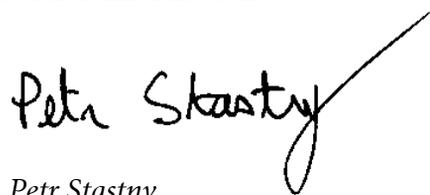


Always that decisive bit better.

Or: How we see ourselves

Adjouri & Stastny Communication Management GmbH is part of the Brand Ambassador Group of Agencies with four units. Fourfold expertise. The 'one single source' principle as a common denominator emphasises how the agency group perceives itself. It creates the basic principle for our networked communication approach. Each unit possesses expertise in its own particular field. Public Relations, sponsorship and events, brand systematics, concepts and creation are all from one source; this ensures that the formal vocabulary of press relations, advertising and promotions is always the same.

The holistic approach is guaranteed. On the following pages, we would like to illustrate the work of Adjouri & Stastny GmbH with a few typical examples. Of course, if you would like to read the latest information about our clients and projects, you can also visit our website at www.adjouri-stastny.com. And, we are naturally always pleased to offer our personal assistance should you require any further information.



Petr Stastny

Always that decisive bit better.

Or: Our guiding principles

1. Communication is elementary:

Communication is never a flanking measure; it is always a prerequisite factor in forging human relationships. The significance of communication is therefore elementary; a command of communication is a strategic and operative necessity.

2. Networked communication is effective:

Communication as an elementary axiom may only be viewed by taking a holistic approach. This is the reason why our four units provide services in their own specific areas of communication: from corporate communication and corporate branding to corporate multimedia.

3. Clients always have utmost priority:

The success of our clients is also a success for us. Our work is therefore characterised by absolute commitment in the services we provide. This self-perception also embraces the fact that our clients can always expect to receive more from us than from our competitors.

4. Ethical by principle:

How we think and act is governed by ethical principles. For precisely this reason, we refuse to offer our services in certain areas and to particular persons who we consider to violate ethical guidelines.

5. We employ lateral thinking:

We address complex challenges with creative thinking. Our experience shows that particular situations demand unusual approaches. A target-oriented and strategic attitude combined with creative and practical solutions characterises everything we do.

6. Commerce and society:

We are a market-economy-oriented enterprise and our corporate objective is healthy growth. Our mindset is founded on long-term values and attaches importance to internal and external continuity. In addition to our market-economy orientation, we also constantly endeavour to support and promote social projects with the tools and instruments at our disposal.

7. We keep our word:

Honesty, frankness, transparency and the ability to accept constructive criticism with regard to suggested solutions are integral components of our work ethic. We stand to our statements and actions. This also includes the ability to recognise and accept our own errors and find appropriate, productive remedies. Because absolute trust is always the best foundation for successful long-term business relationships.

Facts & Figures

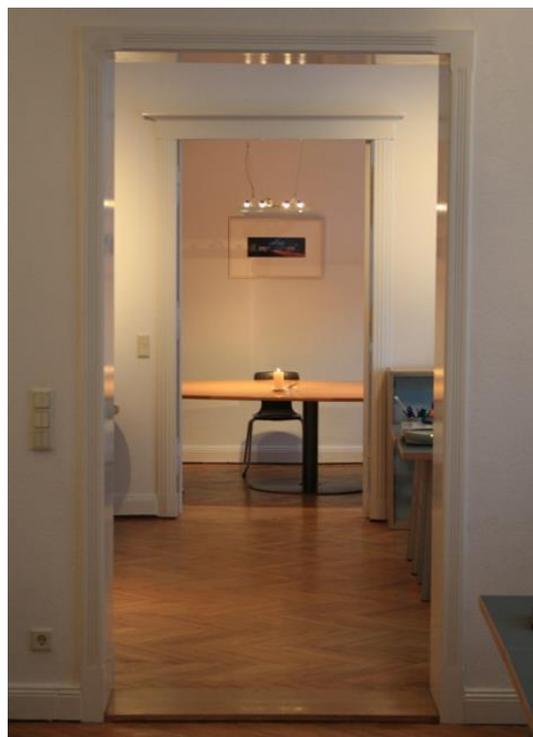
Year of founding

1998

Areas of expertise

Fields of activity

- ⊕ Public Relations
- ⊕ Press relations
- ⊕ Sponsoring
- ⊕ Events
- ⊕ Internal communication
- ⊕ Crisis PR



