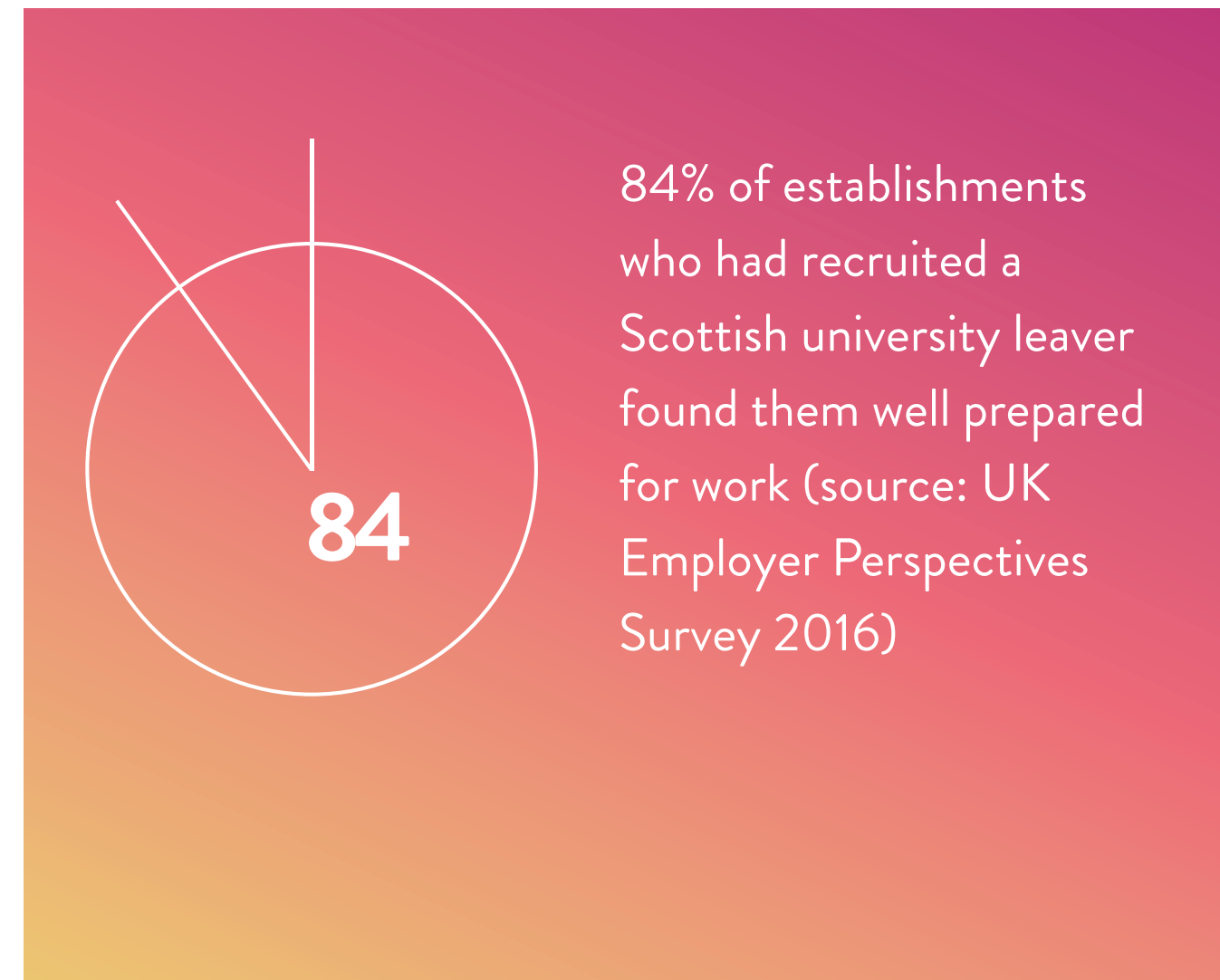


INFOGRAPHICS

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PROOF POINTS

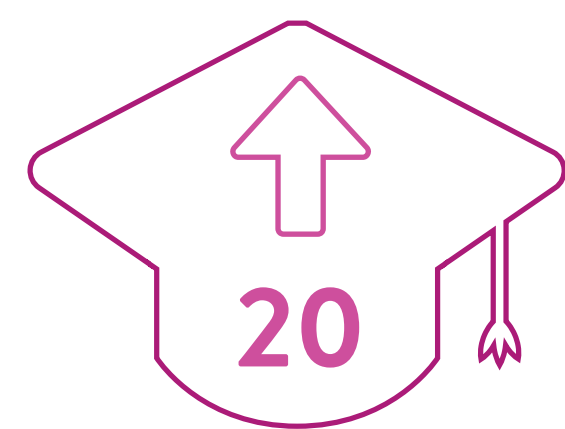
SCOTLAND IS NOW 'STUDY'



