

PRISTO9

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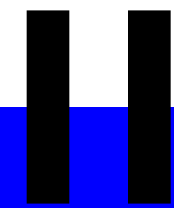
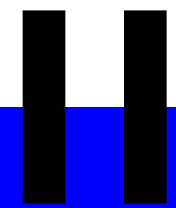
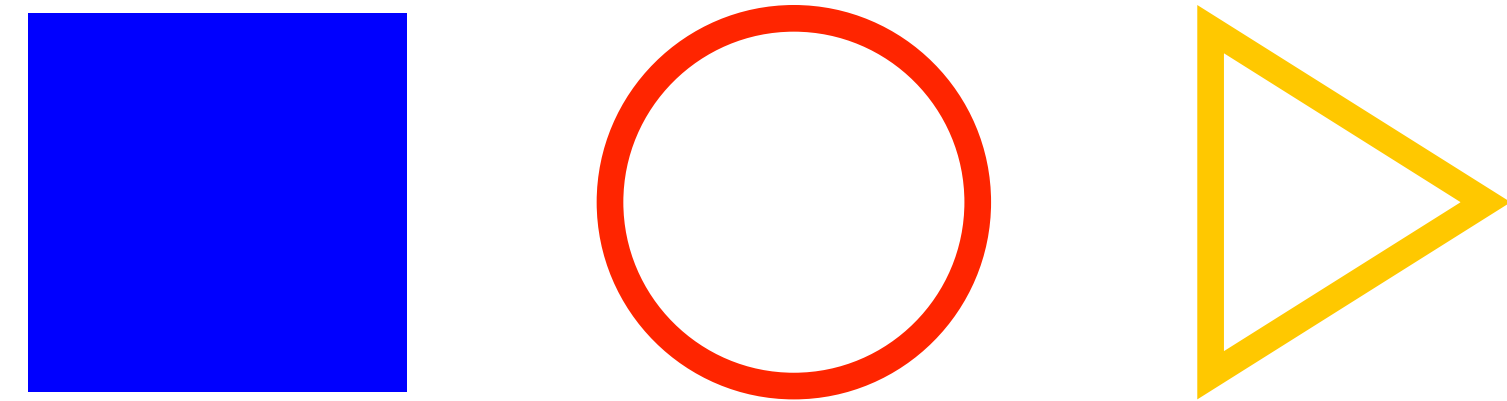
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FILE

who we are



SEE'S LARGEST INDEPENDENT CONSULTANCY & COMMUNICATIONS COMPANY FOR OVER 25+ YEARS.

360° FULL SERVICE PORTFOLIO

With ten competence centres and companies we deliver a 360° full service portfolio with performance-based solutions for our clients.

MULTIDISCIPLINARY TEAMS OF UNMATCHED EXPERTISE

Multidisciplinary team of globally acclaimed experts in business consultancy, corporate and market communications as well as digital and experience marketing address the client's challenges holistically.

WE HELP COMPANIES IN SE EUROPE RECOGNISE BUSINESS OPPORTUNITIES AND EFFICIENTLY SOLVE BUSINESS AND COMMUNICATION CHALLENGES.

DATA DRIVEN CONSULTING APPROACH

When designing solutions we rely on available data and their utilization through data consolidation, structuring and development of reporting standards. We use data driven methods that bring short-term results and a long-term market advantage.

GLOBAL COMPETITIVENESS, LOCAL DOMINANCE

Global competitiveness displayed in all key fields - ranked 3rd most Effective independent Agency in the world (Global Effie 2012 in 2014 Rankings), highest number of IABC (International Association of Business Communicators) global Gold Quill awards in the region. Local dominance displayed by winning Best creative agency 6 times in the last seven years.

we are partners for growth & development

MANAGEMENT — BOARD



PRIMOŽ PUSAR
Managing partner

Primož introduced an entrepreneurial, analytics-driven, data-based approach to the Group; combined with his relentless drive to develop new business by acquiring new clients as well as opening new geographic markets and launching new products, he has spearheaded the Group's drive towards internationalization and growth.



