



20 **ANNUAL**
22 **REPORT**



No one communicates alone

In communication, one person speaks while the other person listens. But we know that when more people are involved in the conversation, everything gets even better.

That's why we strongly believe in the power of groups. Different skills and viewpoints. Different experiences and opinions.

Here at the Nexcom Group, we work in an integrated manner based on a strong culture and a great organizational climate. This led us to be GPTW certified in 2022.

We are a group of seasoned, restless and fast-paced professionals who work hard to

anticipate trends, build bonds and tell good stories, whether through Advertising, Corporate Communications, Media, Digital Marketing or any other discipline.

Wherever there are people speaking and people listening, we'll be there. Thank you to all who joined our conversations throughout 2022, whether as part of our team, clients, partners or friends.

If this is our first contact, we want you to know that we are very happy to continue creating new conversations.

GRUPO
nexcom

LEARN MORE:

ABOUT US >

We were born from the union of two corporate communications firms who continue to operate independently, but who share the same culture and have several goals in common. Both are founded on the principle that clients come first and believe in the consolidation of the Brazilian corporate communications agency market and in the idea of uniting under a single group the best communication practices. We also advocate for economies of scale, innovation and technology. We are a journey that has just begun.

OUR MARKET >

Our market is the world! We move at a fast pace, investing in technologies, people and experiences for our clients with a focus on meeting their goals. We offer modern communication solutions integrated into different markets to meet the demands of digital and traditional platforms.

OUR STRATEGY >

We deliver sustainable growth, bringing to our clients a wide range of talents with the right skills and decision-making independence within the most diverse segments.

WHAT WE DO



AUDIO-VISUAL PRODUCTION



BRANDED CONTENT



BRANDING



DATA SCIENCE



CORPORATE COMMUNICATIONS



ENDOMARKETING



EVENTS



CRISIS MANAGEMENT



DIGITAL MARKETING



INSTITUTIONAL MARKETING



RESEARCH



ADVERTISING



SOCIAL MEDIA NETWORKS



INFLUENCER RELATIONSHIP



INVESTOR RELATIONS



GOVERNMENT RELATIONS



PUBLIC RELATIONS



COMMUNICATION
TRAINING

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A STORY IN NUMBERS

The Nexcom Group is the result of the union of two corporate communications firms undergoing rapid expansion. The group's first year was characterized by strategic planning and a voracious team that knew how to make the most of the best opportunities and turn sustainable growth into the brand's signature. 2022 was a successful year for the Nexcom Group and we thank our outstanding team for making things happen and all our clients and partners.

➤ Facts & Figures about the Nexcom Group:

150+ PROFESSIONALS

BRL 36 MILLION
IN REVENUES IN 2022

100+ CUSTOMERS

11th LARGEST CORPORATE
COMMUNICATIONS GROUP IN BRAZIL

36 PARTNERS

GREAT PLACE TO WORK

THE YEAR WHEN WE MADE OUR VISION FOR THE NEXCOM GROUP HAPPEN

In 2022, we brought the idea of creating the **Nexcom Group** to life. Our vision is that corporate communications and marketing should thrive on innovation, financial strength and scope of services to address the seismic shift in the industry. These are elements rarely present in our segment, which is still very fragmented. Therefore, the move towards the consolidation of the sector in Brazil is just beginning and we will play a key role in this transformation.

Nexcom was formed from the amalgamation of two Brazilian corporate communications firms – **Fato Relevante (FR)** and **Pub**. Our journey is just beginning but we're off to a brilliant start. We grew more than 60% to BRL36 million in revenues and a portfolio of more than 100 clients. This set Nexcom as one of the largest corporate communications groups in Brazil. This was delivered by a team of 150+ professionals, or as we like to say – fine, elegant and sincere people.

As well as our macro vision, the sector's consolidation and a full range of communications and marketing services to our clients, there is also an essential micro ingredient to our group's success – its partnership model, which combines our clients'

interests and the remuneration of our partners, formed by an unbeatable team of experts that have a passion for sharing their knowledge. With this, we are in a strong position to deliver client-centric solutions, which combined with a full services portfolio, make our offer stand out from the rest. In fact, we help our clients to leave their mark in the world.