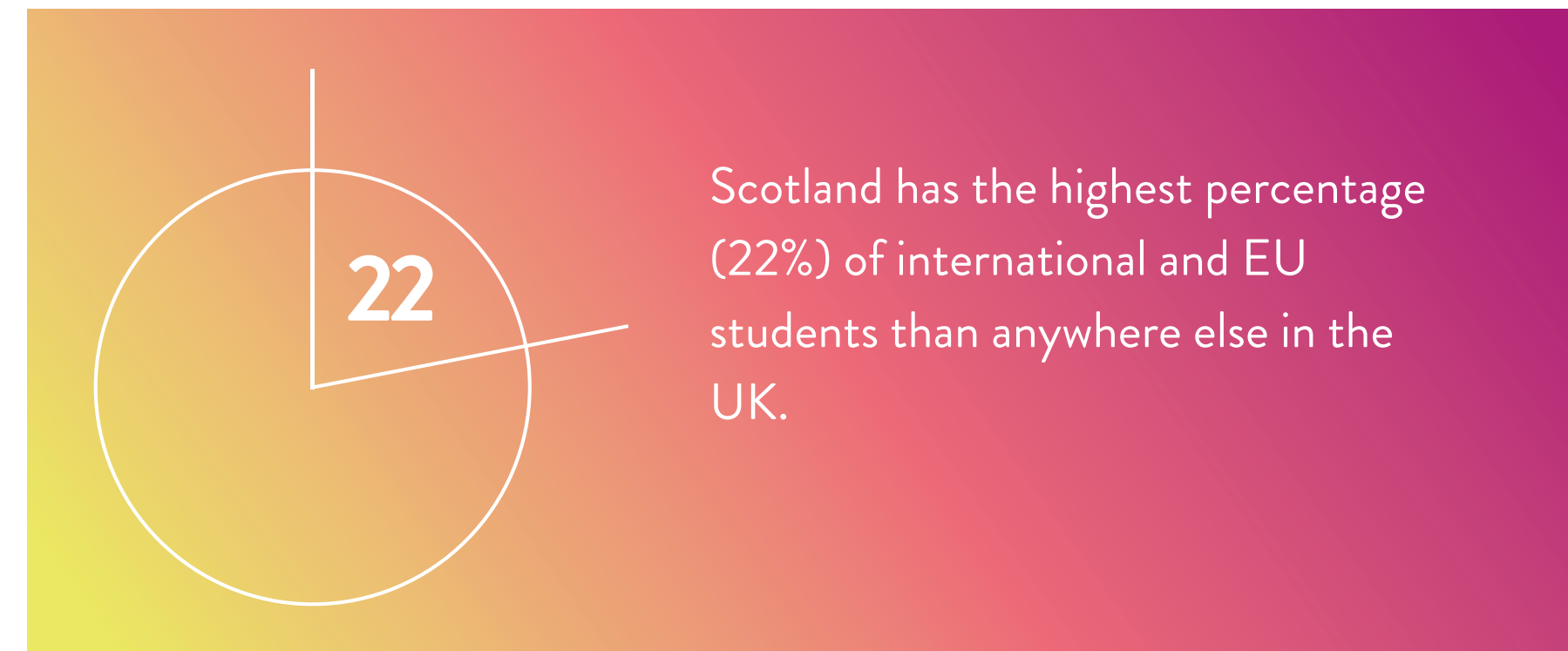
With five of Scotland's universities featured in the top 200 of The Times Higher Education World University Rankings Scotland has more world-class universities per head of population than almost anywhere else in the world. (Source: The Times Higher Education World University Rankings 2016-17)



Scotland has led the world in its commitment to education for centuries. We were the first country in the world to provide universal education open to both boys and girls, as early as the 17th century, with the Scottish education system having been adopted by many countries all over the world.