ALEŠ RAZPET
Partner

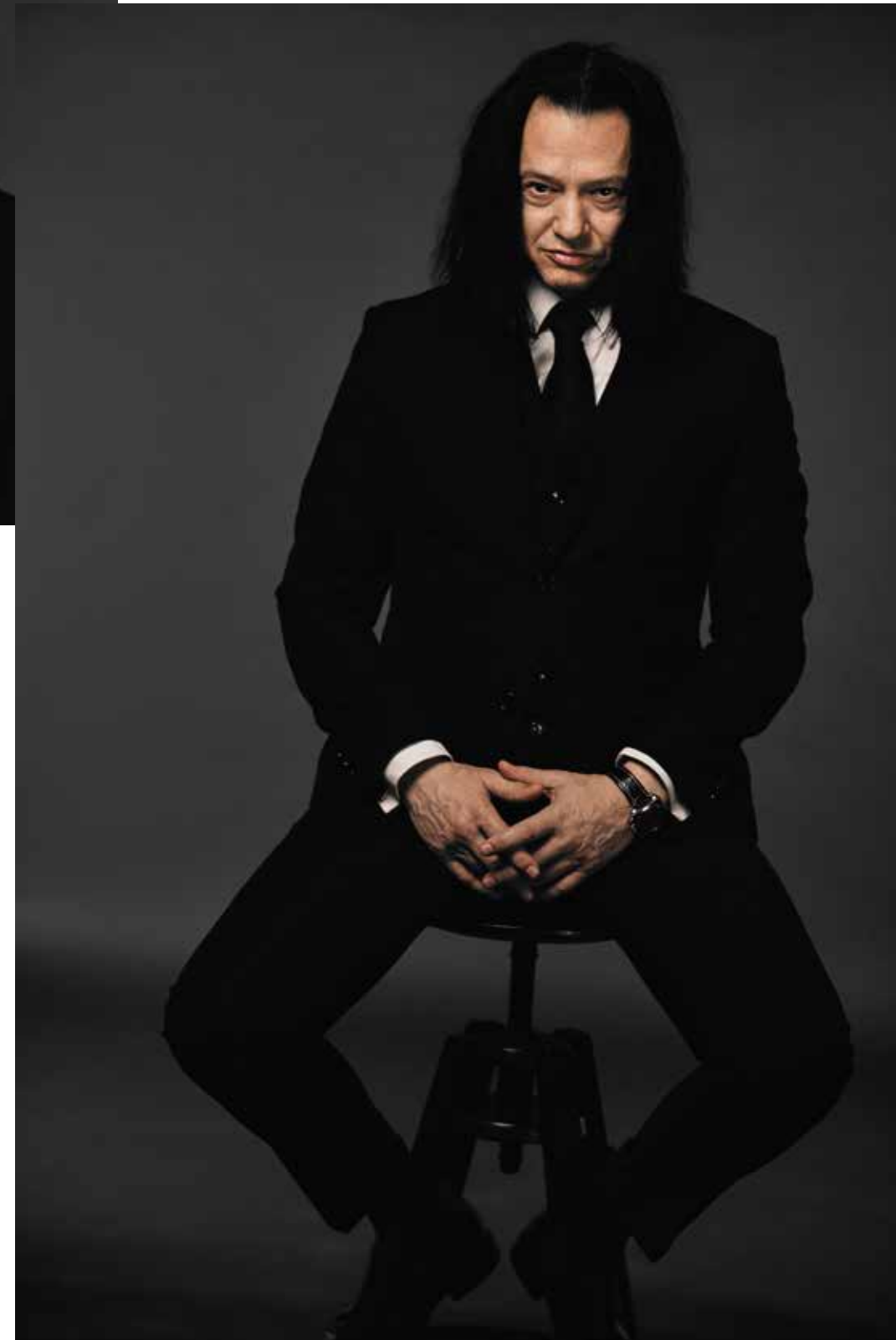
Aleš is among the leading experts in the area of change management and crisis communications. He brings over twenty years of experience in consulting to leading companies in telecommunications, media, banking, finance and retail.



SAŠO DIMITRIEVSKI

Partner and Acting director of
Renderspace

Sašo was one of the founders of marketing digital agency Renderspace (part of Pristop Group) and started the story of digital disruption in SEE region. He has more than 15 years of consulting experience with professional focus on Business and Marketing Strategies, Digital Transformation and Disruptive Innovations, Cross-Industry and New Revenues, Service and Product Development, Digital marketing and Integrated Marketing Communications.



MANAGEMENT BOARD —



ULA SPINDLER

Partner and Managing director of
Pristop Entertainment / Black Pony
Entertainment Group

With over 15 years of experience consulting market leaders in marketing and corporate communications, Ula is a globally acclaimed and awarded expert in business communication. She is the Group level Client Service Director. She successfully introduced event management and marketing PR as new disciplines in the Pristop toolbox, she currently manages both fields and Pristop's step into B2C market with entertainment.



LEADERSHIP — TEAM



BARBARA MODIC

Managing director of Pristop Media

With over 15 years of experience in the field of communications, media buying and planning Barbara has managed marketing and sales teams at the country's leading broadcaster, a leading international media network, and a leading international TV shopping channel. She works with established Slovenian and international companies in developing media strategies. She is also responsible for the development of advertising and monitoring of effects across the whole range of contact points.

PETRA MUTH ZUPANC

Director of Marketing Communications

Petra Muth Zupanc has over 10 years of experience in management of integrated marketing and communications projects. She has been successfully heading the marketing communications department since 2016. She is innovative and insightful. She is a recipient of 7 Effie awards, 2 Gold Quill Awards of Excellence and 2 Gold Midas awards. She is an active member of the Management Board of SZOA, the Association of Advertising Agencies of Slovenia.



MATEJ KLEPEC

Managing director of D'Agency

Matej Klepec has been active in the field of planning marketing and communications strategies for over 15 years. For the last 8 years, he has focused on implementing new solutions in digital marketing. With in-depth knowledge of the global digital world and its principles, he is determined that the goal remains the same despite the evolution of the digital sphere: to take the message to the end target group by using all digital channels.