Throughout 2022, we added value of management and governance to our partnership model to make our operations even more efficient.

We further enhanced our administrative and financial team, created new work processes in different business fronts, implemented post-sales routines, assessed people, obtained the GPTW seal, and updated our Code of Conduct. We held high-level meetings with our clients, experts and our team to reflect on the sector and find best practices.

In 2023, we will deliver even more! We want to deliver an even more effective and responsive service to our clients, the foundation of our success. We want a motivated and engaged team willing to cooperate and innovate with enthusiasm to make a difference in the lives of our clients. We want better solutions and services that bring even more results to the business. We want to be an attractive and welcoming group for our clients, for corporate communications professionals, for new upcoming companies, and for the market. Ultimately, we want to leave a legacy.

To our 100+ clients and 150+ professionals, thank you for being part of this trajectory. A new dream grew. And came true.

Alcides Ferreira
Executive partner at Fato Relevante
and founder of the Nexcom Group

NOW IS THE TIME TO GO FAR!

A year ago, Alcides and I decided that the **Nexcom Group** would become a reality. We had been talking for a while about how we could work together, but we never came to a conclusion as it was either too complex or the timing was wrong. But what seemed to be just an idea in our minds finally left the drawing board and it turned out much better than I – or anyone at FR or at Pub – could ever imagine.

In the last 12 months, we exceeded the number of 100 clients to our portfolio. For the second consecutive year, Pub doubled in size while FR grew by more than 50%. Both brands are celebrating its first anniversary together and this fact in itself is amazing. So when you realize that the oldest brand is only five years old, this seems to be an outstanding achievement to me.

We've built it with people. More than 150 professionals, including journalists, ad experts, lawyers and economists working as one team. Some have been with us for a long time, others less so, but all our professionals play a key role in the success of our business. During this year together, while we worked more remotely than face-to-face in the office, we managed to create HR policies, offer training and reinforce the

desired culture – our team is restless, fast-paced and made up of fine, elegant and sincere people. All of this earned us the Great Place to Work® certification.

Last year we won over clients such as **Nestlé, SoftBank, V.tal, Descomplica** and **ANBIMA**, for which we made a film trailer, podcast, web series... a whole communication package. We also actively participated in a regulatory movement that led to the creation of the first specific law for the crypto-asset sector in the world.

We achieved this as “we love what we do, we're fun and we're always in search of something new. Our expert vision allows us to speak with confidence and approach things with a sense of lightness and curiosity”. This quote is part of our brand manual and to offer so many amazing things, we needed a strong brand capable of expressing movement and connection. We did it! The Nexcom Group is all this and there's a lot more in store. Wait for scenes from the next chapters.

Ricardo Bonatelli (Bona)

Executive partner at Pub and founder of the Nexcom Group



Ricardo Bonatelli and Alcides Ferreira

Founding partners of the Nexcom Group at the 1st Nexcom em Foco meeting of company leaders

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Financial and Administrative Management



WE ARE FINE, ELEGANT AND SINCERE PEOPLE... AND A GREAT PLACE TO WORK

The success of the Nexcom Group is linked to the people who make the company happen on a daily basis. Therefore, one of the organization's priorities is to take care of its professionals' work. The People and Management area was created in 2021 when the Head of Talents, Milena Baltazar, joined the FR team. In 2022, the area was incorporated into Pub with the onboarding of the analyst Juliana Moraes.

Currently, Nexcom has more than 150 professionals working on various communications fronts. To increasingly integrate these teams, the People and Management Area underwent a consolidation process focused on the creation of the organization's structures, processes, policies and growth. "Our key challenges were the introduction of an assessment culture, climate survey, leadership development and the integration of the entire Nexcom Group," says Milena.