Scotland is the most successful part of the UK for spin-out creation – with 20% of all active firms launched out of UK universities. (Source: SPINOUTS UK Survey 2017)



PROOF POINTS

SCOTLAND IS NOW 'INVEST'



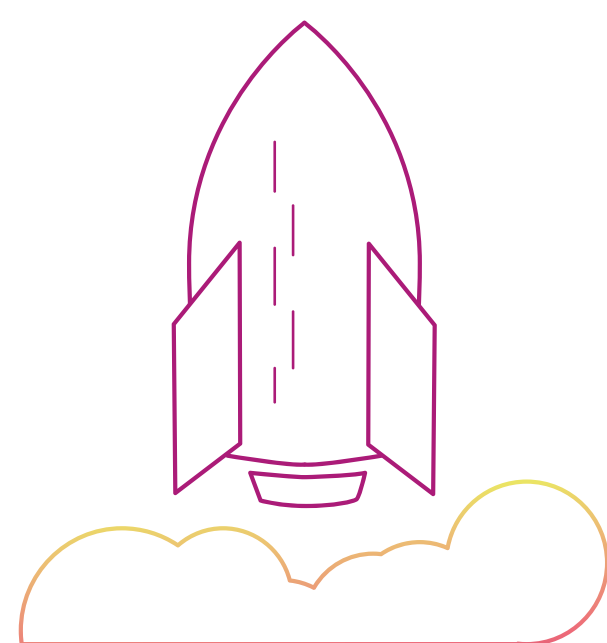
Where can you find the best city in Europe for tech start ups? In Scotland. Edinburgh has been named as the best European place to start a tech business, according to European Business Magazine thanks to its top facilities, strong international connections, world Class University, and fantastic quality of life.



Scotland is a great place to invest and is the UK's largest financial powerhouse after London. There's little wonder why Scotland continues to attract investors from all over the world. We've been ranked as the UK's top location for direct foreign investment outside London for six years in a row.



Scotland leads the way for entrepreneurs. Edinburgh is a winner of the Entrepreneurial City of the Year Award, beating other UK cities. Little surprise thanks to its booming tech scene and unicorn businesses



With office costs up to 40% lower than London, Scotland is a high quality low cost base for expanding businesses. Setting up in Scotland is also quick and efficient.

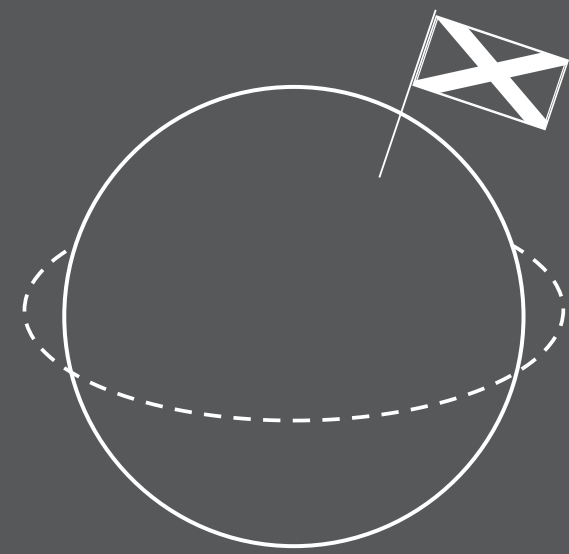
Register your company today and start operating almost immediately (in as little as 2hrs)



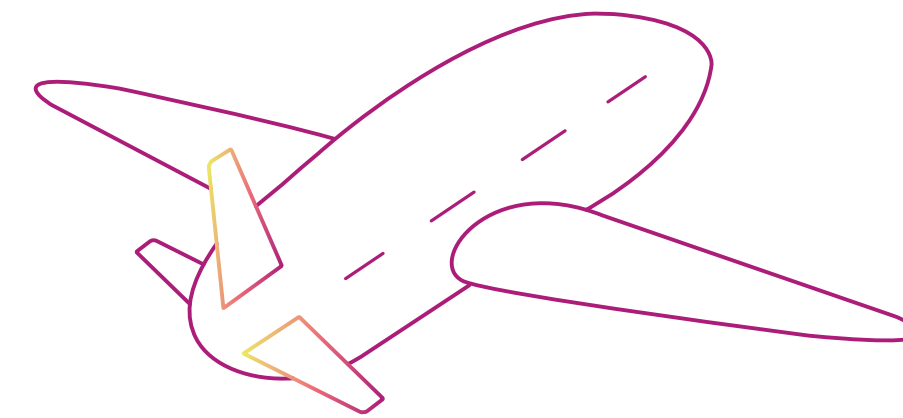
Scotland is a magnet for global firms - over 5,100 international companies and counting. (Scotland has big names in tech like Skyscanner, FanDuel, Amazon, SKY and IBM and they are now being joined by ambitious startups like Nucleus Financial, FreeAgent, Money Dashboard and LendingCrowd).

