

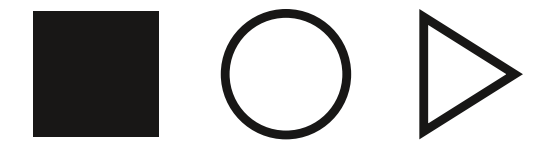
COMPANY PROFILE

Pristop d.o.o.

Vilharjeva cesta 36
SI-1000 Ljubljana

info@pristop.si
+386 (0)1 23 91 200

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.

MANAGEMENT — BOARD



SAŠO DIMITRIEVSKI

Partner and Acting director of
Renderspace

Sašo was a founder of the digital marketing agency Renderspace (part of Pristop Group) and started the story of digital disruption in the SEE region. He has more than 20 years of consulting experience with a 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.



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 award-winning expert in business communication. She is the Group level Client Service Director. She successfully introduced event management and marketing public relations as new disciplines in the Pristop toolbox. Currently, she manages both of these fields along with marketing communications as well as Pristop's entrance into the B2C market with entertainment.

LEADERSHIP — TEAM



VALERIJA PREVOLŠEK

Managing Director of Pristop Media

Valerija Prevolšek is an experienced manager with a proven track record of successfully managing advertising budgets for biggest Slovenian and International companies. Prior to taking over the management of Pristop Media, she was a Managing director of Media Pool, media buying company with a long-lasting tradition. She is strongly committed to monitoring the effects of advertising at all touchpoints and optimizing media tactics in order to accomplish the best results for the client. Valerija chaired international Media Trends Conference SEMPL for 10 years and is a highly respected professional in the marketing field.