The results of this effort couldn't be better. In October, the Nexcom Group was certified with the Great Place to Work® seal given by the GPTW global consultancy, which supports organizations to obtain the best results through a culture of trust, high performance and innovation. The certification is measured by the employee confidence index based on questions raised by

a survey in five categories — credibility, respect, impartiality, pride and camaraderie. The survey provides data for building a better company and, as this is the first time that the Nexcom Group has joined the GPTW certification, earning the seal reinforces the feeling that we are on the right track. "The results are extremely relevant for the company to act effectively on process improvements and the development of our professionals," Milena adds.

For 2023, the People and Management area plans to continue investing in the quality of processes and in the development of the team, identifying the potential and strengths of each professional. "We respect our employees' careers and we want them to integrate and grow in the company, so we can have more diverse and multidisciplinary teams," she concludes.

"Earning the GPTW certification forges the basis for our future projects with a total focus on our professionals"

Milena Baltazar
Head of Talents



Juliana Moraes
People and Management Analyst



INSERTION OF NEW TALENTS THROUGH UNESP



For many people, university is the first step into the corporate world. But, despite being critical for the development of new professionals, most education institutions are not adapted to market changes at the speed at which they occur. For this reason, throughout 2022, the Nexcom Group's partners held meetings with university students to promote their first contact with the world of corporate communications agencies and the job market.

Those meetings led to a pilot partnership with **Universidade Estadual Paulista (UNESP)**. The project is led by managing partner Danilo Vivan and is aimed at creating a channel whereby the university's professors can recommend senior-year students, or recent graduates, to work at Nexcom.

"We have many UNESP graduates working with us and, for this reason, we keep a good rapport with the university management. We understand that professors know the profile of each student better and may recommend those that are deemed to be most interested," explains Danilo.

Danilo emphasizes that the partnership does not exclude students from other universities and that the project is expected to expand to more institutions next year, also to scholarship holders and low-income students. "As we operate mostly remotely, professionals from other cities outside São Paulo may now work with the group. This was not possible a few years ago," adds Danilo.

“When a recent graduate or student understands how a communications firm works, and adapts to it, they tend to be valued.”



Danilo Vivan
Managing Partner at FR and an expert
in Corporate Communications, Financial
Market, Business and Real Estate



Photos: **Luis Antonelli Antonelli**

CUSTOMER EXPERIENCE

“The Nexcom Group team delivers in a unique way! We deliver value and excellence and we always put clients first”

The Nexcom Group’s objective is pretty straightforward – offer the best customer service in the industry. To achieve this level of excellence, the company hired Olivia de Sá to be Head of Customer Experience and oversee this project with customer service officers and other support areas.

With more than 15 years’ experience, Olivia joined the Nexcom Group team with the aim of offering something new, an area that would look from the outside in to monitor the daily routine of customer service while seeking to enhance the link between the company teams and clients. “The Customer Experience area is not like an audit, but rather a bridge to identify whether the work we are delivering is satisfactory for our clients or if it needs adjustments,” says Olivia.

Therefore, the business vertical reinforces the human aspect of the relationship with the client. In practice, Olivia holds conversations with the companies’ key personnel to better understand their needs and bring up improvement opportunities. “We have in-depth conversations to understand possible paths to take and detect problems that clients are often unaware of and how we are going

to solve them together,” Olívia explains.

This is a clear rule to the officer. “We will not lose any clients for no reason. Ours is a school of excellence and that’s what we deliver.” Following a diagnosis, Olivia meets with the accounts director and customer service officer to realign strategies and put new ideas into practice.

The Nexcom Group is expected to grow significantly in 2023. Olivia believes that the Customer Experience area will be better structured and new metrics will be used to further enhance delivery to clients. Furthermore, thanks to its engagement with people, it is only natural that Customer Experience area will grow increasingly closer to the People and Management area.



Olivia de Sá
Head of Customer Experience

ADVERTISING & MEDIA

While advertising was a small department at FR and Pub, this perception was changed in 2022. The merger of both companies reinforced the need for a core area dedicated to the clients' advertising campaigns. This consolidation came with the onboarding of the Head of Advertising, Pedro Lara, and the Media Manager Fernanda Martire.