PROOF POINTS

SCOTLAND IS NOW 'LIVE'



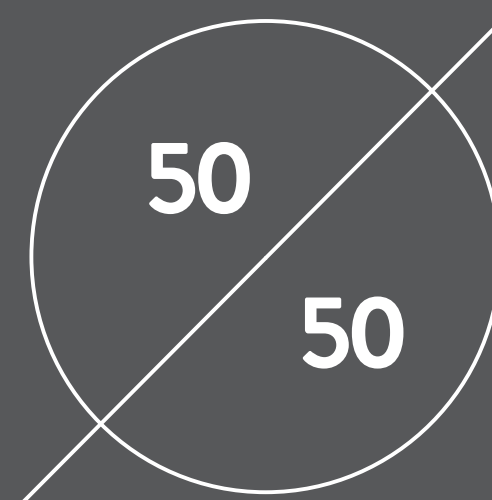
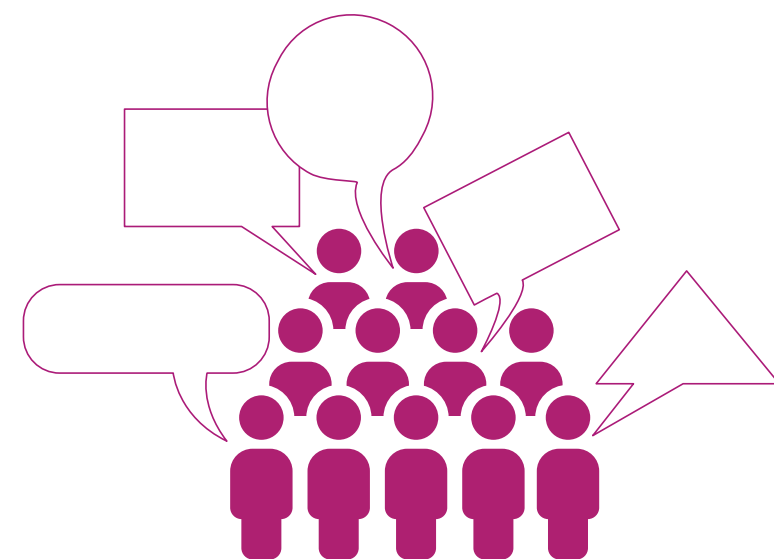
Scotland is one of the top places in the world to live with its capital Edinburgh boasting the best quality of life just behind Wellington, NZ in the top spot according to a Deutsche Bank report.



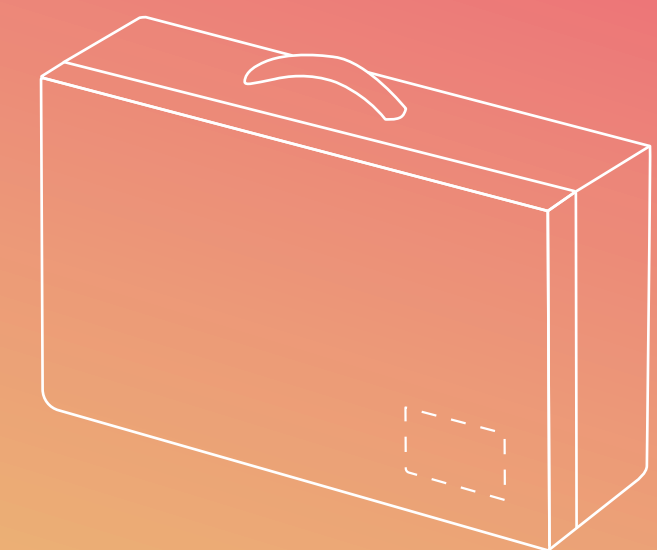
Scotland's main airports have direct international flights that connect millions of passengers with 150 destinations worldwide.

Scotland has received over 2,000 refugees (10% of the total expected to arrive under the Syrian Resettlement Programme) and remain committed to welcoming refugees seeking sanctuary from the conflict in Syria.

In homes across Scotland over 170 languages are spoken, based on data from Scotland's Census 2011.