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

90'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

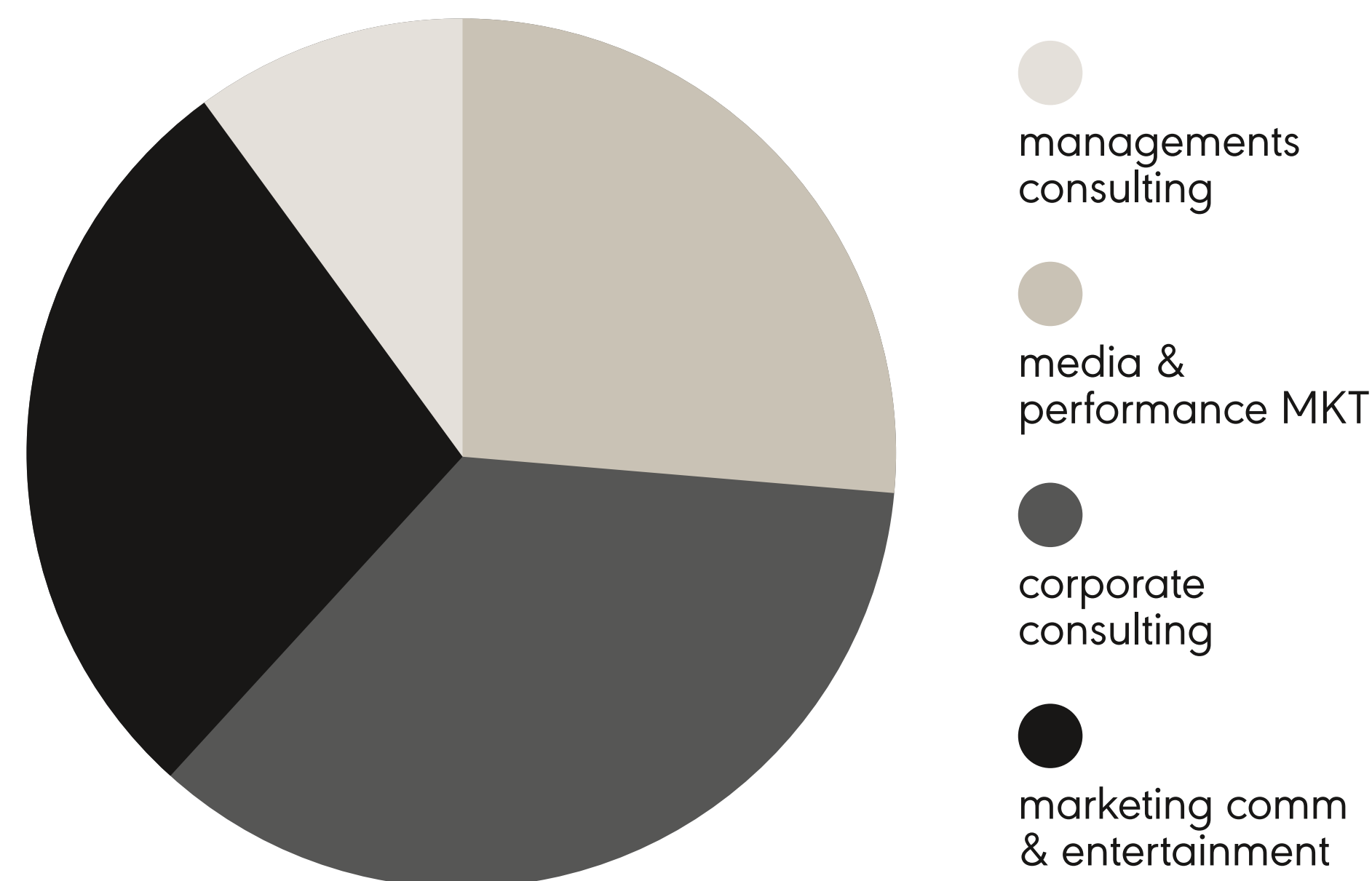
HISTORIC MILESTONES

**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

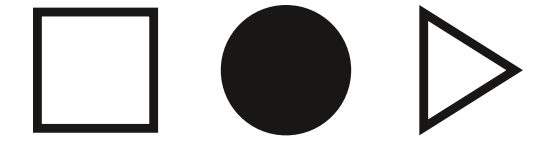


250+
employees

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.

OBJECTIVE 1

Change analysis: understand the change process

Internal and external stakeholder analysis

Client analysis: business, HR and communication analysis

- Corporate communication
- Management consulting

OBJECTIVE 2

Prepare a communication strategy

Prepare operative communication plans

Design crisis communication plans

Prepare communication infrastructure, execute trainings

Establish KPI / comm. evaluation and stakeholder monitoring

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

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

- 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.

Multidisciplinary approach tested on 1000 + cases.

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.