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Permanent staff

6

Strengths

Profile / Core competencies

- ⊕ Interface between institutions, politics, business and media
- ⊕ Long-established contacts with selected media
- ⊕ Great brand knowledge
- ⊕ International expertise, particularly in the sports segment
- ⊕ Long-established event experience



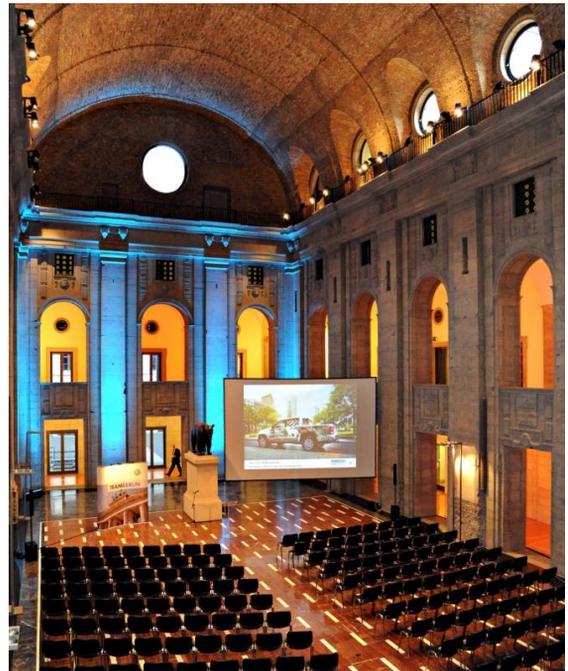
Nutzfahrzeuge

Volkswagen Commercial Vehicles



Since the beginning of the year 2008 Adjouri & Stastny Communications Management GmbH works for a dealership consortium in the Berlin region on behalf of Volkswagen Commercial Vehicles. Within the framework of the campaign “biodiversity” the agency was employed inter alia to plan and realise an evening lecture and social event in an exclusive ambience. The adventurer and photographer Peter Gebhard invited the 150 guests to take part in his journey through Patagonia which was supported by impressive photos and videos. The range of tasks of

Adjouri & Stastny included the search and choice of the location, the coordination of catering and technical service providers as well as the support of the speakers and the obtaining of official authorisations. The event was part of a series of communication measures which the agency realized for the VWN TEAMBERLIN throughout the year.



TEAMBERLIN

Der starke Händlerverbund

ASB Autohaus Berlin ■ Autohaus Berolina ■ Autohaus Möbus
MAN Truck & Bus Center Berlin ■ Autohaus Zellmann

www.vwn-teamberlin.de



Nutzfahrzeuge

- Research of locations and speakers
- Time and direction schedule
- Budget planning
- Overall coordination and project management

LBB / KMG Impuls

In January 2012 the department “Capital Markets” of Landesbank Berlin decided to create a new focus for the employees through the help of a concise mission statement. Adjouri & Stastny Communication Management GmbH was contracted for the overall coordination of an event intended to insert the new approach among the staff of 380. A central creative lead idea and an event concept were then developed and implemented. Furthermore Adjouri & Stastny took care of the scouting and selection of the location, the creation of a direction and time schedule as well as of the coordination of catering, technical and security service providers. Another task was the research, acquisition of and communication with suitable speakers. Besides two internal speakers an expert for innovation management and future developments,



Prof. Dr. Eckard Minx

Prof. Dr. Eckard Minx, was part of the evening too. The briefing of all speakers was carried out by Adjouri & Stastny. The agency also created the setting for the presentation of the new mission statement as well as for the interactive part of the evening which served all participants to become familiar with the content of the mission statement.



