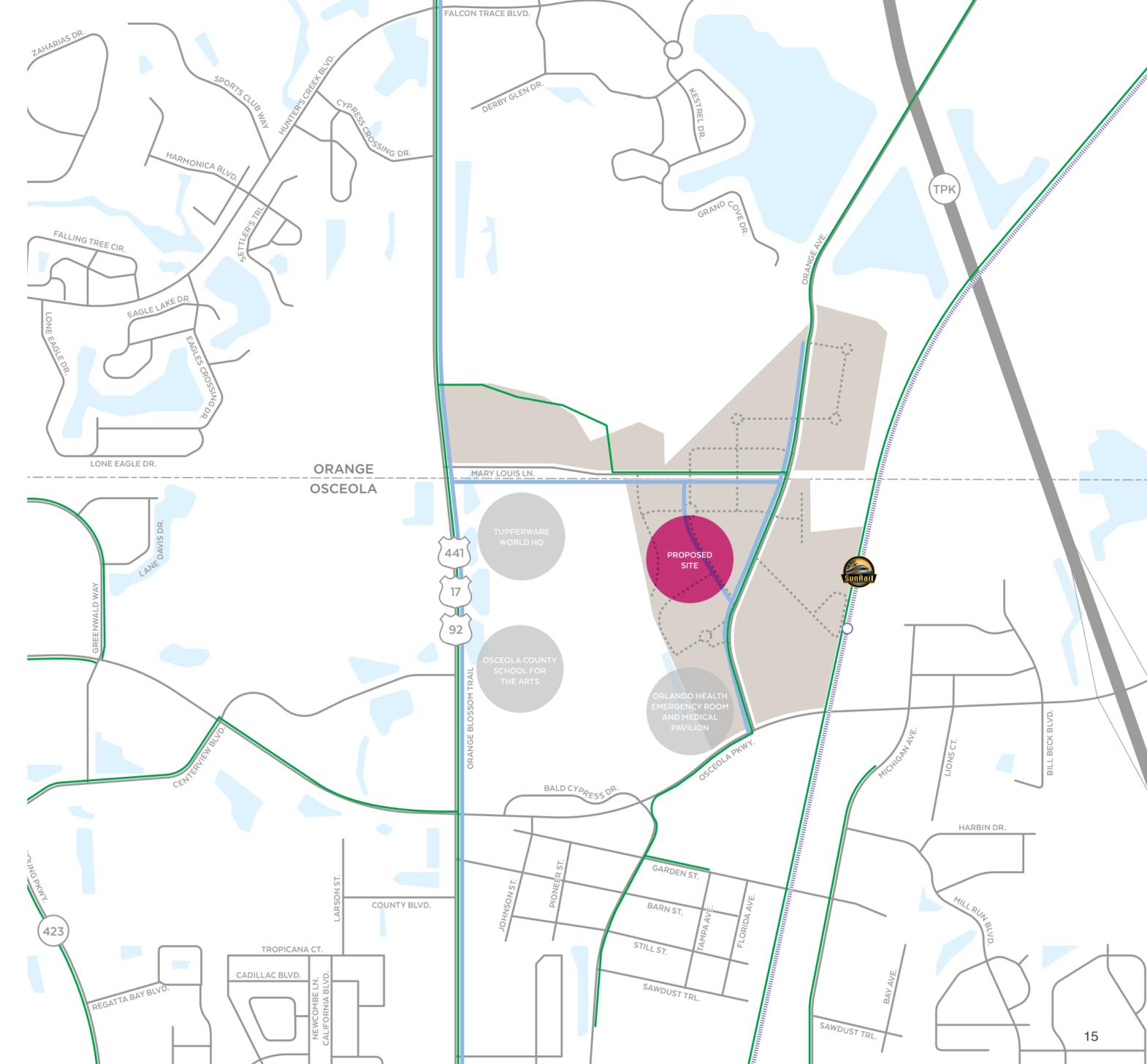
Ready. Set. Build.

The site has or is in the process of installing utilities to serve the development, and it is expected that all services will be available by year-end 2017.