**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

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

VEHICLE

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

PHARMACY & COSMETICS

Bayer AG,
Johnson&Johnson, L'Oreal

FINANCE & INSURANCE

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

RETAIL

JYSK, dm - drogerie markt

CONSTRUCTION

Bramac, Dachsysteme

TOURISM

Centrale Voyages,
Hrvatska turistička zajednica,
Austrian Tourism Board

CHEM INDUSTRY

BSEF

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

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

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

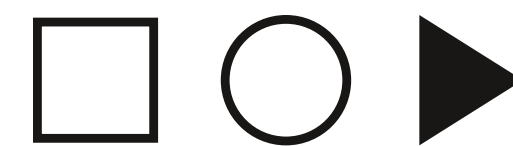
1 x Pomp Award

MARKETING MAGAZIN

Golden MM

3 x Golden Ribbon for excellence

how we do it



— project title

The Secret of Brilliant Digestion

— client

Atlantic Grupa

— field of operation

Marketing Communication

SEE THE CASE VIDEO

Scan QR-code on the right or visit the link below
vimeo.com/339358088



— project title

Scandal

— client

**Cankarjev dom, SNG Drama
Ljubljana, Mestno gledališče
ljubljsko**

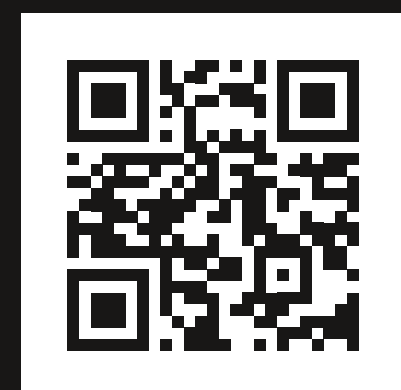
— field of operation

**Marketing
Communication**

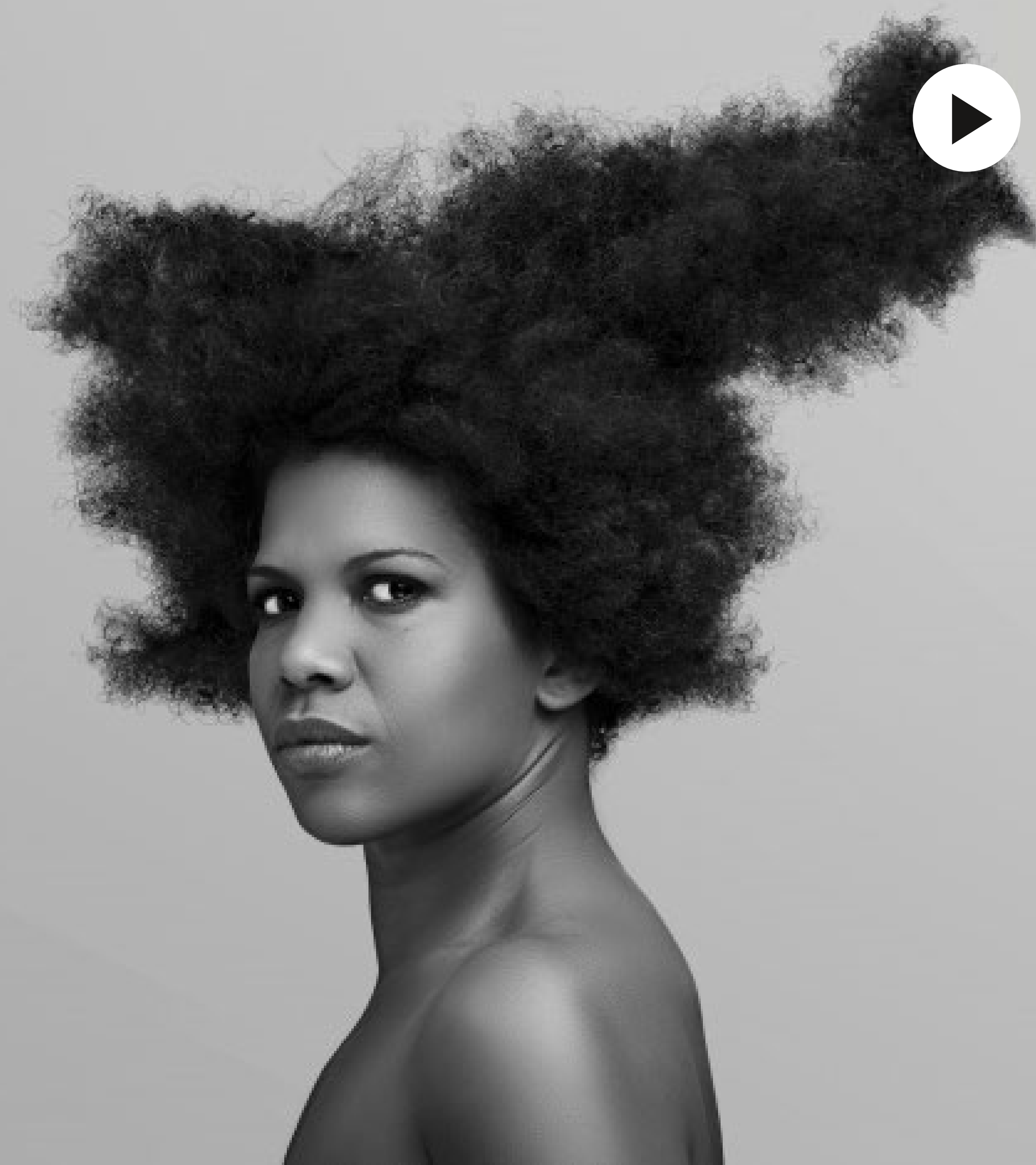
SEE THE CASE VIDEO

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PRISTO4

— HOW WE DO IT?