LOVRO GRUDEN

Managing director of Indigo

Lovro Gruden started his career as a corporate and financial analyst and advisor in telecom and asset management industries, prior to A. T. Kearney, a global consulting firm. In 2014, he joined Pristop's corporate consultancy department where he managed projects ranging from organisation and process optimization, business intelligence, market entry strategies, corporate strategies, loyalty programmes and IT solutions implementation support. In 2017, he took over the helm as the company's Managing Director.



**we are led by expertise,
distinguished by courage &
pervaded by responsibility**



— 80'S

Willingness to embrace democracy in the Western Balkans revealed new business opportunities. An entrepreneurial mind-set and a passion for social change led to the establishment of an International Press Centre in Ljubljana and a PR Centre (1989-90).

This era was marked by:

Courage to make the change

PR pioneers

Clipping

HISTORIC MILESTONES

1990'S

In 1992, the Group joins forces under a new brand - Pristop. Advertising and market communication services were adapted to serve the clients needs. In partnership with 6 other agencies-founding of the biggest media buy agency in Slovenia –Mediapool. Knowledge, experience transfer to other Western Balkans countries.

This era was marked by:

Advertising

Marketing communication

Digital pioneers

SEE Expansion

HISTORIC MILESTONES

MILLENNIUM

New offices open in Belgrade (Serbia) and Sarajevo (Bosnia and Herzegovina). Strategic alliance with Croatia's largest communication company Digital. Launch of Pristop Europe, new office in Brussels. In 2010 -acquisition of Idea Plus, the largest communications agency in the FYR Macedonia.

This era was marked by:

Management consulting

Internationalization

Heads up with the biggest agencies in Europe

HISTORIC MILESTONES

– 2010+

Acquisition of marketing communications agency The White House and PR agency Pros Com, in Vienna, Austria. Pristop becomes the leading consultancy and agency in SEE and creates a joint venture with Switzerland's leading media agency Goldbach Group in Goldbach Adriatic – an integrated digital services agency. In 2013 Pristop comes third in the global ranking for the most effective independent agency in the world (worldwide Effie Efficiency Index). Acquiring Goldbach Group's share in the joint venture, Pristop gains full control of Goldbach Adriatic operations in 2016 and rebrands the company as D'Agency.

This era was marked by:

E-wallets

M&A

Global network-spreading

Data driven

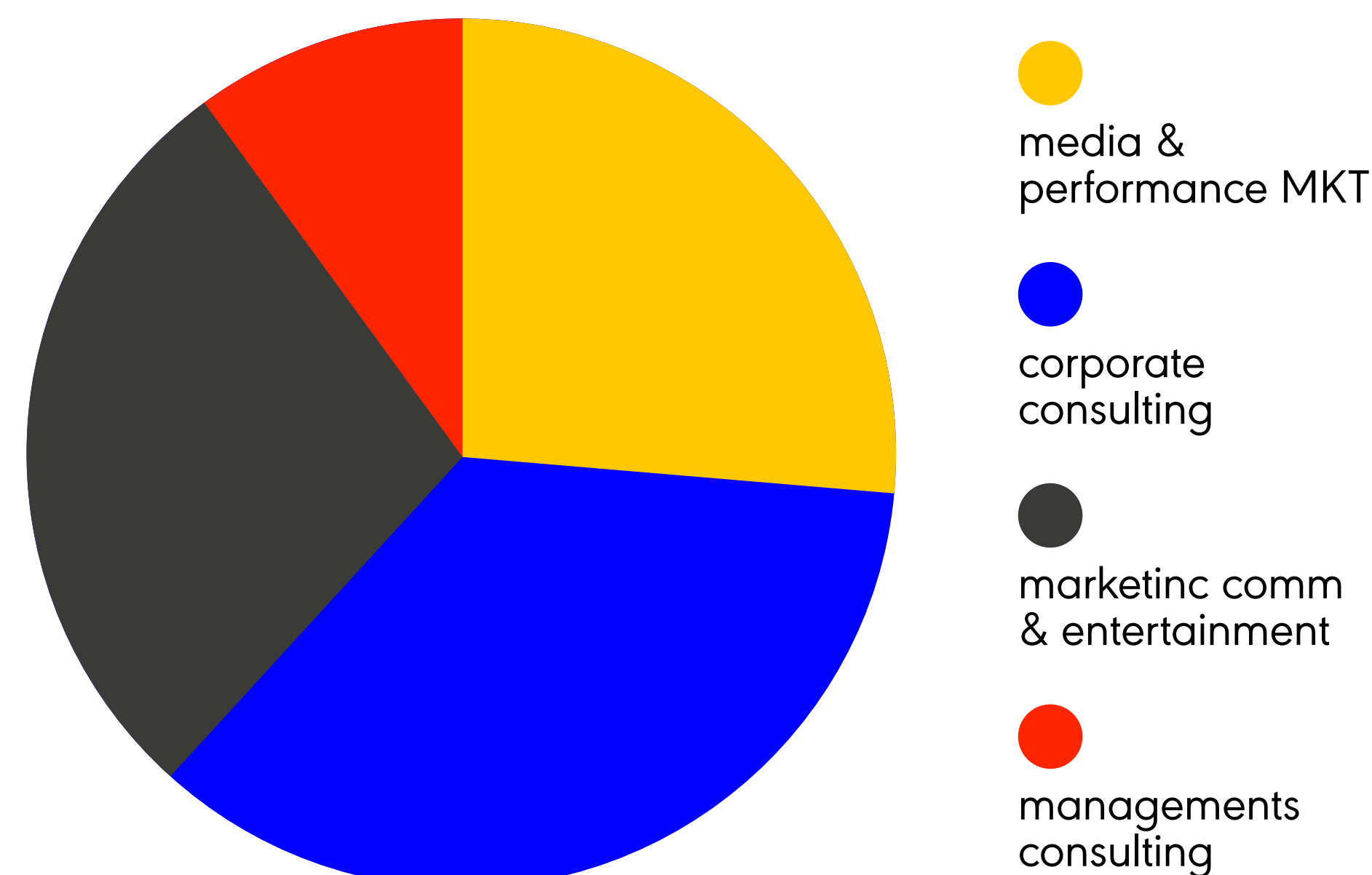
HISTORIC MILESTONES

**we are devoted and trustworthy partners
who will steer you through the hardest
times and walk the most difficult paths
with you**

PRISTOP'S GROUP FINANCIAL HIGHLIGHTS

Net Sales	36.2 mln EUR
3-year sales growth	12.5 %
EBITDA consolidated excl one-offs	2.1 mln EUR
3-year EBITDA growth	71.2 %
EBIT consolidated excl one-offs	1.5 mln EUR
3-year EBIT growth	75.2 %
Financial debt	3.4 mln EUR
Fin debt / EBITDA ratio	1.62
3-year period decrease in fin debt	-5.2 mln

BUSINESS LINE CONTRIBUTION TO GROUP EBITDA

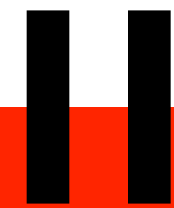
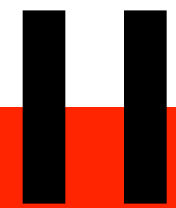
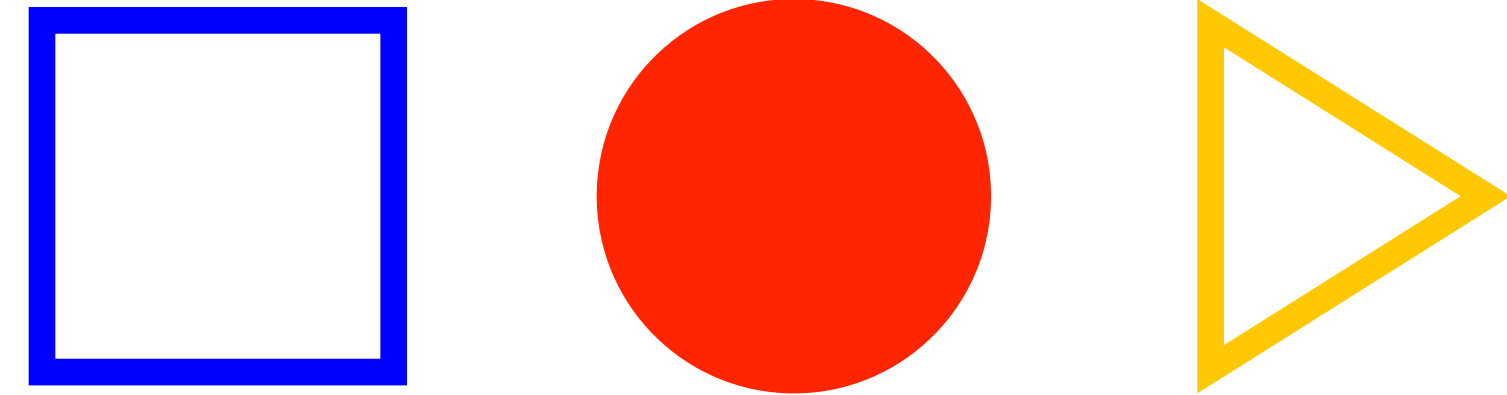