Utility	Provider	Location	Size of Line/Capacity
Water: Osceola	Toho Water Authority	Mary Louise Lane and Orange Avenue	12" and 16" on-site, MDF=1,296,000
Water: Orange	Orange County Utilities	Orange Avenue	16" on-site, ADF=537,500gpd (Additional 12" to be completed by 2018)
Reclaimed Water: Osceola	Toho Water Authority	Orange Avenue	12" and 8" on-site
Reclaimed Water: Orange	Orange County Utilities and South	at Orange Blossom Trail approximately 500ft north of the intersection with SR 417 or along South Orange Avenue in the vicinity of East Town Center Boulevard	allow on-site wells for reclaim service for irrigation purposes as needed, additional demands can be provided from the 16" reclaimed main in the utility easement or 12" reclaimed main, ADF=144,000gpd
Sewer: Osceola	Toho Water Authority	Orange Avenue	8" and 15" gravity systems and an 8" force main, MDF=1,440,000
Sewer: Orange	Orange County Utilities provides sewer services through an interlocal agreement with Toho Water Authority	Orange Avenue and Orange Blossom Trail	8" force mains, ADF=430,000gpd
Electric: Osceola	Kissimmee Utility Authority	Orange Avenue	underground service, 5MW with redundancy
Electric: Orange	Duke Energy	Mary Louise Lane & Orange Avenue	above ground facilities, 4MW with redundancy
Fiber: Osceola	CenturyLink, Spectrum, Level 3, Zayo	Orange Avenue, Orange Blossom Trail, South Orange Avenue and East Osceola Parkway	
Fiber: Orange	Spectrum	Railroad Tracks and Mary Louise Lane	

Legend

-  EXPRESSWAY + HIGHWAY
-  LOCAL THOROUGHFARE
-  SUNRAIL PHASE II
-  POTABLE WATER MAIN
-  FIBER CONNECTIVITY
-  PROPOSED SITE
-  POINTS OF INTEREST



Economics

Site	Program Name	Program Type (Tax Credit, Refund, Etc.)	Program Description	Estimated Award Amount	Eligibility Requirements	Funding Source	Is the award refundable or	Do any carry-forwards apply?	Approval Timeline	Does the program require legislation?	Are there potential clawbacks?	Benefit Timeline
Tupperware	FREE OR DISCOUNTED LAND	Real Estate Incentive	Headquartered in Osceola County, Tupperware Brands Corporation wholly owns a 120-acre site that is being proposed for Amazon HQ2 project. Tupperware's property is generally offered at an average price of \$750,000 per acre in the transportation-oriented development area, but for this project it is offered at an initial price for the first ten acres of development at \$1 per acre, with the remaining 110 acres at a uniform \$550,000 per acre.	\$29,499,990	Approved	Tupperware Brands Corporation	No	No	No additional approval necessary.	No	No	The duration of the project
Tupperware	PROPERTY TAX ABATEMENT	Tax Exemption	The 120-acre site straddles the county line between Orange and Osceola counties, with approximately 42% of the land in Orange County and 58% in Osceola. Both Orange and Osceola counties offer tax abatement programs: Orange County is prepared to offer a 100% tax abatement of the County general revenue millage (currently 4.4347) over 10 years on real and tangible personal property related to the project. This incentive would be available for each building phase. Osceola County is prepared to offer a 100% tax abatement of the county general revenue millage (currently 7.1997) over 10 years on real and tangible personal property related to the project. This incentive would be available for each building phase. Abatement is applicable to new construction, renovations and FF&E. Taxes on land and existing buildings cannot be abated. The estimated value below is calculated using the median of the capital investment range for each of the first three phases (\$450,000,000 \$930,000,000 \$1,622,500,000) This value estimate is based on assumptions of investment allocation percentage-wise between the two counties.	Orange County \$55,923,784 Osceola County \$116,677,150 Total Property Tax savings: \$172,600,934 over 10 years for each building phase	Orange County: To be eligible for the 100% abatement for 10 years, the company must create at least 1,000 new jobs at 200% of the average wage and a capital investment of over \$50,000,000. The company must complete the application prior to breaking ground on construction. Abatement must be approved prior to new property being added to the tax rolls. Osceola County Property Appraiser will conduct analysis and submit report as part of the application process. There will also be a public hearing prior to the Board of County Commissioners approval of a tax abatement agreement. Annual reporting will be required. Osceola County: The exemption will apply to improvements that are made or tangible property that is acquired after the effective date of an "Implementing Ordinance" adopted by the Board of County Commissioners. Application must be approved prior to the program expiring in 2020. The Osceola County Property Appraiser will conduct an analysis and submit a report as part of the application process. The company will be required to commence the creation of full-time jobs within the period of the exemption and to maintain any newly filled jobs for its facility in the County at a minimum through the expiration of the exemption granted by the Board. Annual reporting will be required. Each business granted an exemption shall maintain the business throughout the entire period of the exemption.	Osceola County Government, Orange County Government	No	No	30-90 days	No	If it is determined that a Business was not in fact entitled to an Exemption in any year for which the Business received an exemption	10 years for each building phase
Tupperware	EXPEDITED PERMITTING	Infrastructure Development	Osceola County will expedite permitting to include hiring of a dedicated permitting and inspection team for all phases of the project. Anticipated permits approval time in as little as 5 days. Orange County will expedite permitting, assign a point person to coordinate permits, the planning process, and meetings prior to submitting permits.	TBD	This support will be available for Amazon HQ2 project assuming the selection of sites within Osceola County.	Osceola County Government, Orange County Government	No	N/A	Immediate upon site selection	No	No	The duration of the project
Tupperware		Infrastructure and development support	Certain parcels of the Tupperware property located in Osceola County are classified as transportation-oriented development property and, as such, are entitled to a 50% rate in mobility fees. The exact amount of the fees that can be offset will depend on how much of the Amazon HQ2 project's development is located in the specific TOD parcels. Orange County is willing to consider a way to offset the transportation impact fees applicable to each building phase.	TBD	This would be available for the location of the Amazon HQ2 project on specific TOD parcels within the Tupperware development in Osceola County. Unincorporated Orange County may require approval by the Orange County Board of County Commissioners.	Osceola County Government, Orange County Government	No	N/A	Osceola County TBD / Orange County, between 30-90 days	No	No	The duration of the project
Tupperware	ELECTRICITY FEES REDUCTION	Utilities	Kissimmee Utility Authority (KUA) and Duke Energy serve the proposed site. KUA can offer a discounted tier rate on all usage above 5 megawatts.	TBD	Based on the project parameters provided, KUA feels confident on their ability to provide a rate reduction program.	Kissimmee Utility Authority	No	N/A	N/A	No	N/A	The duration of the project