COMPANY PROFILE



— project title

Union Brewery Redesign

— client

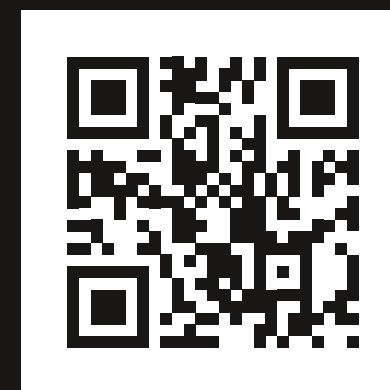
Pivovarna Laško Union

— field of operation

Branding & Packaging Design

SEE THE CASE VIDEO

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PRISTO4

— project title

Turn Your World Blue

— client

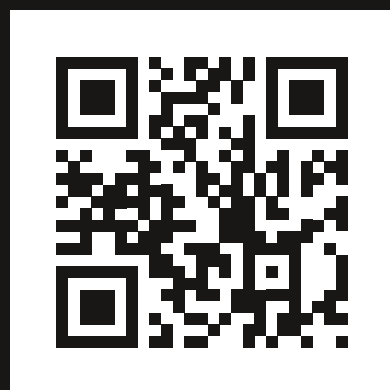
Telekom Slovenije

— field of operation

Marketing Communication

SEE THE CASE VIDEO

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PRISTO9

— project title

Mercedes-Benz Fashion Week Ljubljana

— client

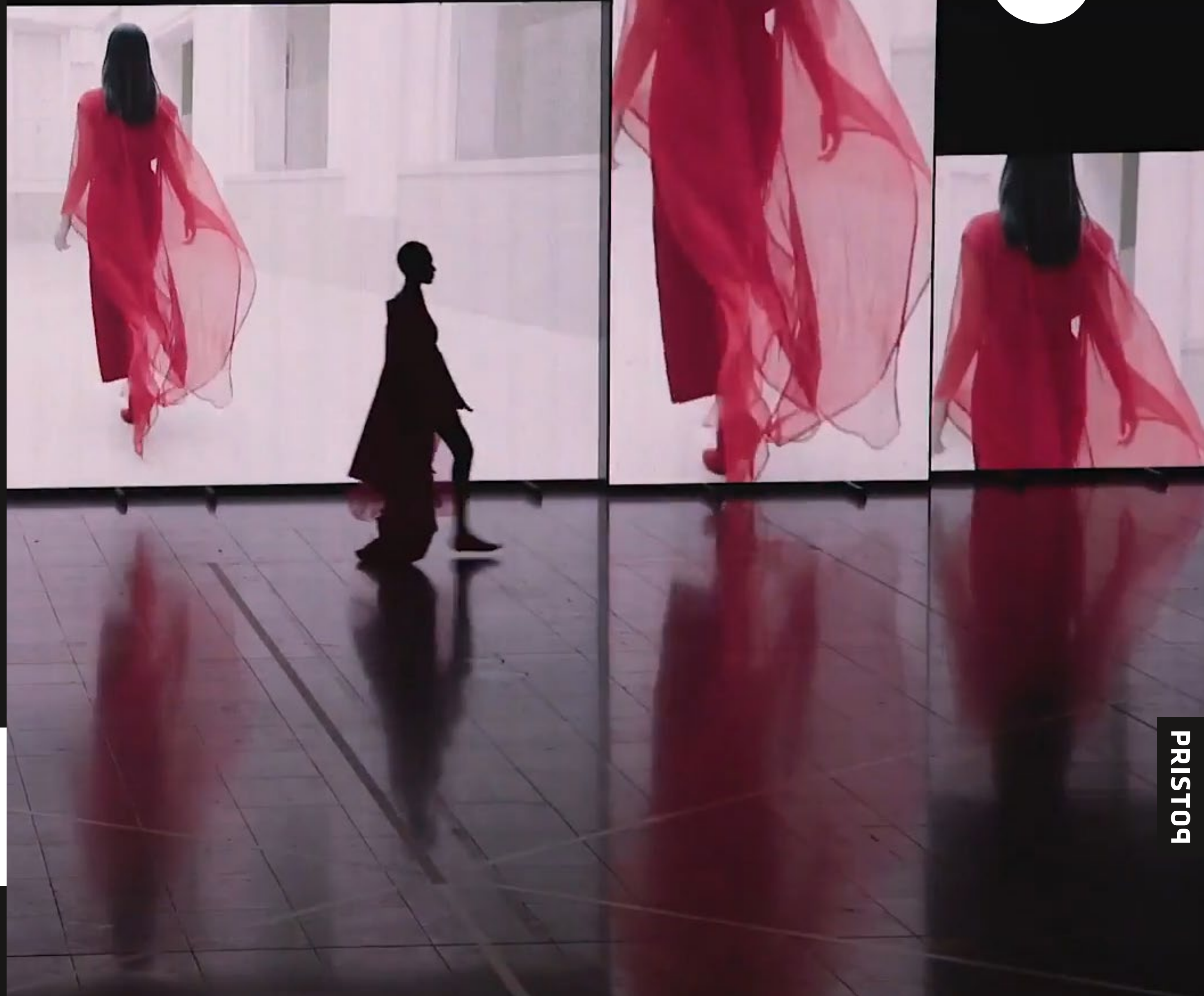
Autocommerce