250+
employees

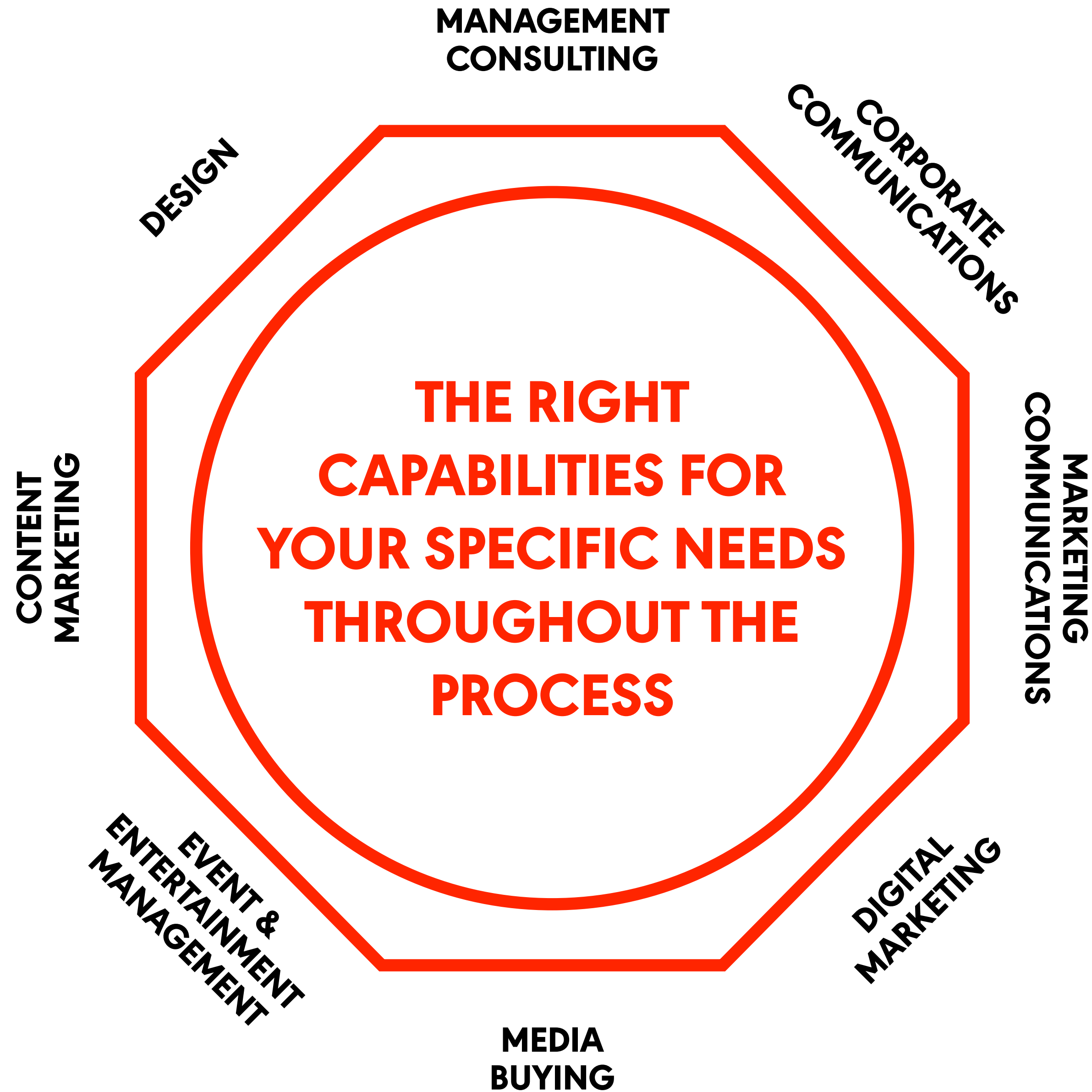
100+
clients

3000+
projects

what we do



PRISTOP CAPABILITY MATRIX



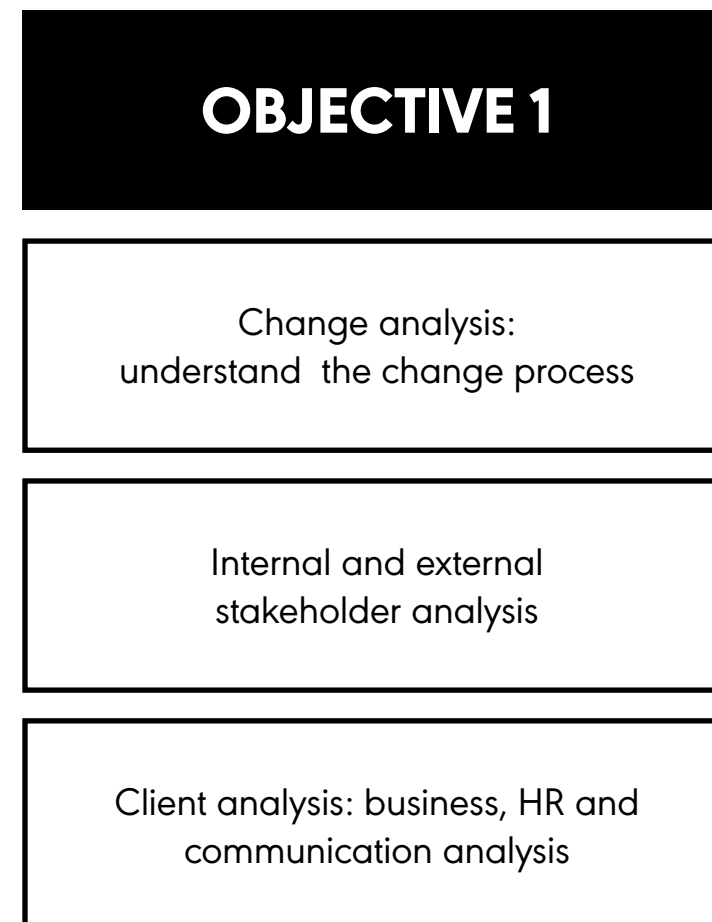
Our 360° operating model introduces a holistic approach with a solid grasp of the client's key business challenges.