- Central idea / overall concept
- Project management
- Program planning / direction
- Research of speakers and presenters



The Embassy of the Republic of South Africa



Panel discussion with Nobel Peace Prize Laureate Desmond Tutu, among others

The agency was commissioned by the Embassy of the Republic of South Africa in Germany to manage the media and content of a series of events on the occasion of the 2010 FIFA World Cup. This comprised the briefing of movers and shakers and the media, round tables,

press relations and other measures designed to provide a continuous stream of information reporting the current development status of the huge event in the run-up to the opening of the FIFA World Cup 2010. A further important element was the presentation of projects initiated by German partners from the worlds of politics, sports, business and society that were able to exploit the World Cup as a catalyst for sustainable development in South Africa and other African nations.



Unveiling the countdown clock in front of the South African embassy



- Project management
- Strategic consultancy
- Press Relations
- Supervision
- Coordination with partners

National Paralympic Committee Germany

On behalf of the Deutscher Behindertensportverband – National Paralympic Committee Germany, Adjouri & Stastny GmbH arranged a parliamentary evening at the exclusive Club of German Parliamentarians, the “Deutsche Parlamentarische Gesellschaft” in January 2008. In this context, Karl Hermann Haack, President of DBS – NPC, welcomed representatives and opinion leaders from politics, sports, economy and society to the event. The headline selected for the event was “Giving a future to sport for people with disabilities – promoting the juniors”. The introductory greetings were followed by short statements which presented the points of view on the topic in general and related to the Paralympics Beijing 2008 in particular. Besides the professional fields of sports and politics, health care perspectives were present too. Subsequently, the 100 guests had the chance to discuss the challenges which lie ahead of the sports for people with disabilities and the role it plays in society.



Hosting of a parliamentary evening at the German Parliamentary Society at Berlin

Adjouri & Stastny was responsible for budgetary planning, the invitational process, production of related print materials and organisation of the entire event. Furthermore the agency arranged for the presence of sponsors and partners of the Committee as well as patrons of the event and for the activation of their marketing rights.

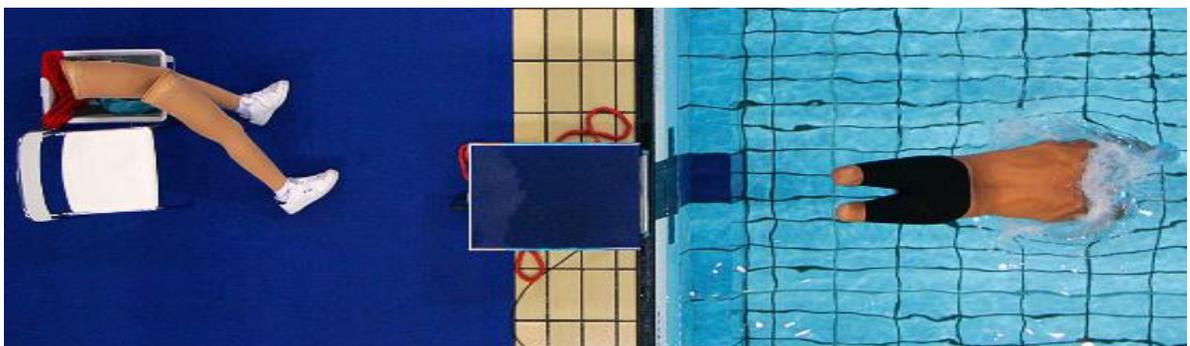


Photo: (c) AP/Bob Martin/Sports Illustrated

- Strategic and operative press and public relations
- Crisis PR
- Multiplier Event
- Project management



RoboCup 2003 & 2004

On behalf of Dentsu Kyushu Inc., a branch of the world's largest advertising agency Dentsu, and the RoboCup Federation, both in Tokyo, the agency organised and directed media relations for the RoboCups 2003 in Padua, Italy and 2004 in Lisbon, Portugal. Adjouri & Stastny undertook the conception, planning, and implementation of media relations in Germany, Switzerland, Austria, France, Great Britain, Spain and Portugal.