— field of operation

Event Management

SEE THE CASE VIDEO

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vimeo.com/339360326



PRISTO9

— project title

PawsToy

— client

Pet Shelter Horjul

— field of operation

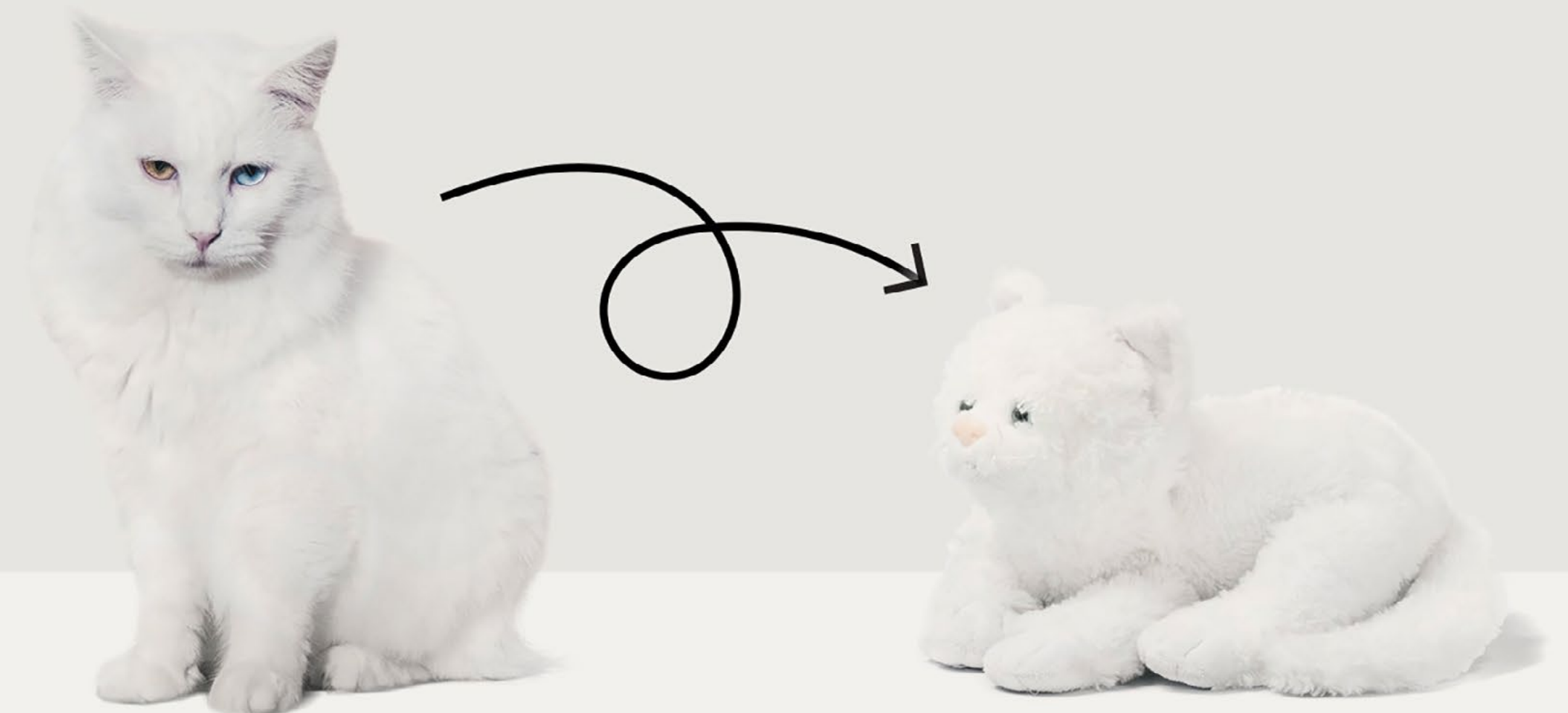
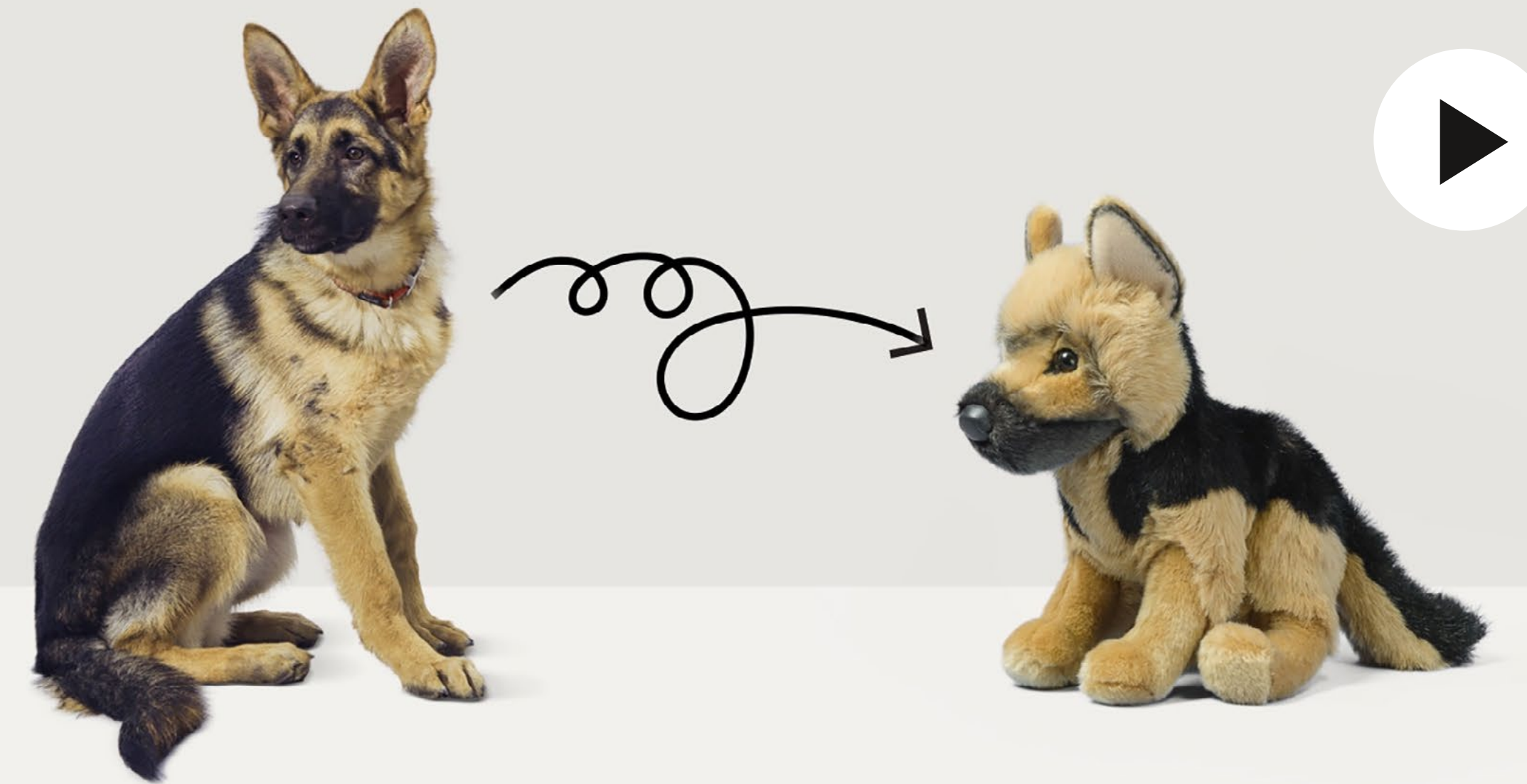
Social Cause Campaign