CASE X: COMMUNICATION SUPPORT TO ORGANIZATIONAL CHANGE FOR MAINTAINING REPUTATION AND TRUST WITHIN INTERNAL AND EXTERNAL STAKEHOLDERS

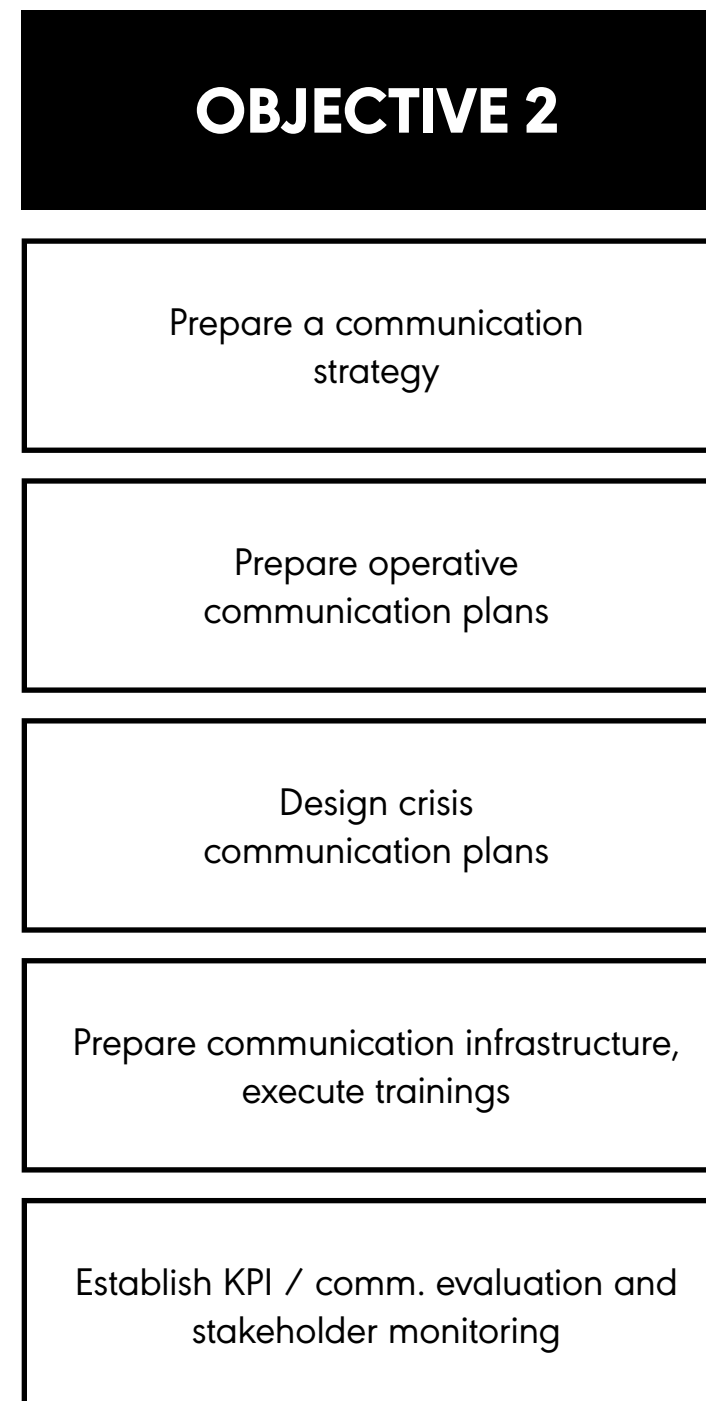
CLIENT'S CHALLENGE:

Change in business environment forced our client into the change of ownership, followed by change in corporate governance, new business strategy and restructuring.