Both officers share the desire to increasingly integrate their teams. Therefore, they encouraged the teams' talents to create solutions for clients who use advertising and media as communications tools, thus enhancing the reach of the Nexcom Group's strategies while stimulating dialogue between its clients and their stakeholders.

"We are a cross-cutting area within the group. This means that we can be contacted by any client and also by the group's teams. The idea is to offer integrated solutions to our partners, so that their narratives and key messages are presented in various formats and mediums," explains Pedro.

The Nexcom Group's **Advertising and Media** area boasts a complete range of services covering everything from ads to projects that turn into different communications tools. The business vertical's challenge is to learn how to use the context of daily routines to establish a dialogue, thus creating connections between brands and clients. "Technology has been essential in this regard as it allows the creation of new possibilities to be explored through integrated and innovative solutions," adds Fernanda. Currently, the vertical has 14 people divided among the Customer Service, Media and Creation areas, as follows:

- **Customer Service:** Responsible for the interface with the client and other Nexcom Group areas;
- **Media:** Responsible for disclosure, price quotes and media relations;
- **Creation:** Development of creative strategies that will occupy the spaces negotiated by the Media front

The Advertising and Media area stood out in 2022 for knowing how to apply strategies to integrate communications and bring more efficient results to clients. Currently, this vertical has 19 accounts in operation. "We expanded the dialogue with the group's communications fronts to deliver excellence and business results," says Fernanda.

Next year, the team plans to activate complementary communications areas to reach new and more expressive levels of investments. BI (Business Intelligence) is a new framework currently being developed at the Nexcom Group. "We will bring data and insights that help us produce more assertive and relevant strategies for our clients' business and brands," concludes Pedro.

“Our talents have become more familiar with the area and we are increasingly sought after to devise new projects”



Pedro Lara
Head of Advertising



Fernanda Martire
Media Manager

“We are perceived as strategic partners by our clients and not just service providers”

DIGITAL

The Digital area is critical for any corporate communications firm. At FR and Pub, this business vertical stands out and to expand its scope of service and expertise, both firms' teams joined together in 2022.

The union of the Digital teams brought more robustness to the area improving its processes and boosting its growth. Currently, the Digital area has more than 30 client accounts, besides recurring multimedia jobs. "The strategic direction both areas took in serving their respective clients was quite aligned and this contributed to the whole process," explains Thiago Cardim, Head of Digital Planning.

The integration of the teams enabled the Digital area to expand its services portfolio and institutionalize its processes. Under the Digital umbrella are social media network management, monitoring, creation and implementation of campaigns, in addition to the **LinkedIn Workshop**, a program created by the Head of Digital, Lorena Castro, to improve executives' strategic skills. "Today's world is digital and we at Nexcom are prepared not only to meet our clients' needs, but also to encourage them to take on new challenges," says Lorena.

The Digital team is made up of professionals from wide ranging backgrounds, like **Social Listening, Social Media, Designers, Motion Analysts, Video Editors, Community Managers, Editors**, in addition to **Coordinators** who work directly with clients and look after the strategy.

"This year, we explored along with our clients more complex campaigns, such as the ANBIMA campaign, with actions that moved from the digital realm to the offline scenario to bring a differentiated connection with people. We have a digital DNA and we are data driven. It is through data that we decide how we work, how we write a text and how we apply it to our strategies," adds Lorena.

For 2023, the Digital area plans to create projects that go beyond social media networks by delivering content that covers all aspects of communications, such as podcasts, videocasts,

webseries and newsletters, besides exploring the use of proprietary platforms in different formats, like TikTok and Kwai. "We plan to develop further projects integrated with PR as they bring extraordinary results and show the strength of our joint efforts and the 360 degree view of the Nexcom Group," concludes Thiago.

“Our strategies reinforce the strength and need of digital solutions for companies”



Lorena Castro
Digital Strategist and managing partner

“We have integrated the PUB-FR teams according to each professional's skills and clients' needs”



Thiago Cardim
Digital Strategist and managing partner

PUBLIC RELATIONS IN ESSENCE

Throughout 2022, the Nexcom Group increasingly incorporated a multi-task DNA into its service verticals. However, it is impossible to tell its story without talking about the PR work developed by the company. Media relations and PR is the essence of Nexcom and in 2022 this was confirmed with the entry of large accounts and, with them, big challenges.