SEE THE CASE VIDEO

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vimeo.com/327267270



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PRISTO4

— project title

Donat Trump

— client

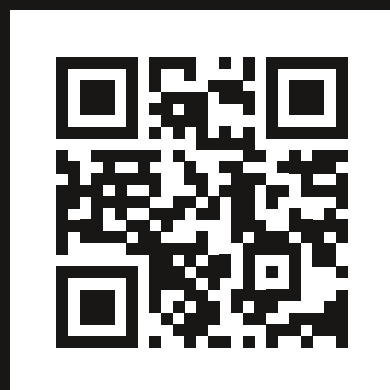
Atlantic Grupa

— field of operation

Digital Campaign

SEE THE CASE VIDEO

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vimeo.com/339356993



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MAKE DIGESTION GREAT AGAIN



PRISTOQ

— project title

Women In Science

— client

L'Oreal

— field of operation

Event Management

SEE THE CASE VIDEO

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PRISTO9

— project title

Interested in listing your company? Know how.

— client

NDA

— expertise

Corporate communications, Digital Marketing, Event Organisation and Management, Media Buying

READ MORE ABOUT IT

Scan QR-code on the right or visit the link below

<https://bit.ly/32nmUYr>



— project title

Global banking world in Slovenia

— client

NDA

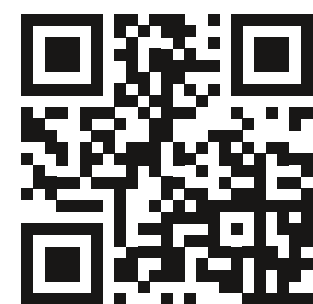
— expertise

Corporate communications, Business Consulting

READ MORE ABOUT IT

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PRISTO9

— project title

Data is the fuel of a complete user experience

— client

Petrol d.d.

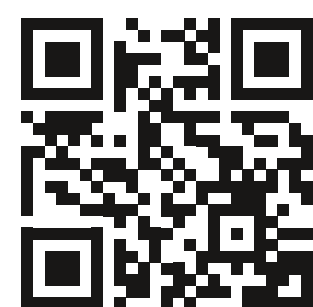
— expertise

Digital Marketing, Marketing Communications, Content Marketing, Design

READ MORE ABOUT IT

Scan QR-code on the right or visit the link below

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— project title

User friendly customer communications

— client

Tom Tailor

— expertise

Digital Marketing, Content Marketing, Media Buying

READ MORE ABOUT IT

Scan QR-code on the right or visit the link below

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PRISTO9

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