Site	Program Name	Program Type (Tax Credit, Refund, Etc.)	Program Description	Estimated Award Amount	Eligibility Requirements	Funding Source	Is the award refundable or	Do any carry-forwards apply?	Approval Timeline	Does the program require legislation?	Are there potential clawbacks?	Benefit Timeline
Tupperware	WATER IMPACT FEES REDUCTION OR DEFERMENT	Utilities	This site is served by Toho Water Authority and Orange County Utilities. Toho Water is prepared to offer a deferred payment plan of water and wastewater impact fees by paying over a ten-year period. Orange County is prepared to discuss ways to offset the water connection or permitting fees.	TBD	Orange County's fees assistance may require approval by the Orange County Board of County Commissioners. Toho: Currently part of the TWA's policy for paying site development cost.	Orange County, Toho Water Authority	No	N/A	N/A	No	No	Osceola County: 10 years
Tupperware	RELOCATION SUPPORT	Grant	Osceola County will create a \$2,000,000 fund from which Osceola County officials may draw to assist with relocation expenses of Amazon's full-time employees who relocate to Osceola County in relation to the HQ2 project and meet or exceed 200% of the county's average wage. This will be created specifically for the Amazon HQ2 project to allow maximum flexibility on the way in which the funds may be utilized.	Up to \$2,000,000	Employees' wage must meet or exceed 200% of the County's average wage. Employees must establish primary residence within Osceola County. Additional details can be discussed or negotiated after a site selection is made.	Osceola County	No	N/A	30 days	No	Program details have not been stipulated	The duration of the project
Tupperware	NAMING RIGHTS	Branding	Tupperware has provided station enhancements and enjoys the station naming privilege for a seven-year period, which it would be willing to transfer to Amazon upon the commencement of Amazon operations. Tupperware has 5 consecutive additional 7-year naming rights periods for \$50,000 payments (35 years in total for \$350,000) which may be transferred to Amazon. Private road naming rights would also be available in the project.	Up to \$350,000	Subject to negotiation.	Tupperware Brands Corporation	No	N/A	N/A	No	No	Up to 35 years
Tupperware	TRANSPORTATION INFRASTRUCTURE IMPROVEMENTS	Transportation	If any site in unincorporated Orange County has additional transportation infrastructure needs that have already been outlined in the region's Infrastructure Improvement Plan, Orange County is willing to prioritize this improvement to meet Amazon HQ2 project's timelines.	TBD	TBD. May require approval by the Orange County Board of Commissioners.	Orange County	No	N/A	N/A	No	No	TBD
Tupperware	NEW MARKETS TAX CREDIT (NMTC)	Tax Credit	The Osceola County portion of the proposed Tupperware site is in a "qualified" area for the NMTC. NMTC investors receive a tax credit equal to 39 % of the total Qualified Equity Investment made in a Community Development Entity with the Credit realized over a seven-year period, amounting to 5 % annually for the first three years and 6 % in years four through seven. If an investor redeems the NMTC investment before the seven-year term has run its course, all Credits will be recaptured with interest.	TBD		Federal Government						