Learn more about the cases that rocked the year at the Nexcom Group.

ANBIMA

Nexcom “combines talents and expertise into a single communications group” and the entry of the ANBIMA account reinforced this purpose. Led by managing partner Ilana Szyller, the account has a two-fold aspect: the first is investment funds and the second, capital markets. The work carried out by the Nexcom team sought to bring a positive agenda for these two realms within ANBIMA. To this end, the **#VaiFundo** and **Mercado de Capitais – Quem Sabe, Investe** campaigns were created.

The novelty of the campaigns is that they capture the best of the Nexcom Group’s ecosystem – the integration between teams and creativity. “Both actions are diverse and include PR, Video, Webseries, Podcast, Paid Media, Digital, and Content fronts. The multifaceted team behind the campaigns covers several verticals of the group and delivers 360-degree communications in practice,” explains Ilana.

With a broad scope of work, the team’s biggest challenge was to step out of the comfort zone and work on all fronts together to get the most complex ideas off the ground. The launch of the campaigns was a huge success and they used OOH (Out Of Home) advertising, trailers in movie theaters and a campaign at Brasília airport.

“ANBIMA plays a key role and is a reference inside and outside the Brazilian financial

market for the generation of content and for its importance in the dissemination of financial education. We were happy to work innovatively and search for out-of-the-box solutions with them. Undoubtedly, the Nexcom Group has all the potential to meet this type of customer demand and we do it with great confidence,” adds Ilana.

“Our standard is excellence and our deliveries confirm that”



Ilana Szyller
Managing partner, Financial
Market and Business specialist



Quem Conhece, Investe campaign



Vai Fundo campaign

SERASA

Every Brazilian has heard of Serasa, a credit bureau company, but since its creation it has been mistaken for a government body and known as a company that “collects” debts. The work developed by the Nexcom team since March 2022 was to show the company as it really is – an organization that shares information and data, besides making credit easily accessible to Brazilians. The team’s focus was also on demystifying the profile and behavior of consumers when it comes to personal finance.

The team is led by the Nexcom director Fernando Rubino. Its main challenge was to elevate Serasa’s agenda in the Brazilian news media, both at national and regional level. For this, work was carried out to regionalize communications with media and PR firms all over the country, together with a strong partnership with the company’s interfaces.

“Serasa represents our ability to serve all existing segments, including one that is extremely important for the Brazilian population. Through our work with the media, we helped more than 70 million defaulters to clear their debts, find financial balance and sleep in peace,” explains Fernando.

One of the campaign highlights was the announcement of Serasa’s partnership with Banco PAN to grant loans using the Severance Payment Fund (FGTS) as collateral. An in-person press conference was held to announce the survey carried out by **Serasa on the relationship of Brazilians with the FGTS**. More than 70 media professionals attended the event, generating 600+ news stories in the media in less than three days.

However, the traditional event **Serasa Limpa Nome (Clear Name Serasa)**, which took place through digital channels and in physical tents in five Brazilian capital cities (São Paulo, Rio de Janeiro, Salvador, Belo Horizonte and Porto Alegre), was the biggest challenge for the team. Daily publicity of the event at national level led to more than 3,000 mentions in the media, especially on the main TV channels in Brazil, and generated more than 140 interviews for Serasa.

“It was the biggest theme of the year and it was

a challenge for us, but the positive media results helped reach the highest number of settlement deals in Serasa’s history. This shows how strong PR work is at Nexcom,” adds Fernando.

“With this PR work, Serasa will be positioned as one of the largest financial health ecosystems in Brazil”



Fernando Rubino
Managing partner, Crisis
Management and Finance specialist



Clear Name Serasa event held in São Paulo

NESTLÉ

Top-of-mind company among Brazilian consumers, Nestlé has been active in Brazil for over 100 years and continually renews its commitment to society. In order to support its purpose, in April 2022 the company commissioned the Nexcom Group to manage the brand's PR portfolio.