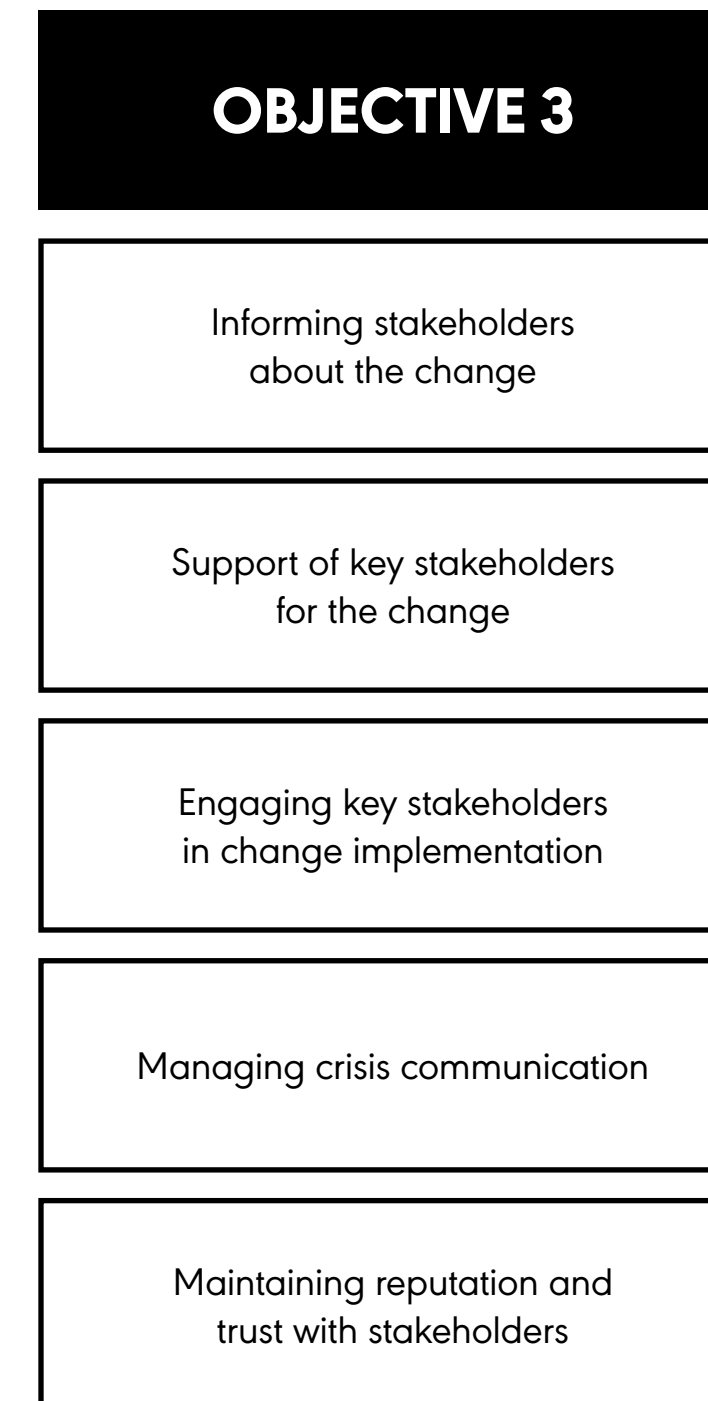
Multiple areas.
Multiple challenges.
One partner.



- Corporate communication
- Management consulting



- Corporate communication
- Management consulting
- Marketing communications
- Media buying
- Digital marketing
- Event & Entertainment management



- Corporate communication
- Marketing communications
- Media buying
- Digital marketing
- Event & Entertainment management
- Design

BUSINESS GOAL:

Successfully implemented organizational change: successful acquisition with new corporate governance, new business strategy and successful restructuring

CASE Y: BRAND REPOSITIONING, SUPPORTED BY REDESIGN AND NEW CREATIVE PLATFORM

CLIENT'S CHALLENGE:

Client wanted to strengthen the position on the market by repositioning of the brand.

OBJECTIVE 1

Brand analysis:
business and communication analysis

Analysis of the competitive
environment, target groups

Target group segmentation

Preparation of key insights

Establish KPIs

- Corporate communication
- Management consulting

OBJECTIVE 2

Prepare a communication
strategy

Preparation of new
positioning statement

Preparation of new
packaging design

Preparation of new
creative platform

- Marketing & advertising
- Brand identity
- Packaging
- Media
- Retail environments
- Entertainment & production

OBJECTIVE 3

Informing stakeholders
about the change

Support of key stakeholders
for the change

Engaging key stakeholders
in change implementation

Managing crisis communication

Maintaining reputation and
trust with stakeholders

- Marketing communications & advertising
- Media
- Technology & digital
- Entertainment & production

BUSINESS GOAL:

Increase of market share by successfully implemented new brand position and packaging redesign with communication on new creative platform through relevant communication channels.

Multidisciplinary approach tested on 1000+ cases.

**embracing integration to effectively
meet the client's need and address
key business challenges**

FIELDS OF OPERATION

1/2

– P 22

MANAGEMENT CONSULTING

- Business strategy design
- Advising in mergers and takeovers
- Organisation and process optimisation
- Services for quick impact on business performance
- Digital transformation of companies
- Identifying potential to develop new products or services
- Data-guided means of decision-making and data monetisation
- Data management and analysis
- Identification support and implementation of IT solutions
- Development of IT tools

MEDIA BUYING

- Media strategy development
- Media planning & buying
- Performance advertising
- Media audit & benchmarking
- Dynamic marketing setup
- Marketing automation
- Omni & cross-channel media buying

DESIGN

- Branding & Identity
- Art Direction
- Communication Design
- Packaging Design
- Illustration
- Signage & Exhibition Design
- Digital & UI Design
- Motion Graphic Design

CONTENT MARKETING

- Content creation
- New media formats
- Publicity and campaigns with influencers
- Marketing public relations
- Social media management
- Direct marketing

– WHAT WE DO?