Included was the supervision of media relations on site during the RoboCup world championships.

In 2004 the agency's field of responsibility was enhanced by consulting, planning and implementation of the signage and overall activation of marketing rights of national and international sponsors before and during the event.

RoboCup Soccer allows an exchange of technical information between researchers and the combination of an educational opportunity with a high level of entertainment. The players are autonomously controlled through artificial intelligence without human aid. The announced goal is to develop a team of robots by 2050 that, following the rules of FIFA, can defeat a human team of world champions.



- Media Relations in European key markets
- Sponsors servicing
- Venue dressing
- Media office



BEIJING 2015

CANDIDATE CITY

Beijing's Bid for the IAAF World Championships 2015



In close cooperation with the City of Beijing and the Chinese Athletics Association, Adjouri & Stastny contributed to the successful bid of the Municipality of Beijing to host the 15th IAAF World Championships in 2015. The communications campaign contained measures such as presence at the major athletics competitions of summer and autumn 2010, lobbying and the acquisition of Andreas Thorkildsen, multiple javelin world champion and Olympic gold medalist, as ambassador of the bid.

Furthermore, Adjouri & Stastny took on the editorial, layout and distributional services of newsletters ranging from four to six pages in four different languages. The newsletters allowed insights into different aspects of the bid, the culture and history of Beijing and China and a continuous communication with key players worldwide. The writing and distribution of topical press releases to media representatives all over the world was one of the agency's tasks too. For the decision of the IAAF Council on the 20th November 2010 in Monaco, an information booth in a distinctive Chinese style had been set up and operated at the conference hotel.



- General consultancy
- Development and implementation of a communications strategy
- Media Relations
- Newsletter
- Lobbying

SES GLOBAL / SES ASTRA

From 2000 to 2008, Adjouri & Stastny managed market communications for the Luxembourg-based company SES ASTRA, as well as the SES GLOBAL holding company founded in 2001.

As the agency responsible for PR in Germany, Austria and the Czech Republic, Adjouri & Stastny managed all aspects of day-to-day press relations for SES ASTRA and SES GLOBAL.

For the German branch office, ASTRA Deutschland GmbH, the agency managed corporate events, individual projects and customer events in addition to its press relations activities.

SES GLOBAL S.A. is the parent company of SES ASTRA, the leading European satellite communications system, and SES AMERICOM, the operator of one of the largest satellite fleets for North and South America,



as well as other worldwide strategic holdings.

With a fleet of 44 active satellites, SES GLOBAL S.A. offers satellite communication solutions for TV and radio channels, multimedia and Internet, as well as for telecommunication services.

The compilation of press releases, media contact management and the organisation of background information discussions and press conferences were a constant part of the agency's work.



- Continuous strategic press relations
- Background information discussions for the press
- Financial communications
- Customer communications
- Events

Samsung Diamond League

In 2010 The International Association of Athletics Federations (IAAF) launched the Diamond League, replacing the Golden League. The new premier athletics meeting series was announced at its launch on 21st November 2009 in Monaco in presence of the three fastest men in the world and countless elite representatives of this quintessential Olympic sport. Started in May 2010, the series promises a world-class athletics calendar covering 14 cities around the globe. The following cities are the current meeting hosts: **Doha** (Qatar), **Shanghai** (China), **Oslo** (Norway), **Rome** (Italy), **New York** and **Eugene** (USA), **Lausanne** and **Zurich** (Switzerland), **London** and **Birmingham** (UK), **Paris** (France), **Monaco**, **Stockholm** (Sweden) and **Brussels** (Belgium).

Due to Petr Stastny's many years of experience in the sports business and particularly in the world of international athletics, the agency has been entrusted with the task of coordinating and



Launch of the Diamond League in November 2009

and managing the meeting series by Swiss-based Diamond League AG. The agency is acting in an advisory capacity with regard to the planning and implementation of the 14 events, and is providing support and assistance with securing sponsors and media contacts. Adjouri & Stastny Communication is representing Diamond League AG in all dealings with outside partners and service providers, in close cooperation with the administrative board. The collaboration has initially been agreed until 2019.