Project Preferences		
Metropolitan area with more than one million people	✓	The Orlando MSA is one of the fastest growing regions in the country, and is currently home to more than 2.3 million people. Osceola County currently has 325,300 residents and Orange County has 1.3 million.
Stable, friendly business environment	✓	Florida is ranked the 4th best tax climate in the nation, with no state income tax. Florida maintains a balanced budget, and local governments are among the most business friendly counties in the state.
Urban, suburban location that can attract technical talent	✓	Tupperware's site, located within a 1,300-acre mixed use development called the Osceola Corporate Center, is adjacent to Tupperware's global headquarters. The location is in a suburban area with multiple transportation options, is walkable, and already has amenities desirable to top talent.
Community that thinks big, creatively	✓	The site straddles Osceola County and Orange County, both have a reputation of thinking big and getting business done.
Development-prepped site	✓	Yes
Site Requirements		
Proximity to population center within 30 miles	✓	20 miles to Downtown Orlando; 4 miles to Kissimmee
Proximity to international airport within 45 minutes	✓	23 minutes to Orlando International Airport (MCO)
Proximity to major highways, arterial roads	✓	Multiple transportation networks are in place, including SunRail stop on site. North/South corridors Orange Avenue (25,000+ vehicle count) and Orange Blossom Trail (US Hwy 441, 33,000+ vehicle count) are adjacent to the site. John Young Parkway (33,000+ vehicle count) is one mile away. East-west corridor Osceola Parkway (55,000+ vehicle count) is adjacent to the site and Florida's Turnpike is 1/2 mile from the site.
Access to mass transit	✓	There is a SunRail station on-site.
Building Requirements		
Initial requirement of 500,000+ SF in Phase 1 (2019)	✓	Tupperware can easily accommodate Phase 1 in the required timeframe.

HQ2.0 Compatibility

Total requirement of 8+ million SF (beyond 2027)	✓	Tupperware can accommodate 8 million+ square feet.
Site Details		
Ownership	✓	Tupperware Brands Corporation
Acreage	✓	129
Entitlements	✓	2,439,295 sq.ft. today. PD being amended to accommodate 8,000,000+ sq.ft
Zoning	✓	Transportation Oriented Development (T.O.D.) and Commercial
Site readiness/Time to operations	✓	Several parcels are ready to go; some parcels need fill.
Studies completed	✓	Geotechnical Report, Cultural Resource Assessment Survey, Phase 1 Environmental Reports, Ecological Assessment Report
Utility structure in place	✓	Yes
Water	✓	Provider – Toho Water Authority Location – Mary Louise Lane and Orange Avenue Existing line – 12" and 16" Current capacity – 1,296,000 MDF Reclaimed water – 12" and 8" on-site Incentives – outlined within regional section
Sewer	✓	Provider – Toho Water Authority Location – Orange Avenue Existing line – 8" and 15" gravity systems and 8" force main Current capacity – 1,400,000 MDF Incentives – outlined within regional section
Electric	✓	Provider – Kissimmee Utility Authority Location – Orange Avenue Existing line – underground service Current capacity – 5MW with redundancy Incentives – outlined within regional section
Fiber	✓	Providers and Locations – CenturyLink (Orange Avenue) and Spectrum (Orange Blossom Trail)
Internet	✓	Providers and Locations – CenturyLink (Orange Avenue) and Spectrum (Orange Blossom Trail)
Cell Coverage	✓	Yes
Pedestrian-friendly	✓	With on-site SunRail station, Tupperware locations are easily walkable.
Proximity of overall buildings at full build-out	✓	Less than .5 miles
Additional Considerations, Preferences, Decision Drivers		
Capital and Operating costs	✓	Significant site discount
Incentives	✓	Incentives available at State, Regional and County levels. Tupperware incentives include naming rights of on-site SunRail station and private roads.
Labor force	✓	Osceola County is the 18th fastest growing county in the U.S., with a focus on building, attracting and retaining professional and high-tech talent. A labor pool of 90,000+ is within a 15-minute drive of Tupperware.
Cultural community fit	✓	Both Osceola and Orange County have progressive leadership who are committed to smart development initiatives that enhance the region.
Community/Quality of life	✓	The site is pedestrian and bicycle-friendly. Adjacent to the site are wetlands, and fitness and recreational walkways/trails along the wetlands would be possible and are encouraged to enhance the developments. Sports and recreation amenities are nearby.
Sustainability	✓	Tupperware and county government are dedicated to preserving natural land and water resources for future generations to enjoy.