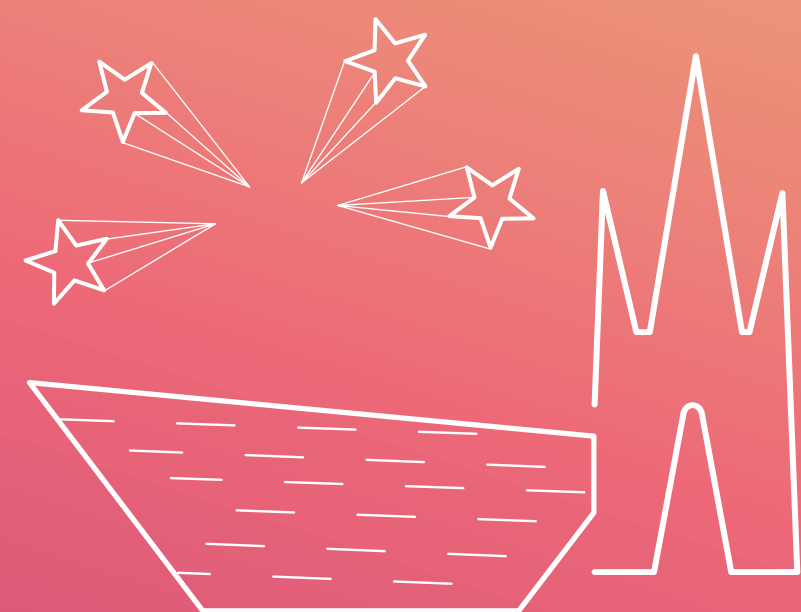


50/50 by 2020 is a Scottish Government initiative towards gender balance in the boardroom.



PROOF POINTS

SCOTLAND IS NOW 'VISIT'



Scotland is a leading creative country. It has three UNESCO creative cities: Edinburgh, the world's first UNESCO City of Literature, Dundee, UNESCO City of Design, and Glasgow, UNESCO City of Music.

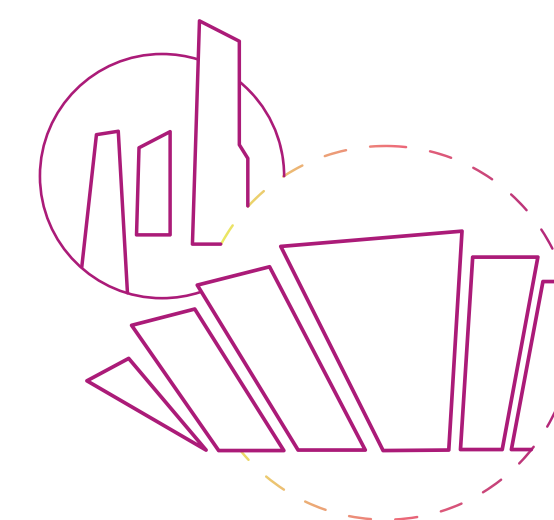
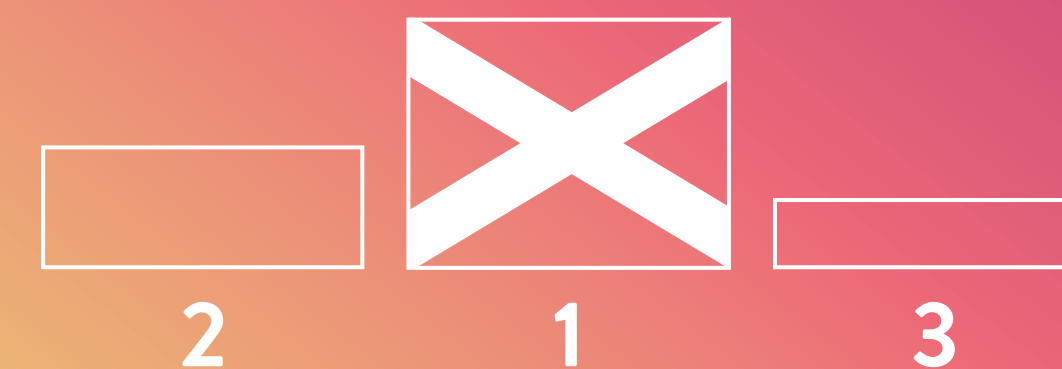


Scotland saw a boost of **13.9 per cent in visitor numbers in 2017** – outstripping the rest of the UK for the sixth year in a row. (Source ALVA)



Scotland voted the most beautiful country in the world by **Rough Guide** readers.

Scotland declared as one of top countries to visit by **Lonely Planet** ahead of the likes of the Seychelles, Mexico and Malaysia.



Few other places allow visitors to experience over 5,000 years' of UNESCO award-winning history and culture; from ancient standing stones to modern day feats of engineering.

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