COMPANY PROFILE

FIELDS OF OPERATION

CORPORATE COMMUNICATIONS

- Reputation management
- Public topic management
- Financial public relations
- Social responsibility
- Internal communication
- Crisis communication
- Employer branding

EVENT & ENTERTAINMENT MANAGEMENT

- Corporate and marketing events
- Entertainment
- Experience marketing
- Trade shows
- Retail environments
- Audio & video production

DIGITAL MARKETING

- User (UX) and consumer experience (CX)
- Customer experience journey
- Digital ecosystem development
- Webpage and online store design
- Customer relationship management tools
- Performance advertising
- Mobile applications

MARKETING COMMUNICATIONS

- Marketing strategy development
- Brand management
- Design and implementation of marketing and communication campaigns
- Shopper marketing
- Sponsorship strategies
- Sales promotions

WE ADVISE LOCAL MARKET LEADERS

FINANCE & INSURANCE

Nova KBM, NLB Vita, Zavarovalnica Triglav, KF Finance

ENERGY

Petrol, Energetika Ljubljana, Elektro Celje, Eles, HSE

TOURISM

Slovenian Tourist Board, Sava turizem, Hoteli Bernardin

LOGISTICS / TRANSPORT

Dars, AMZS, Slovenske železnice, Aerodrom Ljubljana

AUTOMOTIVE

Porsche Slovenija, Autocommerce, Adria Mobil

CONSTRUCTION

Knauf Insulation, Riko, CGP, Kolektor Koling, Pomgrad

TELECOM /IT

Telekom Slovenije, SAP, Marand, Adacta

RETAIL

BTC, Mercator, Sportina

MEDIA

Delo, Dnevnik, Večer, DZS

FMCG

Fructal, Pivovarna Laško Group, Delamaris, Žito, Mlekarna Celeia, Pivka perutninarstvo

MANUFACTURING

Gorenje, Jub, Slovenska industrija jekla, Litostroj jeklo

PUBLIC ADMINISTRATION

5 ministries (Economy, Agriculture, Health, Infrastructure, Foreign Affairs), Government Offices (European Affairs, Communication), Tax Administration, Surveying and Mapping Authority, Housing Fund of Republic of Slovenia, City of Ljubljana

WE SUPPORT INTERNATIONAL COMPANIES IN THEIR LOCAL OPERATIONS

FOOD AND BEVERAGES

Atlantic Grupa, Back-Werk,
Coca-Cola, Ferrero Corporate,
Heineken, Lidl, Podravka

FINANCE & INSURANCE

A.T. Kearney, AIK Banka, Arthur
D. Little, EBRD, Bitstamp Europe,
HPS, Generali, Deloitte & Touche,
York Capital

TOURISM

Centrale Voyages,
Hrvatska turistička zajednica,
Austrian Tourism Board

VEHICLE

Citroen, Magna Steyr, Mercedes
- Benz, Peugeot, Seat, Goodyear

RETAIL

JYSK, dm - drogerie markt

CHEM INDUSTRY

BSEF

PHARMACY & COSMETICS

Bayer AG,
Johnson&Johnson, L'Oreal

CONSTRUCTION

Bramac, Dachsysteme

TELECOM /IT

Ipko, Kaspersky Lab

**we are bound to work together as a
community of talented individuals who
strive towards collective greatness and try
to surpass yesterday's success**

INTERNATIONAL AWARDS

© 2019

EFFIE

3rd Most Effective Non-Affiliated Agency in the world (2012, 6th in 2014)

7 x Gold Award

11 x Silver Award

14 x Bronze Award

GOLD QUILL

Best of the Best Award 2014 in category of external communication

49 x Awards for Excellence in Communications

BALCANNES

1 x Grand Award

3 x Top 25

INSTITUTE OF PUBLIC RELATIONS

Alan-Campbell Johnson Prize for outstanding work in international public relations

1 x European Excellence Award

3 x Digital Communication Awards

7 x SoMo Borac

1 x Golden Davey Award

1 x Silver Davey Award

2 x Gold Award on Cresta festival

1 x Bronze Award on New York Festival

2 x Golden Midas Award

4 x Eurobest Finalist

EPICA

2 x Golden Award

3 x Finalist

SEMPLE

5 x Grand Sempler

9 x Golden Sempler

IPRA – INTERNATIONAL PUBLIC RELATIONS ASSOCIATION

Golden World Award for excellence

United Nations Award

LOCAL AWARDS

© 2019

SLOVENIAN ADVERTISING FESTIVAL

6 x Agency of the year (2003, 2013, 2014, 2015, 2016 and 2018)

46 x Grand prix award

71 x Gold award

121 x Silver award

1 x Recognition for best audio-visual advert

5 x Recognition for Best Illustration

1 x Recognition for the best photo in advertising

1 x Recognition for the best copy writing

2 x Recognition for comprehensive communication actions

3 x Victory in the competition of young creatives

EFFIE

Most effective Slovenian Agency - Effie Effectiveness Index 2012 and 2014

6 x Golden Award

8 x Silver Award

12 x Bronze Award

PUBLIC RELATIONS SOCIETY OF SLOVENIA

16 x Prizma Award

NETKO

1 x Agency of the Year (Renderspace)

3 x Grand Prix Award

7 x Gold Award

1 x Silver Award

1 x Bronze Award

WEBSI

2x Agency of the Year (Renderspace)

2x Web Champions

DIGGIT CONFERENCE ON DIGITAL COMMUNICATIONS

6 x Grand prix DiggIt

7 x Gold Award

SPORTO

1 x SPORTO Award

POMP

1 x Pomp Award

MARKETING MAGAZIN

Golden MM

3 x Golden Ribbon for excellence

PRISTOP

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