The account has a full-time PR team coordinated by Nexcom's managing partner Juliana Nery. PR work was focused on a strategy to reach various communications pillars aimed at helping Nestlé in the narrative of different actions for the company's 50+ brands.

"The way of consuming has changed and Nestlé has followed every step of its consumers' journey. To us, it is extremely important to carry out PR and media work for Nestlé, whose brands are universally present in Brazilian homes, and to create PR stunts and events for the brand," says Juliana.

KITKAT AT ROCK IN RIO 2022

In September, KITKAT® debuted at Rock in Rio Brazil 2022 in grand style. It was the third most exposed brand in Earned Media*. This was a joint effort in partnership between Nestlé and the Nexcom team. Hundreds of news stories were published in Brazil's main media outlets and content produced by activated influencers on both weekends of the festival - which had the full support of the Nexcom Group.

The PR team worked with a focus on pre-event communications, positioning the brand in tier-1 publications, besides media outlets attuned to the event's target audience – generation Z. "We worked on creating different narratives and angles to tell the entire journey of the brand. This was possible thanks to the integration and trust built between the Nexcom and Nestlé teams," adds Juliana.

“It is a brand that has brought about many changes, not only in the sector but also in society”



Juliana Nery
Managing partner and Consumption specialist



KitKat Chocolatory store at Rock in Rio.
Photo: Ike Santos



Photo: Ike Santos

*According to a survey carried out by IQEM – CDN Comunicação

CRYPTO MARKET IN BRAZIL

The crypto-based economy is here to stay. In 2018, Pub set up an area to serve cryptoeconomy clients with the aim of informing them about the importance of cryptocurrency regulation for the market and society.

This objective was enhanced with the creation of the Nexcom Group. An example of this effort was customer service for **Mercado Bitcoin**, the largest digital asset platform in Latin America. The team, led by managing partner Valéria Masson, trained the company's executives to talk to the public through the press and social media networks about the best conditions for regulating crypto assets.

"As well as a communications plan with the press and content for social media networks, we also developed and delivered training to the company's executives to prepare them for debates in public hearings at the Brazilian Lower House," explains Valéria.

Nexcom also focused on disseminating the **Brazilian Association of Cryptoeconomics – ABCripto**. The PR work with the press and social media networks paved the way for the population to learn about cryptoeconomy which, combined with the bill to regulate cryptocurrencies, attracted greater visibility to the company, positioning it as a benchmark for the sector.

To further promote debate, ABCripto created **Criptorama**, the association's first event to present an overview of the cryptocurrency market in Brazil. Nexcom's managing partner Núbia Tavares' team created a communications strategy to include not only PR and social media network, but also internal communications, sponsors and influencers attending the event. Criptorama took place in November 2022 in São Paulo. The event also presented a market study carried out by LCA at the request of ABCripto providing a first comprehensive overview of the sector in Brazil.

This led to the publication of over 100 news articles about the event, contributing to broaden the discussion on cryptocurrencies and for Law 14,478/22, known as Cryptoeconomics Regulatory Framework, to be sanctioned in December 2022. The law defines the guidelines

to structure consumer protection, combat financial crimes and ensure the transparency of transactions involving crypto assets.

"The **Mercado Bitcoin** campaign was a huge success with the public and the media, enhancing visibility and reinforcing our ability not only to provide communications services, but also to design a strategy aligned with all communications fronts, client needs and also with society," explains Núbia

"The Nexcom Group is apt to mediate governmental and political issues with the media for the benefit of society and our clients"



Valéria Masson
Corporate Communications,
Marketing and Strategy



Criptorama event organized by ABCripto
Photo: For release



Núbia Tavares
Strategy and Area Integration

"We go beyond execution to create strategies in line with the client's reality"

Organized by
Nexcom Group

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ALONE YOU GO FAST
**NOW IS THE TIME
TO GO FAR.**

**BE A PART OF THIS STORY
STOP BY OR CALL US? IT'S UP TO YOU!**



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