Brussels 2014		IAAF Diamond League	
1500m Men - START LIST			
	ETH	Mekonnen GEBREMEDHIN	
	KEN	Collins CHEBOI	
	DJI	Ayanleh SOULEIMAN	
	ETH	Aman WOTE	
	KEN	Siles KIBLAGAT	

- Lead Agency
- Sponsoring / Communication
- Finances / Supervision

International Paralympic Day

On behalf of and in close co-operation with the International Paralympic Committee (IPC) Adjouri & Stastny planned and implemented the International Paralympic Days 2007 and 2009 (IPD) in front of the Brandenburger Tor on Pariser Platz in Berlin on 23rd August 2007 and 11th July 2009.

More than 42.000 visitors and among those several prominent figures attended each of these informative sports events held under the patronage of the German Federal President Horst Köhler. German and international Paralympic athletes demonstrated all day long different sports.

Adjouri & Stastny acquired and supervised the media partners. ARD/rbb-TV reported live from the IPD in a broadcast lasting almost one hour.



German President Horst Köhler & IPC-President Sir Philip Craven on the pitch

It also transmitted a summary of the day via satellite through the EVS of the European Broadcasting Union EBU to all members in Europe and associated members overseas. Professional media servicing beforehand and on site led to the result that the IPD was very well reflected in the German and international media.



Photo: Lieven Coudenys

- Project management
- Approval process
- Media relations
- Acquisition and support of media partners
- Supervision

Merck Deutschland Pharma

Adjouri & Stastny succeeded in two agency pitches by presenting comprehensive incentive programmes on the occasion of product launches of "Niaspan" in 2004 and "Lodotra" in 2009.

The "Niaspan" programme was composed of thirteen individual events for 300 employees of Merck. With reference to the new product the agency developed an extensive sports-incentive programme for all those attending. This sports-sightseeing programme at unique locations in Berlin included sport stars as Birgit Fischer, multiple World Champion and Olympic Winner Christian Schenk, Olympic Gold medallist in decathlon Tim Kröger, participant of the Admiral's Cup, as well as the Olympic medallist Florian Schwarthoff.

All Merck staff members took part with great enthusiasm. The programme included activities for all tastes:

from fitness "above the roofs" of Berlin, and mountain biking on the Teufelsberg to sailing along the Havel. In addition to the daytime programme and the entire transport organisation, Adjouri & Stastny also organised and supervised two dinners.

The "Lodotra" programme led the Merck employees to the peak of the Zugspitze, with nearly 3,000m Germany's highest mountain. The slogan for this event fittingly was "aiming high together". During the morning, the employees were informed about the new product. After that, chaperoned by the German winter sport icons Rosi Mittermaier and Christian Neureuther, the employees could prove themselves in skiing, skating and climbing. The event concluded with a festive dinner at the foot of the illuminated Olympic ski jump arena.



- Location selection
- Concept incentive and social programmes
- Budget planning and management
- Supervision



O₂ Germany GmbH & Co OHG

Blue Evening, a discussion platform for various current affairs issues regularly held in Berlin, is a permanent element of the political communication activities of the Berlin headquarters of O2. With this communication platform, O2 offers a forum for current and future social issues in which prominent representatives of the worlds of politics, science and business meet to discuss and identify potential solutions.



Presenter Udo v. Kampen and numerous guests

Adjouri & Stastny were responsible for local press relations for the Blue Evenings in May and November 2006.



Rudolf Gröger with forum guest, actress Veronika Ferres

In the follow-up, the agency provided press information with a compilation of the core topics to interested media. Furthermore, the agency promoted interviews and background discussions between executive officers of O2 and representatives of selected media. In addition to the above, the agency was also active in an advisory function for communicative issues of the O2 headquarters in Berlin.



- Positioning strategy in the German capital
- Press relations for the Blue Evenings
- Promotion of background discussions with the press